Cape Peninsula University of Technology

AN EXAMINATION OF ONLINE ADVERTISING STRATEGIES TARGETING MILLENNIALS IN AN AGE OF ONLINE ADVERTISING AVOIDANCE

by

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DECLARATION

I, Natassha Vera Miller, declare that the contents of this thesis represent my own unaided work, and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

_____   December 2020

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ABSTRACT

Over decades, advertising and the way advertising firms strategize and formulate effective measures has undergone a great change. This has been due to advancing technology, consumer consciousness or agency (or user-generated content) and a growing need for online advertisers to better understand the attitudes, behaviour, preferences, lifestyle and choices of the Web 2.0 consumer. Online advertising (OA) has been shaped by various elements such as user awareness and demand, the advertiser's utilisation of appropriate online resources, revenue streams, partnering and free marketing (to name a few). Consumers are becoming 'prosumers' that is users that produce and consume and in more recent research, also distribute content that drives the ebb and flow of the online economy. Due to millennials' advanced knowledge and exposure to brand and product experiences, sporadic and irrelevant placement of OA has been prone to increase of millennials' practice of online advertising avoidance (OAA). This presents a problem to online advertisers and marketers in using various preferred online platforms (POPs) in order to reach targeted online users effectively. Factors such as the design elements compared to programmatic functions have been explored. The phenomenon of OA avoidance has also affected the formulation of online advertising strategies (OASs). The objective of this study was to ascertain the attitudes of millennials towards OASs, with a particular focus on the influence of design-related antecedents and its relationship to millennials' usage factors and demographic factors.

Current literature cites that effectively designing OASs are pivotal for the growth of brands and positive consumer experiences. There have been a growing number of studies exploring OAA and consumer behaviour on various media platforms in the online shopping environment. However, there is currently a lack of studies that focus on the effect of design-related antecedents in the context of OAS formulation, bearing the influence of demographic and usage factors in mind.

The objectives of this research were to explore the effects of design-related OA antecedents on the online preferences and advertising engagement choices of millennials. These effects also considered the influence of usage factors and demographic characteristics on their attitudes. The researcher further explored the why question of millennials' attitudes as they use their POPs and how advertising agencies have been practising or could be improving the design of their OASs.

In previous literature, researchers have found a general negative attitude and experience towards OA, thus giving rise to the phenomenon of OAA behaviours and ideologies. This type of avoidance has resulted in a decrease of online engagement with OA through various antecedents (factors that if altered or presented in certain ways can influence user engagement). Various tools have been

released into the general online market such as Ad Blocker, that assists users to block OA that causes or are seen as ad clutter, annoying, irrelevant, blocking content through apps or even a bridge of privacy to name a few.

By using a mixed method research design and employing an empirical online survey method, the researcher conducted an online survey, key-informant interviews with online advertising strategy experts, conversational interviews and a focus group with millennials to uncover their preferences and experience of OASs in light of ten OAA antecedents. Online advertising strategists (OASTs) were also invited to share their experiences of designing OASs targeting millennials in Cape Town. Considering the value of OA and its benefits in growing online brands and business, it is clear that the design of these strategies amidst the growing phenomenon of OAA needs some attention. The impact of the awareness and application of the ten OAA antecedents in conjunction with usage and demographic factors of millennials is an opportunity to gain insights into their personas. With a special attention on design-related OAA antecedents, the researcher will explore the insights gained in this study, which should be valuable for all online advertising strategists, online advertising stakeholders, e-commerce sectors in advertising and OA designers.

An interpretation of both the quantitative and qualitative findings reveal a better understanding of online platforms that millennials prefer, the preferences of certain demographics, the way millennials make use of online platforms and advertising and why they have certain attitudes. In the quantitative phase of the study, an online survey divided into 4 sections (namely, millennials' preferred online platforms; devices, usage and engagement of online platforms; demographic factors; and the influence of ten OAA antecedents on their online browsing) was conducted. 3 450 online surveys were collected and analysed. In the qualitative phase of the study, it was found that millennials expect relevant, tailored and personalised advertising with privacy limits in place within the focus group and conversational interview. The key informants (OASTs) also contributed vastly n sharing similar experiences in the design of OASs engaging millennial consumers. This will be extensively covered in the chapters to follow.

The insights gained in this study should be valuable for online advertisers, online advertising strategists, account holders, graphic designers and UI/UX designers in online advertising agencies. In addition, the findings, conclusions and recommendations should assist other researchers and practitioners in the evolving field of graphic design, digital marketing and design and advertising strategy in South Africa and other developing countries.

KEYWORDS

Online advertising (OA), online advertising avoidance (OAA), online advertising attitudes (OAAD), online advertising avoidance (OAA), online advertising strategies (OASs), online advertising strategists (OASTs), online platforms (OPs), preferred online platforms (POPs), online advertising agency (OAAY).

DEDICATION

To my parents, Stephen and Elvirah Miller

This accomplishment is a real-life testimony to your unconditional love and support towards me, without which I would not have reached this milestone. Thank you for always believing in me!

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ABBREVIATIONS AND ACRONYMS

Abbreviation	Term
AI	Ad Irritation
AVE	Average Variance Extracted
B2B	Business-to-business
CMB	Common Method Bias
CMF	Common Method Factor
CFI	Comparative Fit Index
CR	Composite Reliability
C2C	Consumer-to-consumer
df	Degrees of Freedom
DES	Design of the Ad
DP	Design Personalisation
DEOD	Digital Entertainment on Demand
eWOM	Electronic word-of-mouth
EVT	Expectancy Value Theory
GLM	Generalised Linear Model
GFI	Goodness-of-Fit Index
IFPI	International Federation of the Phonographic Industry
LSM	Living Standard Measures
MGC	Marketers' Generated Content
M	Mean
NFI	Normed-Fit Index
OA	Online Advertising
OAAG	Online Advertising Agency
OAAT(s)	Online Advertising Attitude
OAA	Online Advertising Avoidance
OAST(s)	Online Advertising Strategist
OAS(s)	Online Advertising Strategy
OPT	Online Placement and Timing
OP(s)	Online Platforms
PER	Personalisation
POP(s)	Preferred Online Platform
PC	Price Consciousness

PT	Privacy and Trust
χ^2	Relative Chi-Square
INFO	Relevant Information
RMSEA	Root Mean-Square Error Of Approximation
SC	Scepticism and Credibility
SMA	Social Media Advertising
SNS	Social Networking Sites
SD	Standard Deviation
SE	Standard Error
SRMR	Standardised Root Mean Square Residual
SEM	Structural Equation Modelling
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TLI	Tucker-Lewis Index
UX	User experience
UGC	User Generated Content
VAL	Value
WOM	Word-of-mouth
WOMM	Word-of-mouth marketing

CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE RESEARCH STUDY

1.1 Introduction

Design has always been a problem-solving process involving the capacity to be logical and analytical and relates to human needs in a technological world. Design thinking has become relevant in the formation of marketing strategies and advertising tools, especially in a fast-paced world and unstable economies struck by unpredictable factors such as natural disasters (Micheli et al., 2019; Cankurtaran & Beverland, 2020; Halstrick et al., 2020). Digital advertising, consumer confidence and big data are about to clash with each other. Digital data is the digital economy's new "currency" and online advertising has the tools both to broaden data collection and to monetise its direct use in advertising (Mathews-Hunt, 2016). Online advertising (OA) can dramatically improve marketing communications efficacy (Hashimova, 2015).

Digital data is the digital economy's new "currency" and OA has the tools both to broaden data collection and to monetise its direct use in advertising (Mathews-Hunt, 2016). Agencies, advertisers, marketers and brands using various platforms (e.g., websites, social media, etc.) will design the type of strategies needed in order to engage consumers successfully (Maricic & Djordjevic, 2015; De Grave et al., 2016; Demangeot & Broderick, 2016; Tingley, 2016; Lee et al., 2018; Colicev et al., 2018; Florenthal, 2019; Yousaf et al., 2020) especially in the midst of online advertising avoidance (Miroglio et al., 2018; Tefertiller, 2020). This has been due to advancing technology (Tang et al., 2015; Linnes & Metcalf, 2017; Zhang et al., 2017; Muñoz-leiva et al., 2018; Mafas & Kuppusamy, 2019), consumer or brand consciousness (Giovannini et al., 2015; Kautish et al., 2020) and a growing need for advertisers to better understand the attitudes, behaviour, preferences, lifestyle and choices of knowledgeable users. Online consumers are becoming "prosumers", which are characterised as producing, consuming and distributing content by themselves (Chandler & Chen, 2015; Fine et al., 2017). This is largely termed as user-generated content (UGC). Creative users are no longer controlled by companies and have therefore produced numerous independent projects against companies' will. Although online collaboration between prosumers and companies used to be widespread only, recent developments in digital technology have led towards this trend changing and various users being able to conduct OA efforts in a nucleus or on a commercial level. This has been explored by research on millennials in areas of social commerce (Barnes & Correia, 2016), social media platforms (Brown, 2016; O'Connor, 2016b; Lamar & Levin, 2017; van Es, 2019), online advertising and effective marketing strategies to Millennials (Miiluvaara, 2016; Mobolade, 2016; Schlichenmeyer, 2016; Taylor, 2018), online retail or shopping (Accenture, 2017; Moreno et al., 2017), value perceptions (Hwang & Griffiths, 2017), gender differences in buying behaviour (Kraljević & Filipović, 2017), influencer marketing through social networks and communities (Liu et al., 2015;

Newman et al., 2015; Burke, 2017; Abreu, 2019; Grafström et al., 2018; Cadwallader, 2019; Coates et al., 2019; Florenthal, 2019; EASA, 2019), *prosumption* which is the creation and distribution of content and is largely driven by technology and access (Rayna & Striukova, 2016) and millennial trend insights (Deloitte Survey, 2020; Ketter, 2020; Khan et al., 2020).

Online advertising (OA) is a type of advertising using the Internet to deliver promotional ads to online users and consumers. Various methods are employed such as website advertising, email marketing, social media promotions, search engine advertising, mobile advertising and display advertising among others. OA is one of the largest businesses on the Internet. It is expected to grow even more due to Internet growth and advances in mobile communication (Mahmoud et al., 2014; Oger et al., 2015; Feng et al., 2016; Holicza & Këdena, 2018; Anshari et al., 2019; Kemp, 2019; Mpinganjira & Maduku, 2019; Smith, 2019c; Le & Wang, 2020). According to research published by Guttmann (2019) in South Africa on advertising spending by medium, the market has been estimated to be worth R30.4 billion and 21% of this is projected to account for video and TV advertising spend. The Internet is the second largest medium but is predicted to exceed TV advertising by 2023 for the first time (Guttmann, 2019).

The target audience for this study is the "who" of online activity largely identified and cited as "millennials". The millennials (born between 1982 and 1994) are prominent online and live a lifestyle of technological ubiquity (Moreno et al., 2017; Aikat, 2019; Anshari et al., 2019; Oumlil & Balloun, 2019; Deloitte Indonesia Perspectives, 2019; Duffett et al., 2019a; Newman et al., 2015; Deloitte, 2020; Ketter, 2020). Howe and Strauss (2003) first explained the background of the millennials. Generation theory maintains that more or less every twenty years a new kind of generation emerges shaped by a series of events and that this generation holds certain beliefs and behaviours in common, and their personal combined biographies form the culture of the era (Strauss & Howe, 1991). The entirety of the background and context of the millennials directly affects the way in which they interact with online society and community.

Since the introduction of Web 2.0 and the capability of new media empowering consumers to now create, produce and distribute their own content, a convergence has been created between navigating the internet and the act of search determination and product realisation. Technology is evolving at a rapid pace every day. Several researchers found that the use of mobile technology such as tablets, iPods, smartphones and laptops makes it easier for online users to move across their wirelessly connected devices over different online platforms (OPs) known as ubiquity (Okazaki et al., 2009; Hühn et al., 2017; Buarki & Dar, 2019; Martins et al., 2019; Narang & Shankar, 2019; Dehghani et al., 2020). This means that users can be accessing their different social networks and shopping networks

while doing business transactions, at any point in time and all at the same time. With this online evolution, OA has been known to interfere with this process, since users are specific in their online goals and preferences. Users have been asked by advertisers to share their information to enhance personalisation and they have also been able to track users' mobile behaviour. This has raised concerns for information to become protected, especially for adolescents (Bleier & Eisenbeiss, 2015a; Leon et al., 2015; Hu et al., 2018; Schreiner et al., 2019; Zarouali et al., 2020). This ubiquitous environment makes it all the more challenging for online advertisers to understand the online attitudes, behaviour, preferences and personas of the users they target. It is basically a catch twenty-two for improved OASs which makes it challenging for advertisers to design the most optimum ads that will span across any network, any device and any media.

Consumers can make their interfaces personalised and have preferences of ad types they engage with on their various platforms. Users understand and have access to ad blocking software, clearing cookies and caches, skipping online videos or simply ignoring any online advertising that impedes on their goals. This phenomenon is known as online advertising avoidance (OAA), explored in brand advertising, social media and commerce, location-based advertising, sponsored posts, video advertising and various other media (Ha, 2008; Johnson, 2013; Aguirre et al., 2015; Joo, 2016; Li & Huang, 2016; Shin & Lin, 2016; Jens et al., 2017; Kim & Seo, 2017; Hossain, 2018; Mattke et al., 2018; Mutum et al., 2018; Van den Broeck et al., 2018; van der Goot et al., 2018; Abro et al., 2020; Bellman et al., 2020; Chinchanachokcha & de Gregorio, 2020; Li et al., 2020b) which is also a big stumbling block for exposure to online ads. This presents a problem to online advertisers in developing and designing ads for OPs to reach targeted online millennial users effectively (Kaplan & Haenlein, 2010; McDonald & Cranor, 2010). This also affects the accurate capturing of data to be measured and used when advertisers design their online strategies (Johnson, 2013). These studies record a disparity in the media that facilitate the presence of OA and how users engage them.

These mediums have been referred to as *antecedents* (Harvey et al., 2011) in studies of consumer behaviour, traditional forms of advertising, web advertising, social media advertising, apps, eWOM, etc. In some cases, few studies have empirically examined them. Antecedents are strategies that affect the relationship between another two variables. Some of these explored pop-up ads (Edwards et al., 2002), web advertising credibility and value (Bevan-Dye, 2013; Aydogan et al., 2016; Bevan-Dye, 2020), online trust (Kim & Gambino, 2016), traditional advertising and the phenomena of avoidance (Ducoffe, 1996, Speck & Elliot, 1997a; 1997b; Cho & Cheon, 2004), online video and TV services (Truong, 2009), email advertising (Haq, 2009), social media advertising (et al., 2016; Chiang et al., 2017; Martínez-Navarro & Bigné, 2017; Padival et al., 2019), advertising avoidance (Lazauskas et al., 2017), blogs (Colton, 2018), eWOM (Gvili & Levy, 2016; Gvili & Levy, 2018), scepticism (Khuhro et al., 2017), gaming (Price, 2018), mobile advertising (Feng et al., 2016; Lee et al., 2016b; Aydin &

Karamehmet, 2017; Martínez-Ruiz et al., 2017; Mpinganjira & Maduku, 2019; Li et al., 2020b) and customer experience (Bilgihan et al., 2016).

While studies in OAA, including ad blocking, have considered and explored antecedents (Hussain & Lasage, 2014; Deraz et al., 2015; Nyheim et al., 2015; Ouyang & Rodgers, 2015; Rejón-guardia, 2015; Joo, 2016; Shin & Lin, 2016; Tran, 2017; Mutum et al., 2018; Redondo & Aznar, 2018; Van den Broeck et al., 2018; Youn & Shin, 2019; Abro et al., 2020; Dai et al., 2020; Li et al., 2020b) such as relevant information (informativeness), online placement and timing, scepticism and credibility, privacy and trust, price consciousness (cost consciousness), ad irritation, personalisation and value; very few studies have considered exploring the design of the ad and design personalisation of OA on POPs of millennials. In this study, OAA antecedents were explored to consider the influence of feelings, emotions and thoughts on attitudes and behaviour.

1.2 Statement of the problem

Various academic researchers recently explored attitudes and perceptions of online advertising (OA) and marketing strategy efforts on various platforms, especially amongst the growing cohort of millennials (Duffett & Wakeham, 2016; McCormick, 2016; Mobolade, 2016; O'Connor, 2016b; Hwang & Griffiths, 2017; Moreno et al., 2017; Murillo, 2017; Grafström et al., 2018; Cadwallader, 2019; Duffett et al., 2019a; Oumlil & Balloun, 2019). Online advertising strategy (OAS) and approach to millennials presents a rich field for inquiry, particularly in social media advertising (Fan et al., 2017; Martínez-Navarro & Bigné, 2017; Mattke et al., 2018; Van den Broeck, 2018; Raza et al., 2019; Silvia, 2019; Youn et al., 2019; Chinchanachokchai & de Gregorio, 2020; Li et al., 2020b; Zhang & Du, 2020), mobile advertising (Mpinganjira & Maduku, 2019), personalised advertising (Schreiner et al., 2019; Stiglbauer & Kovas, 2019), e-commerce (Duffett & Foster, 2018; Tran et al., 2020), attitudes (Hallgrímsdóttir, 2018; Redondo & Aznar, 2018; van der Goot et al., 2018; Abner, 2019; Kemp, 2019; Shareef et al., 2019), information (Abro et al., 2020) and avoidance (Mei, 2018) in clarifying millennials' attitudes towards OA. It is unclear how effective current OASs are formulated and executed to reach this target audience especially in the creativity or visual stimuli (Selejan et al., 2016; Shaouf et al., 2016; Bilro et al., 2018; Jankowski et al., 2019; Moldovan et al., 2019; van Rompay et al., 2019; Chang & Wang, 2019; Boscolo et al., 2020) with the design of the ad and design personalisation as an integral part (Jensen, 2008; McDonald & Cranor, 2010; Taken-smith, 2011; Kelly, 2014; Brown, 2016).

Several researchers have recently explored OAA and its various antecedents across a number of different age groups, cohorts and countries (Bevan-Dye, 2020; Chinchanachokchai & de Gregorio,

2020; Sari et al., 2020; Hussain et al., 2020; Ruobing et al., 2020; Vander Schee et al., 2020). Some have mostly studied it in older contexts such as television, radio (Elliot & Speck, 1998); and print media (Cho & Cheon, 2004; Ha & McCann, 2012), while more modern studies have explored advertising in online media (Bevan-Dye, 2020; Chinchanachokchai & de Gregorio, 2020; Sari et al., 2020; Hussain et al., 2020; Ruobing et al., 2020; van der Schee et al., 2020). Feedback from participants was generally negative on the influence of OA on their attitudes, which would decrease engagement in OA. This has become a big problem for brands and companies in selling their products or services using specific OASs on various platforms. Studies have also considered different demographic segments as well as usage factors, but few studies have considered the effect of the design and design personalisation of these mediums.

The research aim of the present study was therefore to empirically explore attitudes of millennials towards OA in an era of OAA to gain insight into how OASs can be improved to positively reach and engage millennials. It is important to consider the development, application and impact of design as a factor of the explored antecedents (Idemudia, 2016; Jankowski et al., 2019; Bevan-Dye, 2020; Chinchanachokchai & de Gregorio, 2020; Sari et al., 2020; Hussain et al., 2020; Ruobing et al., 2020). The objective is to increase positive attitudes towards OA and improve OA engagement across millennials' POPs and devices. In the case of social media, researchers conducted studies on the challenges that marketers face. In the planning and design to make ads attractive and effective, it is a problem for marketers to construct engaging OA (Alalwan et al., 2017; Abu-Ghosh, 2018; Deloitte Survey, 2020).

1.3 Background of the problem

Advertising avoidance was first cited and explored by Speck and Elliot (1997a) and Cho and Cheon (2004) in traditional media such as magazine, newspaper, broadcasting and radio where terms such as ignoring, zapping and skipping the channel were used. In later studies, as cited above, terms such as blocking, avoidance, and skipping are used. Speck and Elliot (1997a) warned that OAA is problematical as it reduces the possibility of involuntary and spontaneous viewer attention and affects other areas of research, such as the use of advertising stimuli.

Similarly, researchers have conducted studies that encompass why, when and how users avoid advertising on the internet. Their findings suggest that most users avoid OA due to prior negative experience (Seyedghorban et al., 2016; Li et al., 2017), perceived clutter (Seyedghorban et al., 2016; Jung, 2017) and perceived goal impediment (Seyedghorban et al., 2016; Shin & Lin, 2016; Li & Huang, 2016; Li et al., 2017; Tudoran, 2019), which is when users think that what they are trying to

achieve online is being hindered (Rejón-guardia, 2015; Li & Huang, 2016; Li et al., 2017). Further studies on word-of-mouth (Ting et al., 2016), Facebook clicking (Kim et al., 2016), content generated by marketers in social networks (Martínez-Navarro & Bigné, 2017), consumers' responses on social networks (Duffett, 2015b; Deraz, 2019; Youn & Shin, 2019), smartphone advertising (Martins et al., 2019) and brand engagement (Yamawaki & Sarfati, 2019), also conceptualised antecedents as factors that influenced consumers in combatting certain types of advertising strategies (Nyheim, 2015; Bevan-Dye, 2020; Chinchanachokchai & de Gregorio, 2020; Sari et al., 2020; Hussain et al., 2020; Ruobing et al., 2020; Vander Schee et al., 2020).

The knowledge and behaviour of the online consumer has changed dramatically over time (Chandy et al., 2001). Platforms have evolved from print and broadcasting media to online platforms that have become more mobile such as apps and virtual reality (collaboration of digital and real-world). Ecommerce has changed the way that online consumers talk about brands, behave, browse and shop on different devices (m-commerce). Among others, the revolution of e-commerce (Kowang et al., 2019) in its various forms has changed transactions between the customer and the advertising firm in business-to-business retail (Lucia et al., 2015); the way ads are placed effectively on websites with banners placed on the right hand side of the homepage and in mobile formats; use of vibrant colours and offers that are of a promotional nature (Kalia & Mishra, 2016); in consumer trust with information quality as a main engagement factor (Oliveira et al., 2017); on social and mobile commerce platforms where millennials expect easy transitions for browsing between devices while they shop (Kemp, 2019) and in social commerce (s-commerce) where customers avoid peer-generated ads in social media largely due to information overload and violated shared language (Li et al., 2019a). Millennials have the knowledge to produce, distribute and even brand their own information and design it as advertising known as user generated content (UGC). They produce and share their own videos on YouTube (O'Connor, 2016b), on social media they share and interact with brands, with the popularity of the hashtag along with photos and other content. Users seek inspiration and consume content that they enjoy largely because it is visual (Olapic, 2016). According to Lin et al. (2017) there are three major themes that engage users in s-commerce such as word-of-mouth, organisation of the brand and its advertising (van Es, 2019).

Numerous studies were conducted on 18 to 35-year-old millennials in a college or university context. This study includes millennials that are studying, working, unemployed and a mixture of these, which contributes to exploring a wider range of types of millennials in different stages of life, careers or industries, LSM, ethnicity, background, etc. This study used a much larger sample than usual studies. Previous studies used quantitative or qualitative techniques. In this study, the researcher made use of both quantitative and qualitative tools. The online survey opened the discussion for 12 types of advertising modes or platforms whereas most studies have concentrated on one type or several such

as social media, SMS advertising, eWOM, etc. (Rajesh et al., 2019; Abreu, 2019; Shareef et al., 2019; Zhao et al., 2019; Ngarmwongnoi et al., 2020).

Collectively similar studies on advertising avoidance have been conducted in various countries such as China, Iran, US, France, Spain, Netherlands, Malaysia, Finland, Australia, UK, Germany, Belgium, Canada, Switzerland, Singapore, Sweden, Republic of Korea, South Korea, Syria and Romania (Speck & Elliot, 1997a; 1997b; Edwards et al., 2002; Cho & Cheon, 2004; Kim, 2013; Hussain & Lasage, 2014Ketelaar et al., 2015; Nyheim, 2015; Tang et al., 2015; Kim, 2016; Li & Huang, 2016; Seyedghorban et al., 2016; Shin & Lin, 2016; Fan et al., 2017; Song & Jiang, 2017; Tran, 2017; Li et al., 2017; Kim, 2017; Yang et al., 2017; van der Goot et al., 2018; Van den Broeck et al., 2018; Harms et al., 2019; Deraz, 2019; Kaspar, 2019; Stiglbauer & Kovacs, 2019; Youn & Shin, 2019). However, the specific research problem has not been addressed with South African millennials and gives the researcher motivation to explore the problem statement in the context of South Africa and more specifically Cape Town.

Even though these studies abroad are important to the subject, this study focused on South Africans and more specifically, millennials living in Cape Town. Therefore, exploring several studies conducted in South Africa in provinces such as Gauteng Province and the Western Cape (Naidoo, 2011; Bevan-Dye, 2013; Sharp & Bevan-Dye, 2014; Vadwa et al., 2016; Scarth, 2017; Abraham, 2018; Koloba, 2018; Mhlanga, 2018; Hootsuite, 2018; Mpinganjira & Maduku, 2019; Deloitte Survey, 2020) were so much more applicable for comparison.

Several studies have been conducted in the Western Cape focusing on social media platforms, marketing methods and advertising antecedents (Duffett, 2015a; 2015b; 2015c; 2015d; 2015e; 2016a; 2016b; Duffett & Wakeham, 2016; Donga, 2017; Duffett, 2017a; 2017b; Duffett et al., 2019a; 2019b; Pittman, 2019; Duffett, 2020; Duffett et al., 2020; Haider & Shakib, 2020; Heryana et al., 2020; Newman et al., 2020; Quick, 2020; Sabuncuoğlu-İnanç et al., 2020). This study has also considered the usage characteristics of millennials in their preference of engagement with online advertising. The study comprised four main sections of inquiry, which was cross-analysed and compared including a collective overview of demographic variables and usage factors of millennials, the ten OAA antecedents of OAA as well as POPs.

More consumers have chosen to ignore and avoid advertisements (Wen et al., 2009; Kelly et al., 2010; Chang et al., 2012; Khan et al., 2016), especially with the ability technology and knowledge gives such as installing ad blockers and the increased use of apps. There are no studies that have

specifically focused on a millennial sample in Cape Town, exploring ten OAA antecedents on various OA platforms or POPs with a focus on design of the ad and design personalisation.

Numerous models and theories have been utilised to research and explore OAA, OASs and OAA antecedents such as theory of planned behaviour (TPB) (Ajzen, 1988), technology acceptance model (TAM) (Davis, 1989), theory of reasoned action (TRA) (Davis, 1989), uses and gratifications theory (UGC) (Katz & Blumler, 1974) and flow theory (FT) (Koufaris, 2002; Sanne & Wiese, 2018). This study makes use of the expectancy-value theory (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 2008) and theory of reasoned action (Ajzen & Fishbein, 1980) to explore online advertising avoidance and online advertising strategies. This study specifically explored ten OAA antecedents with a focus on design personalisation and design of the ad in OASs to engage millennials in Cape Town using theories of expectancy-value theory and the theory of reasoned action.

1.4 Purpose of the study

A research purpose refers to a broad indication of what the researcher wishes to achieve with the present research (Mouton, 1996; Haradhan, 2018). The research is exploratory-descriptive and its nature comparative. As the researcher explores the attitudes of Millennials and describes current OA antecedents, the views of millennials and OASTs can be compared. This research also adds to a thicker description of millennials as a target audience (Babbie & Mouton, 2001; Dar et al., 2014).

The objective of this study was the exploration and collection of insight and understanding regarding the phenomenon OAA of OASs as experienced by millennials. There are various reasons for this design approach (Babbie & Mouton, 2001). In the context of this study, this approach was used because:

1.   A deeper understanding can be gleaned on millennials' engagement with OASs

2.   An understanding of how online advertisers approach the formulation of OASs can be gained

1.5 Setting of the study

The study took place in three parts. The first setting was online in the form of an online survey that was completed through FourEyes (online survey tool) by a sample according to a set criterion. Respondents were able to fill out this survey through their various preferred online devices such as smartphone, PC, laptop or tablet. This was the quantitative phase of the study. Part two and three

were the quantitative phases of the study. The second phase data was through key informant interviews being online advertising strategists (OASTs) at their HQ or a venue that is conducive and quiet to be relaxed, private and record the interviews. The third phase data was collected through a focus group held at a venue that is relaxed, private and conducive for recording the discussion.

1.5.1 Online advertising strategies (OASs)

Strategies are a pivotal factor for every business and brand. Studies have made use of strategy models and theories such as Taylor's six-segment message strategy wheel, the FCB Grid, 4 Ps (place, product, promotion, and price of marketing) and more (Vaughn, 1980; 1986; Taylor, 1999).

Promotions and advertising are all around us, whether it is on TV, flipping through a magazine, online platforms such as social media or online radio, littered with advertising on every end of a particular product or service. Although there have been numerous discussions and studies on whether advertising techniques are effective, the reality is that businesses spend a lot of money to increase their profits. Good advertising has the power to make consumers notice their service or product and purchase it. Collectively it has been noted that OA can consist of and appear in blogs, display advertising on websites, eWOM, social media platforms, SEO, email and through algorithmic tools that will improve the online ads to reach potential customers. According to researchers a strategy is something that must be prioritised. Factors such as trust and authenticity are also strategies that maximise engagement opportunity explored by numerous researchers (Aguirre et al., 2015; Baltes, 2015; Aguirre et al., 2016; Gaikwad & Kate, 2016; Gvili & Levy, 2016; Patrutiu Baltes, 2016a; Patrutiu Baltes, 2016b; Piñeiro-Otero & Martínez-Rolán, 2016; Wu et al., 2016; Pasma, 2017; Cheng et al., 2018; Gavilanes et al., 2018; Gibson, 2018; Gvili & Levy, 2018; O'Connor et al., 2018; García, 2019).

Organisations can significantly benefit from making social media marketing an integral element of their overall business strategy (Abed et al., 2015a, Dwivedi et al., 2015; Felix et al., 2017; Kapoor et al., 2016; Rathore et al., 2016; Shiau et al., 2017; Shareef et al., 2017; Yang et al., 2017; Shaoolian, 2018; Shareef et al., 2019).

"The great art of writing advertisements is finding the proper method to catch the reader's eye, without which a good thing may pass unobserved." Joseph Addison

"Advertising is to business what steam is to machinery, the grand propelling power." Lord Macaclay

Although there are numerous experimentations in terms of pricing and OASs, it is unclear which is the most optimal for various industries (Bass et al., 2005; Fan et al., 2008: Liu & Liu, 2020; Small, 2020). There seems to be a lack of rigorous research and best practice in the fields where online or digital advertising and marketing strategy converge. There are numerous strategies that are employed by online advertisers, for example, personalisation, coupons as incentives and competitive pricing to name a few (Taken-Smith, 2012). It is also important to mention that strategies have creative components to enrich the visual and interactive aspects of an online ad (Rowley, 2004; Sharma, 2016). This is the reason why the current study explored the design of the ad and design personalisation of OAA antecedents.

For the research questions below, it is important to keep these definitions in mind:

1. 'Usage' refers to millennials' type of engagement with online platforms, frequency of engagement, places of engagement, alone or in a group setting and experience of engagement.

2. 'Demographic' refers to millennials' gender, age, marital status, employment status, population association and income.

3. Demographic factors affect users' views of advertising and contribute to explaining the reasons for what makes them avoid advertising and why (Speck & Elliot, 1997a; 1997b).

1.6 Research questions

The research questions are:

What is the effect of OA design on OAA antecedents among millennials?

What influence does usage characteristics have on design-related antecedents of OAA?

What influence do the demographic factors have on design-related antecedents of OAA?

Why do millennials have positive or negative attitudes towards the OA on POPs?

How can online advertisers improve OAS in order to engage millennials successfully?

1.7 Delimitations

The researcher was based in this vicinity, which made travelling to physically meet with the interviewees, as well as the focus group, possible and effective to remove any assumption or

misunderstandings if the data gathering was virtual/online or paper only. The researcher reduced the amount of bias by removing interviewees' and millennials' personal details before data coding so that the text would not be associated to any of them. This made them feel comfortable to answer without fear of being exposed, especially the online advertising strategists that are responsible for keeping the reputation of their companies in high and positive regard. In academic research, it is important for the researcher to note limitations and delimitations of the study. Limitations are factors that the researcher has no control over, whereas delimitations are the boundaries that the researcher deliberately decides upon to contain and focus the research.

In the case for obtaining permission from all sources for the pilot survey, variations are subject to change. Online surveys might be 'incomplete' or returned. The study delimits by the outcome of the pilot survey and the criteria it gives the researcher by which to select the most appropriate sub-category of millennials as a sample for closer study. The distribution of the online survey is limited to sub-groups of millennials in Cape Town. This study is not solving OAA, but instead exploring how online advertisers could potentially investigate and develop different ways or approaches to design OASs that will engage millennials in Cape Town and prevent the behaviour of OAA or the perpetuation of negative attitudes.

1.8 Organisation of the study

This study was divided into five different sections that combine elements of primary and secondary research as answers to the core research questions. Chapter One included an explanation of the problem, background of the problem, the purpose of the study, the research questions and definitions of key terms. Chapter Two analysed current consumer behaviour and the consumer market in the form of a literature review. Chapter Three discussed the online platforms used by millennials, while Chapter Four outlined the methodology of the study and how the research will be conducted. Chapter Five represented the findings of both the quantitative and qualitative sections of the study and examined the relevance to the research questions. Finally, Chapter Six summarised the study and offers recommendations to online advertisers and/or online strategists regarding the design of OASs that will increase millennials' positive attitudes towards OA. Chapter Seven contained the conclusions and recommendations.

1.8.1 Aim of the study

The aim of the study was to explore OAA antecedents as part of OASSs and its influence on a millennial cohort, describe antecedents' impact on the use of OASs on various OPs engaging millennials in Cape Town. This research provides OASTs, marketers, account directors, graphic and

UX/UI designers with an improved understanding of the design of OASs considering OAA antecedents and their influence on millennials' avoidance techniques and OA preferences. It is important to note that the study was conducted and written by a graphic designer working in a digital and technologically advanced environment in the context of OA and OAA. The designer is the catalyst between the phenomenon of OAA and consumers (that live and thrive in a society) and must be prepared to explore all options for the applicable design of OASs. The graphic designer works within or alongside the advertising agency and contributes to make sure that the brand or client's OA leads to greater profits (Godwin, 2009; Career Junction, 2018).

1.8.2 Objectives of the study

The specific research objectives are:

To ascertain the effect of OA design on OAA antecedents among millennials.

To determine the influence of the usage characteristics of design-related OAA antecedents on the attitudes of millennials.

To establish the influence of demographic characteristics of design-related OAA antecedents on the attitudes of millennials.

To explore whether millennials have positive or negative attitudes towards the OA on POPs.

To explore if online advertisers improve OAS in order to engage millennials successfully.

1.8.3 Hypotheses

A section of this study also included hypotheses to address gaps in current literature on online advertising strategies (OASs) targeting millennials in an era of online advertising avoidance (OAA) in the context of OA design. The researcher explored these OAA antecedents considering millennials' usage and demographic factors. The two design-related OAA antecedents namely design of the ad and design personalisation are compared to the others as outlined below.

1.8.3.1 Relevant information

The way that content is constructed and designed in OA influences whether consumers choose to engage them. Some of the reasons that users engage with OA is due to the relevance of the content, the design of the ad that attracts the users and their preference of ad content matching the users' needs (Edwards et al., 2002; Baek & Morimoto, 2012; Bevan-Dye, 2013; Mahmoud, 2013; Najib et al., 2016; Filieri et al., 2018; Moldovan et al., 2019; Wu et al., 2019; Thaker et al., 2020). Textual

advertising and composition of the ad consists of its information, facts or figures and design (Stokes, 2008; Cox, 2010; Köksal, 2013; Negm & Tantawi, 2015; Ahmed, 2019; Ali et al., 2019; Thaker et al., 2020). The design of the content contributes to the delivery of information about a product or service, thus consumers' process or tend to find arguments in an ad when the information is not sufficient or compelling (Kalia & Mishra, 2016; Mishra & Mahalik, 2017; Yousaf et al., 2020). Researchers have found that the information on ads add value when they are relevant and personalised (Estrada-Jiménez et al., 2017; Gerdman & Nordqvist, 2017; Murillo, 2017; Hamouda, 2018; Aziza & Astuti, 2019; Kaspar et al., 2019; Sari et al., 2020). Users identify with visual and textual aspects, looking to find their preferences and sense of self in it. If the information is designed in a way that is informative, engaging and relevant then Millennials will engage in it (Iyer et al., 2016; Najib et al., 2016; Murillo et al., 2016; Murillo, 2017; Aziza & Astuti, 2019; Sari et al., 2020). The significance of these factors demonstrates their importance for online advertisers in the design of OASs and framing of OA messages. The design of information was also explored by researchers in mobile apps (McGrath & McCormick, 2013; Martins et al., 2019), web content design and development (Ranganathan & Ganapathy, 2002; Westerwick, 2013; Almeida & Monteiro, 2017), responsive and interface design, which considers the journey of content consumption (Bilgihan et al., 2016; Cheng et al., 2018) and stimuli (Belanche et al., 2017b; Bilro et al., 2018; Muñoz-Leiva et al., 2019). They suggest that more emphasis is allocated to the design of OA in order to be effective and of good quality (Aydin, 2016; Ahmed et al., 2019). Therefore, we hypothesise:

H1a. Design of the ad has an effect on relevant information of OA among South African millennials due to the POP.

H1b. Design personalisation has an effect on relevant information of OA among South African millennials due to the POP.

1.8.3.2 Value

Millennials engage with online ads that present value to them. Value can be seen in various forms through the visual cues and text in terms of what the consumer will receive from the brand. The design of the offerings also depends on the format it takes and platform it appears on to be context specific. Studies have analysed value in the context of credibility (Zha et al., 2015; Hussain et al., 2020), website advertising (Aydogan et al., 2016), location-based advertising (Hühn et al., 2017; Le & Wang, 2020), smartphone or mobile advertising (Izquierdo-Yusta et al., 2015; Nessi, 2015; Murillo, 2017; Hashim et al., 2018; Martins et al., 2019), consumer perceptions (Qing, 2016), native advertising (Palma & Waalekns, 2016), social media advertising (Martínez-Navarro & Bigné, 2017; Hamouda, 2018; Shareef et al., 2019), personalised advertising (Stiglbauer & Kovacs, 2019), video advertising (Dehghani et al., 2016; Zaitceva, 2018; Firat, 2019) and email advertising (Chang et al., 2013). From

various research studies it can be summarised that value can be understood as monetary return, acknowledgement of OA engagement, mentions between brand and consumer, brands sale, community building between brands and community, opinion-sharing in brand community, etc. (Dao et al., 2014; Kim & Han, 2014; Dengani at al., 2015; Lee et al., 2015b; Pollak, 2015; Murillo, 2017). Therefore, we hypothesise:

H2a. Design of the ad has an effect on the value of OA among South African millennials due to the POP.

H2b. Design personalisation has an effect on the value of OA among South African millennials due to the POP.

1.8.3.3 Online placement and timing

The placement of OA is important in how online users experience or are influenced to engage. Online games are an example of OA being placed or designed to fit, look natural and be suitable to the surrounding context and setting (Chen & Haley, 2014; Meldrum, 2014; Harper's Bazaar, 2015; Stavljanin et al., 2017; Vashisht & Pillai, 2017). Researchers believe that the online placement of various types of ads on the different media such as websites or social media affect whether users will engage with it or not (Cho & Cheon, 2004; Bang & Lee, 2016; Fan et al., 2017; Van den Broeck et al., 2017). Along with placement, the time of OA is also important. Online placements are pivotal for media such as banners in the format of sidebar ads, message stream ads, pop-ups, etc. on websites and other platforms such as social media, online games, etc. (Al-Natour et al., 2013; Gageler et al., 2016; Mei et al., 2018; van den Broeck et al., 2018). These unwanted and clutter-causing online adverts have contributed greatly to the growing phenomena of OAA (Seyedghorban et al., 2016; Jung, 2017; Li et al., 2017; Redondo & Aznar, 2018; Huang, 2019) largely due to wrong or poor placement. The way the OA overlay or follow one after the other should be considered on a website or video. The personalisation of OA also affects the timing of ads (Tang et al., 2015; Tang et al., 2015; Nadler et al., 2018; Thomas et al., 2018; Sahni et al., 2018; Vermeulen et al., 2019; Nettelhorst et al., 2020). Therefore, we hypothesise that:

H3a. Design of the ad has an effect on online placement and timing of OA among South African millennials due to the POP.

H3b. Design personalisation has an effect on online placement and timing of OA among South African millennials due to the POP.

1.8.3.4 Scepticism and credibility

Scepticism is the tendency towards a disbelief of the claims made by advertising. Therefore, consumers respond to advertising less, rely on it less and have more of an emotional than informational reaction when encountering it (Raziq et al., 2018). Scepticism could prevent millennials from engaging with the ad on its respective medium, for example social media (Lee et al., 2016a; Demir, 2018; Yaylagul & Cakir, 2018) and influence consumers' attitudes as a result (Tran, 2017; Raziq et al., 2018; van Esch et al., 2018). Other media such as videos, pop-ups, in-stream ads, adverts and more have been shown to create scepticism in users. Scepticism has also been found to be a strong predictor of avoidance behaviours and negative attitudes towards OA (Baek & Morimoto, 2012; Tran, 2017). If the ad style or design, including its content and offering, resonates or is relevant to the user then they will engage with the ad (Ju, 2017; Petrescu, 2019; Silva et al., 2019; Youn & Shin, 2019) while others might by cynical (Indibara, 2017; Khuhro et al., 2017) or untouched by persuasion tactics (Aytekin, 2015). The design and attributes of the OA contributes to its credibility, relevance and influences users' behaviour and attitudes towards the service or product of a brand (Verstraten, 2015; Aydogan et al., 2016; Selejan et al., 2016; Lisichkova & Othman, 2017; Deraz, 2019; Harms et al., 2019; Hussain et al., 2020; Kao & Du., 2020). It has also been found that creativity, the design of content, relevant visual stimuli and good design of OA increase the brand's credibility compared to generic advertising (Kadry, 2013; Nyilasy et al., 2013; Lee & Hong, 2016; Lisichkova & Othman, 2017; O'Connor et al., 2018; Moldovan et al., 2019). Therefore, we hypothesise that:

H4a. Design of the ad has an effect on scepticism and credibility of OA among South African millennials due to the POP.

H4b. Design personalisation has an effect on scepticism and credibility of OA among South African millennials due to the POP.

1.8.3.5 Privacy and trust

Online users have become more nervous and concerned about the privacy of their personal or online information when it comes to their online activities. According to researchers this could include online shopping activities or e-commerce (Vijay et al., 2018; Zhu et al., 2020), social media (Kim, 2016; Jeong & Kim, 2017; Youn & Shin, 2019), websites (Teubner & Flath, 2019), programmatic or personalised OA (Aguirre et al., 2016; Estrada-Jiménez et al., 2017; Gironda & Korgaonkar, 2018; Palos-Sanchez et al., 2019) and mobile advertising (Mpinganjira & Maduku, 2019; Truong et al., 2019). In order to enjoy certain online experiences, users are required to share certain personal data information, in order to do online purchasing and in order to receive future relevant OA tailored to their interests or preferences (Lee & Hong, 2016; Lin & Kim, 2016; Estrada-Jiménez et al., 2017; Fine et al., 2018; Harms et al., 2019; Palos-Sanchez et al., 2019; Teubner & Flath, 2019). Research has

termed this phenomenon as the "privacy paradox" because consumers expect tailored ads, yet do not want personalised data breached or shared with third parties (Taddicken, 2014; Aguirre et al., 2016; Pentina et al., 2016). Current research also refers to "privacy fatigue" with this study, suggesting that good and applicable design can contribute to consumers' agreeableness to disclose personal data for the improvement of ad relevance (Tang et al., 2020). This suggests that agencies and advertisers need to explore other ways of enhancing and improving OA in such a way that consumers would be willing to engage in them. Multiple researchers have found that third parties are a concern for users to build trust with OPs or networks that they fear share their personal data without their consent. Trust is built up through peer-generated content or reviews, an authentically transparent brand and delivering what a brand offers (Hajli et al., 2017; Leong et al., 2020). Once consumers receive OA irrelevant to them, they feel that trust has been broken (Oger et al., 2015; Aguirre et al., 2015; Lü et al., 2016; De Keyzer, 2019; Kaspar et al., 2019). This feeling of fear, including other OAA antecedents discussed in this thesis, has also increased ad blocking behaviour (Amazeen et al., 2018). The trust of consumers can be enhanced when the information of ads is relevant, like in social media for example (Marcati & Giannattasio, 2016; Ijaz & Rhee, 2018; Kowang et al., 2018; Phipps-Kettlewell, 2018; Abreu, 2019; Bakr et al., 2019; Iqbal & Siddiqui, 2019; Liu et al., 2019a; Tramèr et al., 2019; Bandara & Fernando, 2020; Irshad et al., 2020). Therefore, we hypothesise that:

H5a. Design of the ad has a significant influence on privacy and trust of OA among South African millennials due to the POP.

H5b. Design personalisation has an effect on privacy and trust of OA among South African millennials due to the POP.

1.8.3.6 Personalisation

Personalisation is defined as a modification, strategic design and adaptation of content in order to fit the personal characteristics and preferences, communication styles and interests of a consumer (Bol et al., 2018). Recently more advanced techniques are being applied instead of just a name (Strycharz et al., 2019). Personalisation has been an important factor of designing engaging online advertising (OA) and has lately become more of a controversial practice (Turow et al., 2015). Personalisation in OA is a large tool for user engagement. If users know that they will receive benefits from sharing their information to receive targeted offers, they will share it (Bleier & Eisenbeiss, 2015a; Dahlgren & Tabell, 2017; Gaber et al., 2019; Ahmed et al., 2019; Mirkovic & Zander, 2019; Noor et al., 2019; Strycharz et al., 2019; Van den Broeck et al., 2020; Tran et al., 2020). Researchers believe that personalisation is a motivation for millennials to engage in OA and to decrease OAA. Consumers engage ads that are credible and informative (Nyheim et al., 2015; Feng et al., 2016; Murillo et al., 2016). The concept of customisation also contributes to the design of personalised OA to make it

more engaging, targeted and relevant to its audiences (Li & Huang 2016; Kaspar et al., 2019). Personalised OA tend to be more persuasive compared to those that are generic, especially in its messaging. Millennials prefer customised and personalised online ads, making engagement more prevalent because they can connect to the OA message. Researchers have found that generically designed online ads speak to few and do not carry much value for engagement. Furthermore, researchers found that in terms of the success and necessity of personalised ads in various media, general OA are not as engaging as those with personalised factors (Khuhro et al., 2017). Researchers have also explored the effects of personalisation on consumer behaviour and in many cases have found positive effects with regards to the relationship of the brand to the customer in increased satisfaction and customer loyalty (Ha & Janda, 2014; Verhagen et al., 2014a; Kim & Gambino, 2016), in greater intentions to purchase (Ha & Janda, 2014; Pappas et al., 2014; Benlian, 2015; Li et al., 2017; Sahni et al., 2018), for click-through rates that have been enhanced in email and banner ads (Aguirre et al., 2015; Bleier & Eisenbeiss, 2015a, 2015b; Sahni et al., 2018), as well as favourable attitudes towards the ad (Tran, 2017). However, some studies have also reported a negative reaction to personalised OA such as increased concern for privacy (Bleier & Eisenbeiss, 2015b; Song & Jiang, 2017), feelings of vulnerability (Aguirre et al., 2015), perceived intrusiveness (van Doorn & Hoekstra, 2013) and even reactance (Bleier & Eisenbeiss, 2015b; Puzakova et al., 2015). There is a decline in engagement once OA becomes saturated in the virtual community even though some firms make use of generic OA to free ride for market expansion and lower expenditure for their strategies (Buller, 2014). The more similar firms use generic OA the more their opportunities for engagement will decrease, since it is simply redistributing 'pieces of a pie' without originality. Generic OA also decrease the potential for access to information about non-advertised product attributes which can increase or decrease band differentiation and might bring confusion to consumers (Lambrecht & Tucker, 2013; Chen et al., 2018). According to research, design factors help to overcome an increase of advertising saturation, instead of visuals that are unrelated to the user. Research also found that personally relevant OA inspired positive attitudes, purchase intention and OA credibility and decreased banner blindness (Leon et al., 2015; Ham & Nelson, 2016; Ahmed, 2017; Tran, 2017; Aydin, 2018; Arora & Agarwal, 2019; Kaspar et al., 2019). Advertisers will have the ongoing problem of the 'halo effect', where users may become confused with multiple brands using similar OA and may judge them incorrectly with the bias based on the more outstanding or sponsoring brand (Bleier & Eisenbeiss, 2015a; Lee et al., 2016b; Long-Crowell, 2016; Resnick & Albert, 2016; Muñoz-Leiva et al., 2018; Kaspar et al., 2019). Therefore, we hypothesise that:

H6a. Design of the ad has an effect on personalisation of OA among South African millennials due to the POP.

H6b. Design personalisation has an effect on personalisation of OA among South African millennials due to the POP.

1.8.3.7 Ad irritation

Researchers have concluded that online consumers that have discomfort when viewing OA and feel that there is too much clutter often become irritated and form negative attitudes and experience towards OA (Cho & Cheon, 2004; Saxena & Khanna, 2013; Rejón-guardia, 2015; Ouyang & Rodgers, 2015; Seyedghorban et al., 2016; Najib et al., 2016; Le & Vo, 2017; Li et al., 2017; Hossain, 2018). While pop-up banners, pop-under ads and even in-stream advertising can be annoying and clutter viewer content, researchers have found that users avoid OA that cause irritation and can cause them to employ OAA behaviour (Giannattasio, 2015/2016; Gitanjali & Ashutosh, 2016; Marcati & Giannattasio, 2017; Arora & Agarwal, 2019; Aziza & Astuti, 2019; Firat, 2019; Wang & Genç 2019). Users have also displayed irritation on social media platforms (Dehghani et al., 2016; Murillo et al., 2016; Aziza & Astuti, 2019; Sabuncuoğlu-İnanç et al., 2020) as well as towards SMS advertising (Najib et al., 2016; Aslam & Karjaluoto, 2017) if there is violation of privacy (Aronsson & Sanberg, 2017), web advertising value (Aydogan et al., 2016) and especially negative perceptions and attitudes leading to OAA (Nyheim et al., 2015; Rejón-guardia, 2015; Lin & Kim, 2016; Hongyan & Zhankui, 2017; Shareef et al., 2017; Stiglbauer & Kovacs, 2019). The way that ads are also designed on mobile can cause irritation (Aslam & Karjaluoto, 2017; Hongyan & Zhankui, 2017; Wang & Genç, 2019). It was also found that the experience in length, timing and placement of OA ads, if executed incorrectly can also incur feelings of irritation (Jeon et al., 2019). This factor is important to consider and avoid in the development of OA and pivotal to the context of this study. Therefore, we hypothesize that:

H7a. Design of the ad has an effect on ad irritation of OA among South African millennials due to the POP.

H7b. Design personalisation has an effect on ad irritation of OA among South African millennials due to the POP.

1.8.3.8 Price consciousness

Numerous studies have explored and examined users' attitudes and ideas about being price conscious in OA terms of message content (Gauzente & Roy, 2012), consumer and buying behaviour (Rashmi, 2015; Bozkurt & Gligor, 2019), in product pricing (Buarki & Dar, 2019; Sing et al., 2020), service quality (Suprapto et al., 2020), payment willingness (Siahaan & Magnadi, 2018), brand loyalty (Shabuddin, 2020), health foods (Nguyen et al., 2020) and consumer awareness (Makanyeza & Du Toit, 2015). While users focus a lot on the price and quality, they also show consideration for how the price is designed into the ad as a useful entity in consumer decision-making. Consideration in the rise of the COVID-19 pandemic has also set the consumer population to think differently about spending

which challenges advertisers about the affordability of their brands and its pricing and value (Abdelnour et al., 2020; Hiirsalmi, 2020). For example, consumers are aware of discounts, coupons and incentives as explored by numerous researchers (Makanyeza & Du Toit, 2015; Mumcu & Semih, 2015; Lisichkova & Othman, 2017; Duffett & Foster, 2018; Lee et al., 2018; Cheng et al., 2018). Female consumers have also been recorded to have more price sensitivity than males (Kraljević & Filipović, 2017). Price also has a large impact on attitudes (Yeo et al., 2017; Abner, 2019). Some consumers carry more concern for style and quality rather than the price (Teixeira, 2014; Eelen et al., 2016), while for others the price dictates the majority of their preference or influences their engagement decision through word of mouth and other vehicles (El Ouardighi et al., 2016; Bhavana, 2018). Therefore, we hypothesise that:

H8a. Design of the ad has an effect on price consciousness on OA among South African millennials due to the POP.

H8b. Design personalisation has an effect on price consciousness on OA among South African millennials due to the POP.

1.8.3.9 Design personalisation

As previously discussed, personalisation is a large factor in the influence of millennials' engagement with OA. To take this further, design is a tool that allows OA to become relative and speak to users in a visual language that they can understand through the lens of community and culture. Design improves how segments and cohorts can recognise things they are familiar with and is part of their lifestyles. Design considers gender, age group, ethnicity, income and marital status, education, etc. (White, 2016; Lin & Hsieh, 2016; Diaz et al., 2017). Design frames the message content in such a way that users can identify themselves with and in it. People enjoy beautiful things, new things, and sometimes conceptual, abstract or simplistic things. Design is creative, artistic but also psychological and it stimulates the consumer to give attention (Greenberg, 2013; Kadry, 2013; Pilelienė & Grigaliunaite, 2016). The way that images, colours, typography and all other design elements are applied will execute the message of the OA to invite its user (De Vries & Carlson, 2014; Ashley & Tuten 2015; Yakasai & Jusoh, 2015; Scheinbaum, 2016). The design also assists in functionality i.e., simplistic thematic references can guide the development process in the marketing strategy. Personalising OA through design makes OASs innovative and intriguing to online consumers (Kwon & Kim, 2012; Desai & Kumar, 2017; Kaneko et al., 2018; Ahmed, 2020). As another concept, the term personalisation design has also been explored in service, product, participatory and human-centric design. Studies have formulated their own principles and theories to better understand how design can be applied with the user at the centre of strategy in terms of design thinking (Kramer et al., 2000; Umeda et al., 2008; Tseng et al., 2010; Camerini et al., 2013; Lee, 2013b; Andrews et al., 2019). This

is no different when designers are designing for the online or digital marketing experience when it comes to retail and e-commerce.

1.8.3.10 Design of the ad

The design elements and aesthetics of advertising have always been an important component of the digital marketing process (Köksal, 2013; Simola et al., 2014; Negm & Tantawi, 2015; Idemudia, 2016). Online advertising (OA) is as much a visual exercise of stimulus as it is and has become programmatic on different OPs and in various media such as social media advertising (Gotter, 2019; Ahmed, 2020), web advertising such as the interface and pop-ups and banners (Ranganathan & Ganapathy, 2002; Zhang, 2006; Cho & Kim, 2012; Westerwick, 2013; Douneva et al., 2016; Idemudia & Jones, 2015; Garett et al., 2016; Lin & Hseih, 2016; Shaouf, 2016; Yu & Kong, 2016; Almeida & Monteiro, 2017; Cheng et al., 2018; Wardhani, 2020), email advertising (Chaffey, 2019), mobile apps and advertising (Magrath & McCormick, 2013; Goyal et al., 2018; Ketelaar et al., 2018), blogs (Peng et al., 2016; Liu et al., 2018), social or e-commerce (Huang & Benyoucef, 2013; 2015; Wu et al., 2015; Baghdadi, 2016; Husnain et al., 2016; Ijaz & Rhee, 2018), online game design for marketing effectiveness (Hofacker et al., 2016) and in more recent years design for experience and ease of user navigation has become important to consider. In agencies today, designers are a part of the strategic, programmatic and user experience process because of the dynamism of devices and advances of ubiquity through technology. Nowadays it is not enough for designers just to design but to also understand the modes and platforms on which the ads will be placed. Researchers also found that the design of ads attracts and affects the appearance of relevance in terms of millennials' trends, visual, fashion and societal norms and cultures where the attention of users are arrested and kept through visual content (Manic, 2015). Creativity can make the generic or seemingly odious feel relative.
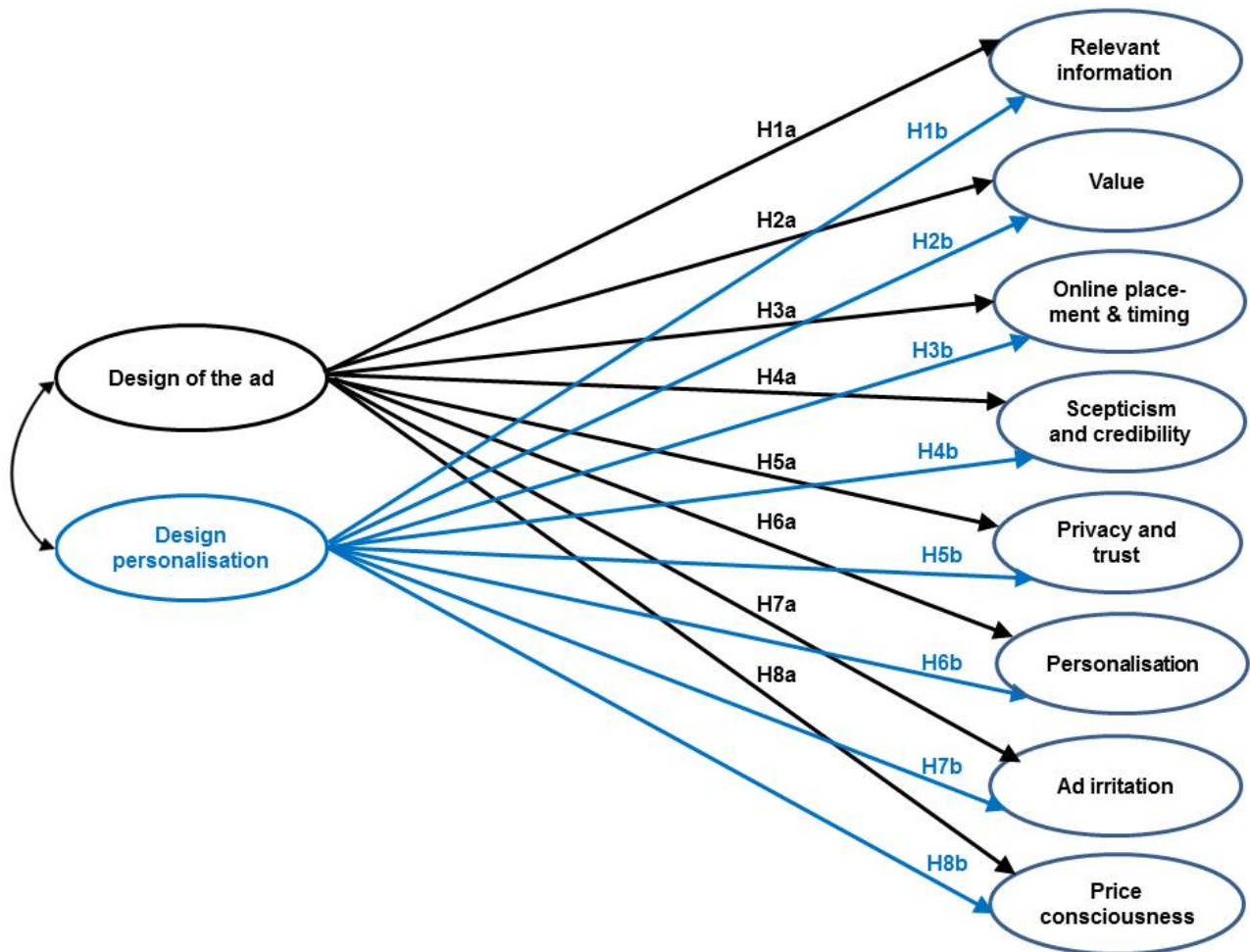
Figure 1.7: Hypotheses concept model

1.8 Summary

This chapter began by introducing the context of the research study in terms of today's consumers, OA and the web. It then goes on to give a broad understanding of OAA antecedents and millennials and leads into the research problem. The chapter then discusses the background to the research problem and problem statement, including a summarised collection of previous studies. This review made it clear that there are challenges that online advertisers face in designing OASs that millennials would engage and that there is a lack in the design of the ad and design personalisation factors being understood as part of OAA antecedents.

The next section outlined the purpose and the setting for the study. It was particularly important to give an understanding of the factor of ubiquity, since it also greatly impacts use and access of OA via different devices such as smartphones, laptops and desktops. This capability has contributed to ad blocking, which was defined and discussed. OASs were discussed, which included previous studies from which the current study stems, followed by the research questions, organisation of the study in six chapters. The aim was to state the value of the study to stakeholders and then outline the objectives of the study. The hypotheses were outlined, namely, relevant information, value, online

placement and timing, scepticism and credibility, privacy and trust, personalisation, ad irritation and price consciousness as related to design of the ad and design personalisation.

The final section discussed the importance of the study and emphasised how previous studies have investigated numerous OAA antecedents but have neglected the design of the ad and design personalisation as influences that affect engagement with millennials.

In the chapters to follow, the researcher will compile a two-part literature review consisting of previous exploration of the topic of study. Research methods will be discussed, with the findings to follow of both the quantitative and qualitative phases of the study and then discussion consisting of a comparison of previous research with the current findings. The thesis will conclude with recommendations and future research to be conducted in similar fields.

CHAPTER 2: SOUTH AFRICAN CONSUMER MARKET AND THEORETICAL FRAMEWORK

2.1 Introduction

In this chapter, the concept of online adverting avoidance (OAA) will be defined along with the understanding of attitudes towards online advertising (OA) and online consumer behaviour and agency. A review would help the researcher in understanding previous contributions made by other researchers regarding the topic. This chapter will provide an overview of the main conceptual frameworks that the study is based on, such as the expectancy value theory, models of advertising avoidance and conceptual framework of advertising clutter in online media. The literature review also provides an overview of research conducted in online advertising strategies (OASs) targeting millennials, as well as OAA antecedents, the effect of OA on millennials attitudes on preferred online platforms (POPs), devices, usage factors, demographic characteristics and its influence on millennials' attitudes. Finally, attitudes will be discussed considering OAA models and OASs. This review should provide a comprehensive understanding of OAA antecedents and attitudes towards OA research.

As of August 2020, the world population is currently 7.8 billion according to the most recent estimates by the United Nations Worldometer. The term "World Population" refers to the human population (the total number of humans currently living) of the world (Worldometer, 2020). As of July 2020, about 60% of the world's total population use the internet. That is about 4.57 billion and could be more by the end of 2020 since within the 12-month period about 346 million new users were added. This amounts to an average increase of almost 950 000 new users daily. There are about 5.15 billion unique mobile users of which 3.96 billion are social media users, 67% accessing the Internet via mobile. Globally, the average user spends 2 hours and 22 minutes on social media daily (Cooper, 2020; Chaffey, 2020b; Statista, 2020d).

As from July 2020, the 6 highest uses of social platforms are Facebook (2.603 million), YouTube (2 million) and WhatsApp (2 million), Facebook Messenger (1.3 million), WeChat (1.203 million), Instagram (1.082 million), TikTok (800 million) (Hootsuite, 2020; Statista, 2020d). The most popular Facebook users are 62% male and 74% female. The most popular age range of users is 18 to 29 years old at 81%. 96% of these collective users access the platform via a mobile device. 77% of college graduates constitute 77% of the adult users of the platform (Hootsuite, 2020; Statista, 2020e; Chen, 2020).

In terms of social media brands and their following distributions by age and gender, Instagram records 18 to 24 (male = just under 9% and female = over 10%) and 25 to 34 (male = over 15% and female = just under 25%) year olds' engagement. For Facebook, the data records 18 to 24 (both male and female just under 10) and 25 to 34 (male = just over 15.2% and female = just over 20%) year olds' engagement. In a report at the end of January 2020, researchers recorded that South African women, 25 to 34 years old, accounted for 17.2% of social media users, like men in the same age bracket. For the age group 13 to 17 years old, teenagers made up 5.6% of the social media audience (Clement, 2020f). In the current study demographics are recorded in the quantitative phase of the study.

While there were 3.5 billion social media users worldwide in 2019, approximately half of the world's population use social media (3.8 billion people) today. Data statistics have shown differences year on year in global online population, online access, devices, social media use and more (Hootsuite, 2018; eMarketer, 2019; Cooper, 2020; Statista, 2020d; Influencer Marketing, 2020a; Influencer Marketing, 2020b).

According to the We Are Social Hootsuite Report (Hootsuite, 2020), there has been a steady increase of users coming online including their spending on the internet using connected devices. Each user has spent an average of more than 6 hours and 30 minutes online daily. In comparison, users spend 9 hours and 45 minutes and 4 hours and 30 minutes in the Philippines and Japan, respectively. Users are reporting increasing concern over the misuse of their data and fake news. They have a propensity to use ad blocking features where it is possible for them to do so. This lends to motivation of this study in exploring improved OASs that will engage Millennials in OA.

When it comes to the privacy of data, 64% of users are concerned about companies using their personal information. More than half (56%) of over 18 years olds is concerned about the spread of fake news in online platforms. According to the We Are Social Report, approximately half of internet users are making use of ad blockers. Meanwhile, payments made on the internet via mobile or smartphone apps show a steep rise. Cryptocurrency is globally on an increase from 5.6% to about 7.4% today. Every month, 4 out of 5 online users play games (Hootsuite, 2020).

Consumer behaviour is defined as the analysis of acts of persons directly engaged in the purchasing and use of goods and services and is influenced by social factors such as families, which are a strong influence in the study of buyer behaviour and groups that people can identify themselves with (Hseih & Chen, 2012), in gender differences (Hou & Elliot, 2016; Kraljević & Filipović, 2017), in e-commerce (Khurana & Kaur, 2017), advertising effects (Neupane, 2019), social media (O'Connor, 2016b; Vadwa et al., 2016; Hallgrímsdóttir, 2018), in online spaces (Gatautis et al., 2014), credit and saving (Koloba,

2018), product effectiveness (European Commission, 2019), buying and shopping (Lukina, 2016), mobile apps (Magrath & McCormick, 2013), eWOM (Sa'ait et al., 2016), permission-based marketing (Bhatia, 2020), websites (Demangeot & Broderick, 2016), brands (Hsu, 2019), consumer purchasing (Zakaria et al., 2020), self-persuasion (Bernritter et al., 2017). The family consists of multiple consumers that can act as a unit. This concept is continuously undergoing change as new technologies are introduced to online consumer and media spaces (Engel et al., 1986; Kotler & Armstrong, 2010; 2012; Tripathi, 2013; Mishra & Mahalik, 2017). Leading experts argue that advertising will be more personalised and directed and involve more individual communication, in which online advertisers can iterate messages based on consumer behaviour and needs (Taken-Smith, 2012; Kumar & Gupta 2016; Schultz, 2016; Rust, 2016; Deloitte Survey, 2020; Nizam et al., 2018; Kemp, 2019). In this study the behaviour of millennials will be determined and explored by their attitudes towards OASs. As millennials use different devices and platforms to communicate about and interact with OA, we can gauge their preferences and factors that might prevent OAA.

The decision-making process elements start with the acknowledgement of an issue. This is a need which is activated by stimuli which can be either internal or external. This need drives the user to the next stage in the decision-making process, which is an information search. The information search is a massive range for gathering knowledge as the sources of information can fall into four main groups: personal, public, commercial and experiential. In more recent times, decision-making is influenced by online communities or peers as well as "influencers" that create specific brand driven content to entice and engage consumers in a more tangible and true experience of products or services. For modern consumers, the decision-making process has been more of a journey from meeting to purchase (Batra & Keller, 2016; Iyer et al., 2016; Lemon & Verhoef, 2016; Reddy, 2017; Stankevich, 2017; Qazzafi, 2019; Koscierzynski, 2020; Žák & Hasprová, 2020). In using an example of purchasing a laptop, the user in question may assume that their peers and family already have the laptop and they can then be trusted to turn to for advice. The user will then find various sources of information on the laptop and weigh alternatives as the second stage, after which they will select the best one. Following this, the user will them make the purchase and lastly evaluate and may review whether they are satisfied or unsatisfied with their purchase which is most important for advertisers and marketers to know (Kotler & Armstrong, 2010; Tanner & Raymond, 2011). This contributes greatly to an approach in understanding millennials better and their preferences in engaging with OA instead of avoiding it.

Changes in consumer socio-cultural behaviour and social media preferences have changed the way brands communicate and how consumers express their brand opinion and make their purchasing decisions. These changes have predominantly taken place due to the changing digital landscape and consumers' ability to produce their own content (O'Connor, 2016b), in brand identity and engagement (Colicev et al., 2018; Babin & Hulland, 2019; Taecharungroj, 2019; Mohammad et al., 2020), social

media (Mayrhofer et al., 2020; Ana & Istudor, 2019; Agarwal, 2020; Madio & Quinn, 2020), retail (Singh & Chakrabarti, 2020), video advertising platforms (Kendrat & Corsbie-Massay, 2020) and social commerce websites (Herrando et al., 2019).

In recent insights from Google since the lockdown due to the COVID-19 outbreak, there has been a swift change in the search patterns of online users. Across countries there has been a quick rise and fall into school-related searches, quick searches in exercise-related searches and an accelerated growth in delivery-related searches. According or Nielsen, 60% of Americans have been watching up to 12 hours of media content per day. Across the globe, consumers are spending more than 20% of their online time using apps (Nielsen Insights, 2020). Nielsen suggests three strategies to help brands and business shift and execute their digital marketing strategies. This would be finding ways to get results from online ads, for brands to focus on their most valuable customers and to make sure that their most recent offers are updated on the creatives and visuals. Automation and creativity are pivotal, along with intentionally engaging to retain and acknowledge loyal and current customers. As brands reassess their strategies, creative considerations are important in terms of the tone, copy, keywords and placement – especially relevance (Nielsen Insights, 2020; Google Covid Ads Playbook, 2020).

2.2 South African consumer market

In South Africa there were 36.54 million internet users in South Africa in January 2020 making up 62% of the total population. The number of internet users in South Africa increased by 1.1 million (+3.1%) between 2019 and 2020. In the same period there has been an increase of +19% (22 million) social media users. Over 103 million users were connected via mobile devices (Kemp, 2020). These statistics give us a general idea of the growth of internet users, especially for mobile, which also supports the importance of exploring the design and engagement of online ads on mobile enabled platforms. This study is conducted among South African millennials residing in Cape Town.

2.3 Online usage factors in South Africa

There was an annual growth of 3.1% and an average daily spend of 9 hours and 22 minutes on the internet. In terms of device usage, 94% of the population uses any type of mobile phone, 94% a smartphone, 76% a laptop or desktop computer, 43% a tablet, 14% a device for streaming TV content using the Internet, 28% using gaming consoles, 5.3% using a smart home device, 17% a smart watch of wrist band technology and 4.3% a virtual reality device. The average daily time spent on the internet on any device is approximately 9 hours and 22 minutes, using social media is 3 hours 10 minutes, TV viewing through streaming 3 hours and 33 minutes, streaming music 1 hour 37 minutes and using

games around 53 minutes (Hootsuite, 2020). The increase in time spent online also supports our study as we explore the usage factors of millennials on their POPs. This will also give online advertisers an improved insight into their actual time online.

In terms of the audiences being reached by advertising on social media platforms, the We Are Social Report (2020) notes 4 million users for Instagram with 52.5% being female and 47.5% being male, for Snapchat 2.35 million users of which 78.4% is female and 19.4% is male, for Twitter 2.28 million users have been reported constituting 38.3% as female and 61.7% as male users (Hootsuite, 2020). The top 5 search queries used on YouTube were songs, music, movies and Queen. There are over 103 million users with mobile connections with 70% using 3G-5G broadband internet. 95% use messengers, 96% use social networking apps, 83% entertainment and video apps, 58% use games of any type, 60% use shopping apps, 65% use music apps, 75% use map apps, 54% use banking apps, 12% use dating and friendship apps and 29% health and fitness apps. The majority (84.9%) of smartphone users are on Android devices (Kemp, 2020). In terms of shopping behaviour, 91% of internet users have searched for a product or service online, 90% have visited an online store, 56% have purchased a product online, 37% have made an online purchase using their laptop or desktop computer, and 33% have made an online purchase using their mobile device. In terms of the top 4 categories in e-commerce in dollars in 2019, South Africans have spent over $1 billion in electronics and physical media, $686 million in furniture and appliances, $641 million in fashion and beauty and $261 million in food and personal care. Over 30 million people are purchasing consumer goods online where over 40% are using a credit card, 11% cash, 20% bank transfers, 17% an e-wallet and 11% other. When it comes to discovering new brands or products on various channels, 46% are exposed on TV, 40% through search engines, 40% in ads on social media and 39% from word-of-mouth recommendations. The top 5 search brands/retailers via Google were Game, Samsung, Nike, Takealot and Makro (Kemp, 2020).

This data gives us an insight into general online preferences and behaviour of the South African population. This study also explores millennials' preference of various POPs of which a popular area is apps and social platforms. The study will also explore usage factors and demographic characteristics of millennials in view of the OAA phenomenon. Exploring this is valuable for understanding OAA.

2.3.1 Advertising engagement on online platforms (OPs)

Advertising is a form of communication that aims to sell products and services. OA are not only designed to fascinate, but also to achieve their persuasive goal. Social media has largely become a medium more relevant in recent years to enable brands and companies to engage with the consumers. Researchers have examined OA engagement in the context of privacy and personalisation (Kim & Huh, 2017; Noor et al., 2019) concluding that if privacy is weak users will be

slow to engage in blogging campaigns (Hughes et al., 2020), that the platform type, content factors and campaign intent and incentives must work together in social media (Chiang et al., 2017; Lee et al., 2018; Sanne & Wiese, 2018; Florenthal, 2019; Nyström & Mickelsson, 2019), that advertisers need to make it prerogative to increase positive attitudes and subjective norms in order to increase engagement, and how these factors increase ad relevancy to users influencing them positively to engage. Advertisers need to also seek ways of being more creative (Wu et al., 2015).

In January 2019, 25% of pages used paid media. The average engagement of users with video posts was 5.08%, photo posts were 2.28%, link posts were 3.04% and status posts were 1.02%. 9.2% of users can be reached with ads on Instagram, 3.8% on Twitter, 3.1% on Snapchat and 18% on LinkedIn. These statistics has given evidence to the importance of engagement especially in social media (Hootsuite, 2020). This study explores social media as one of its POPs in the engagement of millennials in various types of OASs.

Researchers analysed 106 316 Facebook messages across 782 companies. They found that users engaged less with information such as price and deals, but results were higher when information was in combination with brand personality and its related attributes. These results can inform the design of content strategies. An online survey among 502 internet users was conducted, where 224 were male and 278 were female respondents. 11% were 20 to 24 years old, 11% were 25 to 29 years old and 23.7% were 30 to 34 years old. Ads that were more interactive and engaging got more engagement. In a study using the theory of reasoned action, a sample of 656 Facebook users above the age of 18 who reside in South Africa indicated that attitude was the strongest factor in predicting engagement in ads. Control was also significant in users' intention to engage. They have advised marketers to aim to design strategies that will influence users' attitudes positively to increase engagement with ads on Facebook (Chiang et al., 2017; Lee et al., 2018; Sanne & Wiese, 2018; Kemp, 2019).

2.3.2 COVID-19 and its effects on online advertising (OA)

There has been a global focus on OA especially since the occurrence of the COVID-19 (corona virus disease) pandemic, with the report of its first case in South Africa on the 5th of March 2020. Its novel strain was first identified in Wuhan in the Hubei province, China, in December 2019. Many reports on its effects have been generated in local news and media. According to a 2020 report conducted by global marketing platform Hootsuite, South Africa is home to over 36 million internet users with a national internet penetration rate of 62% (Hootsuite, 2020). The rate, reported in January this year, is 3.1% up since last year. A media consultancy conducted a study and found that 71% of the respondents were spending more time on social media platforms since the start of the lockdown (Spiller, 2020). Online shopping options were being considered and used by 85% of consumers, showing a growth of engagement in online retail spaces. Since consumers are spending more time

on social media now than ever before, brands have bigger audiences engaging and consuming content. The chief strategist of Nfluential said that it is a good time for marketers to invest more in digital and influencer marketing because more brands are finding their audiences there (Spiller, 2020). This also supports the motivation for the necessity of this type of study as part of the industry of the design of OASs especially in the world of new norms post COVID-19.

Mander (2020) surveyed 13 markets (Japan, Philippines, France, Germany, Australia, China, Brazil, Italy, Spain, Singapore, UK, the US and South Africa), which included 12 545 total internet users aged 16 to 64 years old (Mander, 2020). The survey found that 95% of consumers were spending more time-consuming in-home media with 2 out of 3 people consuming news coverage. Gen Z users were using music-streaming services 7 times more and uploading videos 10 times more than average. Generally, over 50% are streaming more TV, 45% are spending more time in messaging, about 45% spending more time on social media and Spain and Brazil have been spending an increased 40% more time on gaming. Overall, 70% are spending more time on their smartphones, with Gen Z leading at above 80% usage. South Africa was spending the fourth highest time at 72% usage, with 83% owning Huawei and 71% iPhone devices (Mander, 2020). According to Borderless Access (2020), a call has been made on brands to support South African consumers. This means that consumers would be expecting more from brands which places a high responsibility upon them. The article asserts that brands should focus on quality, accessibility, stability, and communication (Borderless Access, 2020). Emphasis has been placed on accessibility being critical and brands being made available and affordable to give consumers of a lower and higher LSM some sense of security and control in an unknown world.

The CEO of Mediacom S. A., Ashish Williams, said that it has been observed that most advertisers are cancelling investments and going into measures that will contain costs in the current quarter. They are turning to offline channels like outdoor radio and digital platforms since these have been skyrocketing upon and during lockdown (Tennant, 2020). Elenor Jensen, the partner at PwC South Africa in the Technology, Media and Telecommunications Division was interviewed and said that buyers have raised a concern about whether their ads are being viewed by real actual people when using programmatic digital advertising. Ms Jensen has also remarked that there has been an increase in the overall spend in advertising from 9.2% to 13.1% from 2016 to 2019, respectively. One of the fastest-growing segments in the advertising market is in the online space especially in podcasts, e-sports and video games. The world has really taken a different shape since this survey was conducted on 31 December 2019. There will still be a significant impact on different industries and economies around the world because of and post COVID-19. To date many businesses and even consumers have been found to be in volatile situations because of the virus' unpredictability (Botha, 2020; Tennant, 2020; News24 Sponsored Content, 2020).

The Nielsen Consumer Insights Survey (2020) found that there has been a dramatic wave in supermarket shopping, especially in South Africa due to its lockdown. 65% of South Africans have been doing less supermarket shopping which has largely enabled the use of mobile-first technology and contactless payments (CPG, FMCG & Retail, 2020). There has also been an 8% increase in shopping among South Africans since the outbreak. Approximately 55% of South Africans were already engaging in online shopping before the outbreak, which has now increased to 85%. Collective surveys during this period have found that consumers have come to value the convenience and benefits of outsourced and online shopping and will continue to make use of these services and providers (Bizcommunity, 2020a; Borderless Access, 2020; Deloitte, 2020; Hootsuite, 2020; Mander, 2020).

2.3.3 Mobile online activities

In mobile usage, 89% of internet users engage in messengers, 87% watch online videos, 64% play online games, 68% use banking and 78% use map services (Hootsuite, 2018). In terms of users' activities on smartphone using life management apps, 45% take photos or videos, 70% have a bank account, 13% have a credit card (13% women and 14% men), 14% make and or receive mobile payments, 8% make online purchases or pay their bills online, 7% of women make internet payment while 8% of men make internet payments. 47% of users searched for a product or service online with the intention to purchase while 49% visited an online retail store. 29% bought a product or service online and 18% made the purchase through their laptop or desktop computer while 18% used a mobile device (Hootsuite, 2018). In a survey conducted by Statista in 2018, 35% of the population was using a smartphone. In a report by Hootsuite, South Africans spend an average of 3 hours and 17 minutes per day on the internet using a mobile device. Mobile phones cause 71% of web traffic where 88% are actively connected to broadband. 35% are making use of banding services while 42% are watching videos online, 34% are playing games and map services are used by 42% of users (Hootsuite, 2018; Statista, 2019).

In terms of content streaming activities, 97% watch videos online, 48% stream TV content via the internet, 22% play streamed games, 19% watch live streams of games and 11% watch e-sport tournaments. 29% of users use voice search or commands, 29% use ride-hailing services, 52% use ad-blocking tools and 34% use virtual private networks. In South Africa, the awareness of advertising media happens first on TV (42%), then on press (23%), in-store (13%) and then online (10%). Segmentation is the subdividing of a market into similar and distinct sub-groups of consumers, where any group can be selected as a target market and be approached with distinct marketing strategies. Consumers' tastes and preferences change, and the profit of segmentation allows the brand to tailor its strategies (Kotler & Armstrong, 2010; Hootsuite, 2018).

The profit of this permits the brand to tailor its items to meet the needs of the consumer, which change incredibly. Similarly, this was shown by an investigation about internet users 16 years old and above. 68% indicated that their speeds were the most important factor while 18% were more interested in the design or aesthetics. In terms of financial products and services in South Africa, 69% have an account with a financial institution, 8.9% have a credit card, 14% make purchases or pay bills online, 12% and 17% of women and men make online transactions, respectively. 88% search for a product or service to buy online, 92% visit an online retail store on any device, 55% purchase a product or service online, 39% make a purchase using a laptop or desktop computer, 38% purchase using a mobile device. In terms of connected money, 68% use mobile banking, 36% make mobile payments, 38% make online purchases using their mobile phone and 11% use some kind of crypto currency (Mintel, 2014; Kemp, 2019).

This study also considered mobile use and activities by millennials since the above surveys and research have given such a rich array of concluding evidence on the importance and necessity of mobile research. In the context of this study the engagement of OA is explored as millennials' browse of various devices. It will be valuable for the researcher to make some conclusions on the nature of OAA through mobile and OASs made mobile specific.

2.4 Socio-demographic segmentation

The average daily time spent using the internet via any device is 8 hours and 32 minutes, while an average of 2 hours and 48 minutes is spent on social media on any device. 3 hours are spent on TV (broadcast, streaming and video on demand) while only an hour is spent on streaming music. 66% of users believe that technology offers more opportunities than risks while 61% prefer to use digital means to complete tasks where possible. 78% believe data privacy is very important and 45% delete cookies from their internet browser. 43% of web users install an ad blocker tool to stop ads from being displayed (Kemp, 2019).

About 5 million more South Africans are joining the lines as active social media users, where the population (23 million people) is penetrating social media at a rate of 40%. 30% of the population are active social media users on mobile. In terms of the most active social media platforms, 90% use WhatsApp, 84% use YouTube, 82% use Facebook, 57% use Facebook Messenger, 54% use Instagram and 42% use Twitter. The median age of South Africans is 27.3 years, 67% of the population is urban and 94% of the overall population is literate. In January 2019, 100% of the active users visited or used a social network or messaging, 90% contributed to or engaged with social media, approximately 2 hours are spent every day on platforms, there are an average of 8 accounts per user and about 35% of users have a social account for work purposes. In a comparison of social media advertising audiences, Facebook (50% male and 50% female), Instagram (48% male & 53% female),

Twitter (63% male & 37% female), Snapchat (17% male & 79% female) and LinkedIn (54% male & 46% female). Based on audience of Facebook, Facebook Messenger and Instagram, the highest age group (17% male and 16% female) are 25 to 34 years old and secondly (14% male & 13% female) are 18 to 24 years old. These segmentation statistics give the researcher enough reasons on the importance of the engagement of OA within the cohort of millennials. In this study, the researcher will explore the possible significance of the demographic of millennials and its impact on OASs (Mander, 2020; Kemp, 2019).

2.4.1 Gender and gender differences

Women and men use social media at similar rates but use it for different types of online activities in the way they conduct online communication, view videos and photos, track events and people, read and share information or post, play games and assign loyalty (Luna-Nevarez & Torres, 2015). Women were more likely than men to use social networking sites for several years, although since 2014 these differences have been modest. Today, 68% of all women use social media, compared with 62% of all men. Female millennials spend more time on smartphones than male millennials. Males (16%) use YouTube more than females (9%) while females (51%) will use Facebook more than males (36%) (Schlichenmeyer, 2016).

Numerous researchers have found variations for males and females in e-commerce and online shopping preferences across various platforms. Visually, functionally and behaviourally females and males differ in their preferences and experience of engagement with OA on websites (Chen et al., 2015; 2016; Shaouf et al., 2016). The way websites and advertising present itself are possibly more important for one gender than the other (Moss et al., 2006). Lin and Hseih (2016) surmised that the nature of genders in online activities needed to be studied further. Stanley (2015) used Facebook and Snapchat's gender difference in Uses and Gratifications Theory (Katz et al., 1974) to monitor the lives of families and friends. He found that women joined Facebook and Snapchat, while men joined Facebook to network and meet new people. Previous studies indicate the significance shown in gender engagement of OA on behavioural, functional and emotional levels (Kraljević & Filipović, 2017; Murillo, 2017; Mburu, 2018; Mahmoud et al., 2019; Boscolo et al., 2020).

In OAA, genders have also been compared, with some recent studies concluding more avoidance from females than males, where gender has a large influence on attitudes for Indian females more than males (Iyer et al., 2016), website interfaces and their preferences being compatibility, flexibility and minimal action for males and learnability, compatibility and user guidance for females (Lin & Hsieh, 2016), in consumer behaviour women were more sensitive to price than men and also

belonged to more loyalty programs where they often use loyalty awards (Kraljević, & Filipović, 2017), in mobile ads credibility of perceived advertising value influences male shoppers directly (Murillo, 2017), for personalised advertising women interacted a little more with Facebook ads than men (Ruhrberg et al., 2017), in influencer marketing, females followed more influencers than males, whereas males would listen to podcasts instead (Grafström et al., 2018), in social content marketing behaviour, females prefer Instagram and YouTube.

In three studies researchers concluded that female consumers also prefer certain platforms that power them to modify their appearance (Seligson, 2016) which has become a critical insight for advertisers and brands. While Facebook Messenger takes second place, females prefer WhatsApp over other apps because they can easily share posts with their networks of friends. A majority of the female sample find Sundays and weekend and weekday evenings ideal for social media browsing. Interesting and relevant posts are the most important, which they share immediately if they feel good. Males prefer Facebook followed by YouTube and thirdly Instagram. They also prefer WhatsApp over Facebook Messenger and find evenings also ideal for social media browsing even though Fridays exhibit more of a "LIKE" exercise. Males also share posts that they like and have an interest in (Mafas & Kuppusamy, 2019).

Researchers also explored consumer preferences of different media channels and found that male consumers suffer much quicker from choice overload issues than females and do not follow illustrated product recommendations because the number of items might be too large, meaning they are less fashion-conscious. This study suggested that advertisers consider few, relevant and concise recommendations to make audiences, whereas females could comfortably handle at least twelve at a time. The same study also confirmed that females respond more positively to email advertising than males (Schreiner et al., 2019).

Banovic et al. (2016) found that the genders presented constant differences in the responses and the women presented higher levels of visual attention than the men when observing all the images. Shaouf et al. (2016) identified differences between genders about Internet advertising design and its impact on purchase intention and attitude. Men presented a greater relationship between advert design and attitude toward advertising and branding than women did. Also, only men showed a correlation between design advertisements and intent to purchase the advertised brand. Furthermore, researchers also found that while there are no significant differences for females and their ads, males were significantly visually impacted (Boscolo et al., 2020).

In previous studies males exhibited more positive beliefs about web advertising than females and are more likely to purchase and surf on the web for functional (e.g., specific online shopping) and entertainment reasons because males are more likely to trust and make faster buying decisions (Riquelme & Román, 2014; Kraljević & Filipović, 2017; Arora & Agarwal, 2019), whereas women place higher value on comments from their online peers (Nadeem et al., 2015; Grafström et al., 2018).

Researchers noticed that women express more favourable attitudes toward Facebook ads. Credibility was more significant for them. Males are more likely to block ads while women may avoid behaviourally. In a survey distributed at a university in Pakistan on Facebook advertising, most of the users of SNSs were females and more than half have accounts on Facebook (Dar et al., 2014). Facebook and Twitter were considered by females as the main source of information in addition to their role to derive the purchasing behaviour for such a group of females as well (Murillo et al., 2016). Furthermore, in the context of avoidance, Young (2016) found that women are more likely to practice ad avoidance behaviour than men and are also more price sensitive (Kraljević & Filipović, 2017). In terms of visual stimuli or web interfaces, several researchers agree that there are differences in ad engagement for different genders (Goodrich, 2014; Banovic et al., 2016; Lin & Hsieh, 2016; Boscolo et al., 2020). This study further explores whether gender of millennials is significant in the engagement of OA.

According to Statistics South Africa (2018a) South Africa is young female. In 2017, more than half (51%) of the population was female. Along with this it was reported that women live approximately six years longer than men. Gauteng remains the country's most populated province, followed by KwaZulu-Natal and then Western Cape. In July 2018, the province breakdown recorded the population of Gauteng at 14.69 million, KwaZulu-Natal at 11.4 million, Western Cape at 6.62 million, Eastern Cape at 6.53 million, Limpopo at 5.80 million, Mpumalanga at 4.52 million, North West at 4 million, Free State at 2.96 million and Northern Cape at 1.23 million. For races, the Black African population is at 80.9% (22 786 200 are male and 23 896 700 are female), The Coloured population is at 8% (2 459 500 are male and 2 614 800 are female), Indian population is at 2.5% (740 200 are male and 708 100 are female) and the White population is at 7.8% (2 194 200 are male and 2 325 900 are female). In terms of the age groups, 15- to 34-year-olds make up approximately 20.6 million people which is 35.7% of the total population of South Africa (Statistics South Africa, 2019).

2.4.2 Age differences

In the Growth from Knowledge (GfK) Survey (2017a), millennials are defined as youngsters born between 1981 and 1995. Currently they are between the ages of 20 to 34 years old and represent 27% of the South African population. While there is some disagreement about the exact dates of this generation, this study follows the Nielsen Insights age limits, as a group of people born between 1977

and 1995. In 2015, this generation was thus aged 20 to 38 years old (Nielsen Insights, 2014; Growth from Knowledge (GfK) Survey, 2017b).

In a study conducted by Duffett and Wakeham (2016) exploring millennials' attitudes, the average age group of the sample under study was 18 to 33 years old. In other studies researchers interviewed and surveyed millennials segmented in age groups of 18 to 33 and 21 to 28 years old, one study having an average age of 25.4 years old. An online survey to college students on motivation, privacy concerns and mobile involvement in location-based information sharing on Facebook had a mean age of 20 years old. Another survey had 37% of Finnish internet users 15 to 25 years old which were blockers, often blocking ads on a desktop rather than mobile or tablets. These study age groups were used as a guide in selecting an age segment of millennials for this study. Previous studies recorded many more segments in the range of the millennials cohort exploring the OA context in various platforms and established the importance of age segments in studies on attitudes due to various influences (Duffett & Wakeham, 2016; Kim, 2016; Miiluvaara, 2016; Palma & Waalkens, 2016; Singh, 2016; Towner & Lego, 2016; Duffett, 2017a; 2017b; Lemay et al., 2017; Branley & Covey, 2018; Helal et al., 2018; Duffett et al., 2019a, 2019b; Aziza & Astuti, 2019; Mafas & Kuppusamy, 2019). Therefore, the researcher found it valuable to explore age as one of the demographic factors that might have a possible impact on the design of OASs engaging millennials in an era of OAA.

In recent studies it was found that age is really an important factor when it comes to social media and millennials' behaviour. Females aged 18 to 21 and 22 to 25 years old use Instagram the most followed by Facebook and then YouTube while those aged 26 to 30 and above 30 years old prefer Facebook followed by Instagram, Snap Chat and then YouTube. Male behaviour differs in that those aged 18 to 21 and 22 to 25 years old prefer Facebook over Instagram and YouTube, use WhatsApp over Messenger and actively use these platforms on weekend nights. Males that are 26 to 30 and above years old prefer Facebook as well, followed by Instagram. They also prefer to browse evening and morning times during the weekends. Male users across age groups prefer stories and personal (Mafas & Kuppusamy, 2019).

The table below gives an overview of the provincial mid-year population estimates by age and sex in the Western Cape (Statistics South Africa, 2019).

Table 2.1: Provincial Mid-year Population Estimates in the Western Cape

Age	Western Cape		
	Males	Female	Total
20-24 years old	267 944	270 865	538 809
25-29 years old	312 446	307 156	619 602
30-34 years old	324 900	314 188	639 088

Source: Statistics South Africa, 2019

2.4.3 Marital status

Millennials are more likely to postpone marriage, choosing to live together instead. And one residence costs less than two. According to the American Community Survey, between 1990 and 2008, while millennials were moving into adulthood, cohabiting US couple households increased to 6.2 million, nearly doubling 1990 figures. Many South African millennial parents leave their children to be raised by grandparents who might still be very traditional, living in the rural areas (Knoetze, 2017).

In a 2013 study conducted by Gallup in an American context, 86% of single, never-before-married respondents between 18 to 34 years old would like to get married someday. They are just waiting longer to do it. In 2016, Gallup found that 20% of millennials are married, while half of the population (59%) have never married, about 9% are in domestic partnerships. Generally, the studies have noted a trend in fewer young adults getting married in recent years. In data tracked in 2014 by Gallup Daily, just 27% of millennials were married. For millennials currently aged 18 to 30 years old, just 20% are married. The percentage of single-adult households for millennials (18%) and current two-adult millennial households (46%) is significantly lower than that of Gen Xers (57%). Significantly more millennials are currently in multi-adult households of three or more (36%). 77% of millennials in multi-adult households of three or more are single/never married, while 12% are married. These statistics give a motivation to implore and take note of the demographic factor of marital status in this study. Previous studies have also considered this factor as an influence in the usage and engagement of OA (Antoun, 2015; Can & Kaya, 2016; Lissitsa & Kol, 2016; Nhlabathi, 2016; Vadwa et al., 2016; Borisova & Martynova, 2017; Irshaidat & Khasawneh, 2017; Kaur & Hundal, 2017; Meng et al., 2017; Frey, 2018; Hashim et al., 2018; Henke, 2018; Nizam & Supaat, 2018; Uslu & Huseynli, 2018; Bruntha et al., 2019; Ghosh, 2019; Mafas & Kuppusamy, 2019). For example, a study by Henke (2018) notes marital status to be significant in marketing to millennials. Researchers found that marital status influenced the price perception and sensitivity of users (Munnukka, 2008; Mumcu & Semih, 2015). Therefore, the current study considered marital status as an influence on millennials' engagement with OA on their POPs.

In research outlined in an article, a survey concluded that many of the millennials were unmarried. In 2019 only 44% of millennials were married compared to 53% Gen Xers, 61% Boomers and 81% Silents, which is a significant finding from past generations. Millennials are getting married later in life where the median age was 30 years old for males and 28 for females. Another significant factor is the influence of education gaps in marriage. This has been found to be growing wider, where the steepest declines in marriage have been for the least educated adults. In the same year 12% of millennials were living with an unmarried partner. White (14%) millennials have also been found to cohabit compared to Black (11%), Hispanic (12%) and Asian (6%) millennials. Millennials that had less than a college education were also found to cohabit more than those that had partners with a bachelor's degree (Barroso et al., 2020).

2.4.4 Education

According to Growth from Knowledge (GfK) (2017a), 84% of millennials completed matric and some tertiary education versus some older generations. 11% completed university or a post-graduate degree. In 2018 the youth are living at home longer, studying longer, taking longer to find a job, and depending on their parents and family longer (Andrews, 2018b). In 2016, urban South African millennials are better educated where 84% have completed a matric or a level of tertiary education. Other research conducted included education as a factor of demographics, some concluded that users with higher education levels of education had a richer resource background and use the web more for capital enhancing activities and may make these users a particularly more attractive market for advertising (Sharp & Bevan-Dye, 2014; Weber, 2015; Muralidharan & Xue, 2016; Borisova et al., 2017). This was included in this study to explore whether education levels of millennials influenced or effected their engagement with OA on their POPs.

Further research found that millennials (18%) that would be likely to live with a spouse with no child would have a bachelor's degree or more compared to those with less education (11% with some college education, 10% of high school graduates and 7% with less than a high school diploma). Millennials that are college-educated are least likely to live with a child and no spouse, while 20% that have less than a high school education are most likely to fall into this category. In terms of married millennials, 50% share a bachelor's degree, compared to 38% that share a high school education. About 42% of millennials that are married share less than a high school education. These findings give us an understanding of education sharing within marriage and will be interesting to explore in this study since the respondents are millennials. Education influences employment, which in turn also influences the purchasing behaviour of millennials (Barroso et al., 2020).

2.4.5 Employment status

Deloitte (2016) research predicts that in 2025, 75% of the international workforce will consist of millennials. Youth unemployment is a problem worldwide, the number of South African NEETs (Not in Employment, Education or Training – NEET) between 21 and 24 years old is estimated at 51%. Another survey reported that 32% of millennials were unemployed. A survey conducted by Cosmopolitan noted that 78% are employed, and therefore economically active. Millennials thus maintain a lower value in faith since they believe they are more in control of their destiny and are feeling self-reliant due to greater access to education. Due to this sense of control, they are more optimistic about their economic future. An average 25-year-old millennial would have between 1 to 4 years' work experience, if the youngest employees enter the working world after graduating from a university at 21 years old. Research has explored employment in comparative studies of users. These statistics has motivated the researcher to explore if employment influences millennials' engagement with OA on their POPs. In a US survey conducted by the Pew Research Center (2015), it was found that for female Gen Ys 22 to 37 years old 72% was employed, 3% unemployed and 25% not in the labour force. For males in the same category, 83% was found to be employed, 4% unemployed and 12% not in the labour force (Kuhns & Saksena, 2017; Bratt, 2017a; Andrews, 2018a; Mialik & Fry, 2019).

In recent statistics provided by Statistics South Africa (2020), quarter one indicated a decrease of employment by 38 000 with an increase of general unemployment from 344 000 to 7.1 million, with a majority of 15 to 34 years old being affected the most with joblessness. About 63.3% of 20.4 million 15- to 34-year-olds were unemployed. This same age group is said to be the most vulnerable in the South African job market. Even among graduates, the current rate was 33.1% compared to 24.6% in the fourth quarter of 2019. Despite these statistics, millennials that have a tertiary level education still have better chances of being employed than those that do not have. This persistent rate of high youth unemployment has been one of the most challenging problems in South Africa. Out of the 10.3 million population of 15- to 24-year-olds in the first quarter of 2020 about 34.1% were not in training, education or employment. For those aged 15 to 34 years old about 41.7% were not in any field of education, training or were unemployed. The survey of the third quarter in 2019 reported that 25- to 34-year-olds made up 47.5% of the work force in South Africa while 35 to 44 year olds made up 80.8% (Statistics South Africa, 2020).

Due to an already present recession in South Africa, the implication of a pandemic has made matters even more serious for the future of our economy. For a large percentage of populations, the work force has changed its face since the influence of COVID-19 and the damages it brought to the

economy and income because of lockdown and other factors. In May of 2020, TransUnion reported that 11% of South African millennials have lost their jobs while 34% have worked at reduced hours during the COVID-19 pandemic (Mahlakoana, 2020).

These statistics become applicable to the context for this study in exploring OASs that will engage millennials in OA. This also becomes pivotal to digital designers, online advertising strategists and marketers in having an improved understanding of not just consumers, but the changing tide of the economy and the impact of the unknown.

2.4.6 Population group

According to Statistics South Africa the mid-year population in 2019 was 58.78 million people. Approximately 51.2% (about 30 million) of the population consists of females. About 26.5% of South Africans consist of millennials between the ages of 19 and 39 years old and have increased the spending power of the workforce (Smollan, 2019). According to Statistics South Africa (2019), about 35.7% of the population were between the ages of 15 to 34 years old. According to Africa's mid-year population report, there are approximately 14.5 million millennials in South Africa – or 26.5% of the population. Half of South Africa's population is under 24 years old, while in Japan the equivalent figure is 47%. In Nigeria 18.64% of youth are considered poor, not living in poverty, but poor living in the bottom two quintiles or in LSM's 1 to 4 (Andrews, 2018a). In South Africa, 16.3 million people are working in some way and about 7.1 million are millennials or 27% of South African consumers, making them one of the most significant demographic groups in the country. Further academic studies have explored population groups in studies in online shopping (Lissitsa & Kol, 2016), native advertising (Palma & Wallkens, 2016), social media (Duffett, 2017a; 2017b; Israel & Oguche, 2018), attitudes (Kaur & Hundal, 2017) and web advertising (Miroglio et al., 2018). This is perhaps one of the more important demographic types in this study since we are exploring the millennial cohort and their engagement with OA on their POPs. Since the millennial cohort has several definitions for its age group, this study may give us some results regarding a dominant segment within the sample.

2.4.7 Monthly personal income

In South Africa, millennials are a large labour force and their consumption habits also significantly contribute to the building of the economy and product demand. Due to the changing and unconventional lifestyle types of millennials, workspaces have had to change or explore similar mind-sets and operations. The aim for just being comfortable has not been enough for the aspirational millennial. Globally the income of millennials has been affected where 76% of the population have

reported a loss of income during COVID-19. In South Africa, this number is considerably higher at 85% (Zietsman, 2020).

Almost nine in every ten millennials are living in emerging economies. South Africa is home to just over 10 million millennials which is about 27% of the total population (Revix Content, 2019). Only 4.2% of South African millennials that come from low-income households complete a tertiary education according to Statistics South Africa (2018b), while on the flip side of the coin, 47% coming from 'rich households' complete a tertiary education (Chothia, 2020). In terms of millennials' spending and income behaviour, surveys indicate that they seek to have financial independence and persona fulfilment much more than previous generations. About 24% of millennials are currently investing in a unit trust, while 57% already have. It is also a priority to have a saving practice towards their education (31%), travel (37%), a car (32%) or starting a business of their own (23%) (Old Mutual Saving and Investment Monitor, 2017).

In further academic studies, researchers have also listed personal income as a criterion for exploration in their surveys on studies in advertising strategy (Oy, 2015), online shopping (Lissitsa & Kol, 2016), purchase decisions and buying behaviour (Kuhns & Saksena, 2017; Moreno et al., 2017), and social media (Duffett et al., 2019a). Collectively these studies have remarked that millennials are attractive to advertisers because their purchase of goods from their income is what defines them. These studies give us an understanding of the potential earnings of millennials.

Personal income gives online advertisers a better understanding of the type of user they are targeting and can thus design more personalised offers. We consider exploring the personal income of millennials to gage their spending or purchase capabilities when engaging OA on their POPs.

2.5 Generational Cohort Analysis – millennials

According to estimates by the US Census Bureau (2019), millennials have surpassed the number of Baby Boomers as the largest living adult generation. Millennials are defined as people being born between 1982 and 2000 between the ages of 23 to 38 years old and representing more than a quarter of the global population (Fry, 2020).

In reference to their usage, they have generally been described as always being on their phones where they, on average, own over 7 connected devices and use about 3.3 per day. 99% of millennials own a smartphone and 54% tablets to mostly access the internet. In terms of online shopping, 54% of 18- to 34-year-old millennials said that they will use their laptop or desktop computer (32%), 25%

on a smartphone, 24% a tablet and 11% in an actual retail store. 30% of this cohort have done grocery shopping using an online platform. 99% of them use coupons and 70% would rather choose to spend money on an experience they desire over material purchases. Their behaviour is all about creating, capturing memories and sharing and being incredibly engaged in online spaces. They consider themselves content creators, sharing 75% of content they consume online. When it comes to social media, 70% of millennials use Facebook less than once per week, with 11% being found not to have an account. A majority of 54% don't use platforms such as SnapChat and 4 in 10 millennials don't have a Twitter (39%), Pinterest (41%) or Instagram (39%) account (Charrier, 2016; Taylor, 2018; Zambodla, 2018; Smith, 2019a; Smith, 2019b; Abramovich, 2020; Deloitte Survey, 2020; Fry, 2020; Newman et al., 2020).

A survey showed that 24% of millennials are currently invested in a unit trust versus only 2% among older generations. 57% of millennials say they are firstly invested in a unit trust with the purpose of increasing their net worth while secondly, 47% say they are looking to invest to reach financial freedom. However, the survey also revealed that 35% of millennials, the first generation to reap the fruits of democracy, were saving money to pay back debt. This number was 13% for older South Africans. Research also showed that millennials are more likely to save money, in order of priority towards travel (37% versus 10%), their education (31% versus 4%), a car (32% versus 11%) or starting their own business (23% versus 3%) than older generations. In the results of a survey distributed to South African millennials by Old Mutual (2018), researchers found that millennials spend money according to priority. Many are portioning their earning to save for travel (37%), their education (31%), a car (32%), or even starting their own business (23%). 23% of millennials buy travel, accommodation, software and electronics online as well as 13% of the population having an education. In a survey that measured the information of salaries of 126 000 South Africans with up to 10 years working experience, the average 25-year-old in South Africa earns close to R17 500 per month. If the youngest employees enter the working world at 21 years old (after graduating from university), an average 25-year-old would have between 1 to 4 years' work experience. Data collected from the survey revealed that South Africans can expect to earn an average annual salary of R208 000. This, once they have been working for 1 to 4 years. Based on this figure, the average 25-year-old in South Africa earns close to R17 500 per month (Bratt, 2017a; Botha, 2019).

According to Staff Writer (2015) recent qualifications and salary survey of 4 638 millennials, engineering graduates are the highest earners when it comes to starting salaries, with BEd and BSc university graduates coming in second and third places respectively.

Table 2.2: Starting salaries of millennials

Starting Salaries				
Qualification	Average starting salary	Median starting salary*	25% quantile**	75% quantile***
BSc Engineering or BEng Degrees	R19 069	R20 000	R15 000	R24 000
BEd Degrees	R15 825	R16 000	R14 850	R16 787
General BSc Degrees	R14 541	R12 000	R8 000	R20 250
BSc Computer Science or IT Degrees	R14 452	R15 000	R8 000	R19 000
BTech Degrees	R13 008	R11 500	R7 875	R14 500
BCom Degrees	R11 070	R10 000	R8 000	R13 000

*Median – the salary which is in the middle of the set of starting salaries.

**25% quantile – the lowest starting salary that is greater than 25% of the salaries.

***75% quantile – the lowest starting salary that is greater than 75% of the salaries.

Source: Staff Writer at MyBroadband (2015)

2.5.1 Millennials' background and period

Millennials born between 1980 and 2000 are the last generation of the 20th century. In the context of western American culture, millennials are widely categorised as individuals born between the mid-1980s and 2000 and are typically expected to have reached adulthood around the turn of the 21st century. They are also generally referred to as 'Generation Y' following their predecessors as 'Generation X'.

Millennials appear as a cohort who have been exposed to similar situations, psychological dilemmas, and economic and socio-cultural influences at about the same age. Therefore, they do not operate in isolation but instead are a community that has the power to influence each other and the environment around them, physically or virtually. Studies comparing South African and Japanese Millennials observe that their lifestyle trends, activities and behaviour might be similar, but their values are different.

A study conducted on the generation called millennials concludes that they have adopted the online world as a habitat and a way of being. It is predicted that in 2025, millennials will represent 75% of the international labour force. Numerous studies have explored millennials in their attitudes towards web advertising (Bevan-Dye, 2013), mobile advertising and use (Sharp & Bevan-Dye, 2014; Hur et al., 2017), social media (Bolton et al., 2013; Padilla, 2016; Tingley, 2016; Duffett, 2017a; Duffett et al., 2019a, 2019b, 2020), value perceptions towards consumption services (Hwang & Kamdar, 2013;

Strategic Direction, 2015), shopping or retail preferences (Ordun, 2015), online shopping (Bilgihan, 2016; Lissitsa & Kol, 2016), online media influence (Towner & Munoz, 2016; Accenture, 2017), millennials as a workforce (KPMG UK, 2017), personalised advertising (Ruhrberg et al., 2017), and lifestyle (Newman et al., 2020). This gives the researcher a good overview of some general studies on the understanding and selection of the nature of millennials in various segments.

Millennials have been known to increasingly produce ad avoidance attitudes and behaviours when it comes to advertising engagement. Collectively researchers have noted this for the formulation of attitudes as well as various platforms in social media, websites and mobile (Kelly, 2014; Andersson & Arnvaller, 2017; van der Groot, 2017; Thoo et al., 2018; Youn & Kim, 2019; Tran, 2019), mobile advertising (Honerkamp, 2020), web advertising (Belanche et al., 2019; Arora & Agarwal, 2019), attitudes (Hossain, 2018). This type of behaviour in the context of the phenomena of OAA gives this study the motivation and purpose for its importance and relevance as the researcher contributes to the body of knowledge of avoidance with the aim to possibly suggest improved OASs.

2.5.2 Millennials and technology

Millennials (born between 1981 and 2000) were raised during the dot.com boom and saw the advancement of MP3 players, YouTube, and smartphones as well as the effect of new technology in all areas of their lives from health care, transportation, to communication. This cohort has been (and continues to be) tremendously moulded by the technological advancements present during their childhood, college career, and in the work environment. This generation is recognised for its multitasking skill and the simultaneous use of many technological devices. In fact, the disparities between millennials and older generations are becoming more widespread within the workplace, with the greatest obstacles to success including communication and technology (Bolton et al., 2013; Sago, 2015; Nadeem, 2015; Duggan et al., 2015; Zhang et al., 2017; Swiegers, 2018; Thompson et al., 2019).

In an interview, Russ Warner (2013) remarked that millennials have grown up with technology and that half of them would rather give up their sense of smell than a device. Scholars recommend that millennials have seen the surge of widespread, ever-present interconnectivity and access to capture, process, send and receive data via multiple devices anytime anywhere like never before (Chelliah & Clarke, 2011). It has affected the way they communicate online through social media and their approach to higher education and the transfer of knowledge (Duggan et al., 2015; Mobolade, 2016; Hussain et al., 2018; Abreu, 2019).

In collective studies, research concluded that millennials expect technology to play a significant role in the learning process by enabling access to large areas of sources of information to be integrated into the actual delivery of knowledge through digital media modes with a focus on entertainment

during the learning process. Millennials are the early adopters of any new applications and technology that appears on the retail market (Newman et al., 2020). Social media is a significant part of the millennials' lives. This generation was born in an innovative technology world and these figures represent the self-reported prevalent use of all forms of social media and communication including television, cell phone use, Internet use, computer tablets, laptops, music, text messages, video games and social programs (Iyer et al., 2016; Duffett et al., 2019a; Grafström et al., 2018). In the above research, we get an insight into the use of technology by millennials. This influences the researchers approach in surveying millennials engagement with OA using technology (Bolton et al., 2013; AlTabbaa & Ankrah, 2016; Miiluvaara, 2016).

2.5.3 Other characteristics of millennials

According to studies, South African millennials have more qualifications than their other counter parts and have a more digital, fluid and collective mentality. They are impatient and their lives' paths are more important than their final destination. They hold grand aspirations in life and want to enjoy them. They are coined as a community involved in content creation and activities such as blogging. People born after 1980, communicate, search, and buy digitally just as smoothly as they did back in the days when people used telephones, read magazines, and paid cash. Millennials are part of the group, "inhabitants", who practically live online. Millennials are maturing in the labour force and will swiftly become the future leaders of professional associations, the biggest consumer population and a significant pool as they generate wealth. Optimistically, millennials have been labelled as open-minded, social, innovative, upbeat, ambitious, dependable, motivated, and smart young people (Ordun, 2015; Prensky, 2001a; Prensky, 2001b; Weber, 2015).

2.5.4 South African millennials

About 26.5% of the South African population comprise millennials who are between the ages of 19 and 39 years old. They have also increased the spending power due to entering the workforce (Smollan, 2019). A large amount of research has also been undertaken to successfully target this complex cohort. Even though they are fast-growing in popularity, Statistics South Africa (2019) has recently found that over 35% of the South African youth are between the ages of 15 to 34 years old including Generation Z.

According to GfK (2017a), millennials aged 20 to 34 years old consist of 27% of the South African population. Our research supports the global finding that these millennials are better educated, 84% of millennials have completed a matric or some level of tertiary education compared to 58% of older generations, and 11% have completed a university or other postgraduate degree compared to 7%, while 72% value working hard. Safety (76%) and security is always the major priority, along with the rest of South Africa. Authenticity (75%) is a crucial and emerging value as millennials break away from the very shallow and image-focused South African culture to something more real and

meaningful. Our millennial consumers have high brand and innovation expectations. They need products customised to their personality quirks. With 65% agreeing that experiences are more valuable than possessions (against the 50% standard for South Arica), they expect a brand to give them much more than function and that included in the benefit bundle is a memorable experience that they can post, tweet, and tell because, according to them, "if it's not social, it didn't happen." Among these statistics, other recent studies have explored the millennials in terms of their online usage, demographic factors and attitudes of various OPs and some in the context of OAA (Duffett, 2015b; Duffett & Wakeham, 2016; Reddy, 2017; Duffett, 2017a; 2017b; Effective Measure, 2017; Deloitte Survey, 2017; Scarth, 2017; Abraham, 2018; Mhlanga, 2018; Sanne & Wiese, 2018; Vannevel et al., 2018; Deloitte Global Survey, 2019). This motivates this study in further exploring online advertising avoidance antecedents in the design of OASs targeting South African millennials.

In some of the South African cultures, many millennials are raised with the concept that everyone is a winner, you do not need to win the race or work hard to be recognised, you just need to participate, and everyone will be equally rewarded. A second characteristic of South African millennials related to new behaviour patterns, which are strange to traditional (African and Christian) cultural views such as gay and lesbian relations, are single mothers and stay-at-home dads, the workplace, working with money, career-building, etc. This is a testament to the diversity and uniqueness of millennials, which would spill over into their shopping preference, information browsing and online sharing habits. There are four principal generational cohorts: the Baby Boomers, Generation X, Generation Y, often referred to as the millennial generation or millennials, and most recently Generation Z (Dupont, 2015; Duh & Struwig, 2015; Sinek, 2016; Knoetze, 2017; Jonck et al., 2017; Ting et al., 2018; Lim, 2020; Grotkamp et al., 2020; Lim & Parker, 2020; Lappeman et al., 2020; Rudansky-Kloppers & Strydom, 2020).

2.5.5 Millennials and online advertising (OA) research

Advertising needs to be relevant to a millennials' lifestyle or band preferences. The marketing message should relay information applicable to the brand and enhance the promotion and awareness of it. This is a large contribution to the fact that word of mouth and recommendations have become more trusted than commercialised messages. Millennials build trust among peers that have the same lifestyles and disposition towards certain types of products and services. They will more readily read reviews from peers and communities having tested and tried a particular service or product they are interested in and forms part of the concept of social validation (Kelly, 2014; Duffett, 2015b; Barnes, 2015; Nyheim et al., 2015; Brown, 2016; Duffett & Wakeham, 2016; Iyer et al., 2016; Miiluvaara, 2016; McCormick, 2016; Schlichenmeyer, 2016; Murillo et al., 2016; O'Connor, 2016b; Marcati & Giannattasio, 2017; Cornelis & Peter, 2017; Murillo, 2017; Abu-Ghosh, 2018; Charles, 2018; Hamouda, 2018; Henke, 2018; Taylor, 2018; van der Goot et al., 2018; Christophe, 2019; Duffett et al., 2019a; Ghosh, 2019; Mpinganjira & Maduku, 2019; Newman et al., 2020). The previously mentioned studies give evidence to the prevalent topic of exploring advertising millennials, and especially online advertising. In the context of this study, we further explored the design of OASs targeting millennials in an era of OAA.

In summary, it is important for marketers to understand their mind-set and where they (millennials) are going. Researchers exploring similar content advised that future research delve into why there is a dislike towards advertising with a focus on content and features of advertising also suggest looking at the qualitative judgment, response and understanding of generations (millennials as the chosen generation in this study) towards different forms of online advertising. According to YouTube Trueview (2016) research advertisers only pay for ads played completely or at least for 30 seconds. In some social networks such as Facebook, millennials have their identities shaped and social capital boosted by what they share about themselves, and in turn about what others share and say about them including their interests or preferences. In a quantitative survey, researchers concluded that African Gen Y students were not willing to receive mobile ads on their phones on a daily basis, but the degree and frequency of engagement varied considerably. A researcher confirmed that graphics are highly effective in grabbing millennials' attention and concluded that they will repeatedly visit a website that has competitive prices and good shipping rates. Indian Millennials are more sensitive about the prestige of products than about its price, less coupon prone but more conscious about value. Online media is their most popular source of information (Ham et al., 2015; van der Groot et al., 2015; Singh, 2016).

2.5.6 Millennials and online advertising avoidance (OAA) behaviour

A large portion of OAA is credited to the rise and behaviour of ad blocking. Ad blocking has been practiced a lot recently and has been growing fast since the past few years, and is claimed to be a kind of trend, particularly within the millennials. However, according to Whitman (2016), 73% of them hate social media advertising. Taken-Smith (2011) confirmed that millennials do not like pop-up advertising. A majority of respondents in a study said that they deemed pop-ups, banners and in-text advertising as annoying and intrusive, particularly pop-ups. But they found ads relevant to them less intrusive. The conundrum is that they hate advertising, but they are still the generation that is mostly subjected to advertising and follows internet trends. Millennials experience ad irritation in various contexts, feel that OA is not as personalised as it could be, suggest that OA should be more designed according to their preferences, fear that their private information will be shared to a third party and even expect a negative experience if they had to engage with OA. In a number of studies, a majority of the millennial cohort were college students (Nyheim et al., 2015; Ouyang, 2015; Xu & Mattila, 2015; Joo, 2016; Marcati & Giannattasio, 2016; Seyedghorban et al., 2016; Shin & Lin, 2016; Ham, 2017; Li et al., 2017; Hossain, 2018; Mattke et al., 2018; van der Goot, 2018; Young & Kim, 2019). Due to these various studies and their conclusions, this research further explores OAA antecedents with a focus on their relation to the design of the ad and design personalisation on various POPs of millennials.

2.5.7 Millennials' attitudes in previous studies

Millennials' attitudes towards OA have been a great field of study in order to improve OAS and media. To a large extent millennials' attitudes and belief factors towards OA was previously found and stated as negative as a result of various OASs. They collectively share perceptions on irritation, credibility, information, entertainment and more antecedents causing OAA. Avoidance has become largely problematic for online advertisers and marketers as stated in many studies (Bilgihan, 2016; Duffett & Wakeham, 2016; McCormick, 2016; Najib et al., 2016; O'Connor, 2016b; Singh, 2016; Aydin, 2018; Hwang & Griffiths, 2017; Murillo, 2017; Yang et al., 2017; Bell & Buchner, 2018; Grafström et al., 2018; Hussain et al., 2018; Lee et al., 2018; Mutum et al., 2018; Taylor, 2018; van der Goot et al., 2018; Anshari et al., 2019; Arora & Agarwal, 2019; Iqbal & Siddiqui, 2019; Jankowski et al., 2019; Mafas et al., 2019; Youn & Kim, 2019; Dorie & Loranger, 2020; Eaters et al., 2020). Due to these negative attitudes, the current study sets out to explore reasons for negative attitudes and how these could possibly be improved.

2.6 POP usage characteristics

2.6.1 Preferred access devices

Researchers confirmed that timeliness, localisation and personalisation intrinsically affect consumers' acceptance of mobile ads (Feng et al., 2016). In a study, respondents had no good feelings towards mobile ads. They said that online advertisers must present credibility and entertainment in their OA suggesting: 1) that they would engage the ads if they were credible and entertaining and 2) that the ads that were trying to engage them were not credible or entertaining (Tan et al., 2013). In a study on more than 2 000 millennials in the US, 73% use their smartphones to find locations, 67% to play games and 59% for online shopping. 42% feel unsafe in making online payments while 32% feel safe and secure. In a survey, conducted among 200 users, the biggest influence on the app choices for millennials are unique features (48%) or functionality (Coupify Report, 2016). For millennials the key attributes of ideal apps to use are that they do not drain the battery (49%); they do not want to use 2 hands (61%); 41% do not want push notifications coming through their phones; 37% said the data usage is one of their top concerns. It is important to note that according to surveys and academic research, users are accessing more platforms through their smartphones and other mobile devices. Smartphones are the most popular device (51% of online time) 87% own a smartphone, 68% a computer, 59% tablet, 44% smart watch. At least 49% make purchases on their smartphone monthly. Nearly 1 in 3 Millennials use computers to make purchases weekly (32%). 44% of Millennials own smart watches. Apple is the preferred device across all 4 device categories (Fluent Survey, 2017).

Duffett (2017a), in surveying approximately 13 000 surveys to Generation Z (13 to 18 year olds), found that adolescents mainly accessed social media via mobile devices (and/or computers). There are over 10 million millennials in South Africa with a majority owning a smartphone or feature phone, and three out of four access the Internet and social media via mobile devices (Barenblatt, 2015). The adoption of mobile phones is rising exponentially and this offers advertisers the chance to improve strategies (Donga, 2017). The focus on millennial shoppers is interesting, as they are known to have

a high propensity to use multiple online devices as digital natives connected in the retail environment (Kirk et al., 2015). On average, 2.2 hours per day spent on social media, which strongly supports the importance of online and social media communication (Kemp, 2015).

31% of web traffic is from a mobile phone, compared to 62% through a laptop or desktop, and 7% through a tablet. ComScore reports that tablet mobile apps are primarily used by people over 55 (estimated at 35 hours per month), while Gen Y users use smartphone apps up to 90 hours per month (ComScore, 2015b). There are now more recent statistics on the above according to various researchers and surveys that further outline the usage of millennials on various devices and platforms in more detail (Holicza & Kadëna, 2018; Martins et al., 2018; Anshari et al., 2019; Duffett et al., 2019a; Imelda & Rekan, Deloitte Touche Solutions, 2019; Deloitte Survey, 2019; Youn & Shin, 2019; Mander, 2020; Hootsuite, 2020). These are some of the findings, which influence users' choice to use their mobile devices when browsing online or engaging in OA. It becomes noteworthy for this study since it explores POPs on various devices used by millennials.

2.6.2 Online advertising (OA) engagement

Studies have found that engagement in OA is pivotal for brand building and revenue growth. Some studies advocate that using social media is of key importance for engagement in brands and that a majority of users engage less because they have a high privacy concern. The way in which online users share, like or comment on brand content is also defined as engagement. Interesting and rich visually orientated ads are of importance to millennials as well as high effects of credibility and lower irritation factors. Product-based content and posts that are highly vivid of the brand using photos and videos more than text would see users readily commenting. Other studies believe that there is great reward to be reaped in advertisers seeking to stimulate engagement by creating value and building relationships with their users in social media (Tingley, 2016; Phua et al., 2017b; Calder et al., 2018; Yamawaki & Sarfati, 2019; Youn & Shin, 2019; Mafas & Kuppusamy, 2019; Tafesse, 2020; Zhang & Du, 2020), messaging styles in OA (Viswanathan & Jain, 2013), eWOM (Adams, 2015), influencer marketing (Cadwallader, 2019), and digital advertising (Hudders et al., 2019; Vander Schee et al., 2020; Yousaf et al., 2020; Alawan et al., 2020; Chen et al., 2020). In this study, the researcher explores engagement factors by circulating an online survey to millennials in Cape Town. The engagement factors we address are POPs, devices indicating how often millennials engage, how often they share OA, and how much time they spend browsing on their POP. The ten OAA antecedents are influences in millennials choice to engage and are also further examined.

2.6.3 Online advertising (OA) sharing

The way that millennials share their ideas, information and reviews online, differ. Since OA are shared through commentary on online platforms and various other media, this study looks at how and what influences millennials to share OA on or from their POPs. In previous studies, sharing has been

examined and various conclusions have been made. Some research found that eWOM (electronic word of mouth) is a medium to share information that is specific or tailored to millennials (Hirzianto et al., 2019). Sharing has a significant impact on brand equity and growth and is therefore important for advertisers to take note of to drive engagement. Relevance and positive attitudes are big drivers of engagement and its benefits (Bevan-Dye, 2013; Stokes, 2013; Sharp & Bevan-Dye, 2014; Jayasimha et al., 2017; Kulkarni et al., 2019). Research has also found that users share ads as a type of self-expression and construction of self-concept (Taylor et al., 2011), native advertising that creates a positive attitude (Lee et al., 2016a), ads that are informational and resonate emotionally with the user (Kulkarni et al., 2019), social media (Jayasimha et al., 2017; Chu & Kim, 2018; Zhang et al., 2017) and video-sharing (Vedula et al., 2017; Eigenraam et al., 2018; Moldovan et al., 2019; Tellis et al., 2019; Tafesse, 2020). Millennials are not afraid to speak their minds or share opinions on various types of media on social platforms. This type of sharing builds community among online peers to the extent that users will value the opinions and experience of their peers over what the brands say about themselves (O'Connor, 2016b).

In older studies, numerous researchers found that efficacious word of mouth is more impactful compared to OA. There is a big impact on brand awareness and sustainability where positive data has a positive impact on the acceptance of OA. Word of mouth is intuitive and plays an important pertinent role in OPs because consumers share their encounters or experiences, even perceptions before utilising any item (Çizmeci & Ercan, 2015; Vivilaite et al., 2015; Groeger & Buttle, 2016). This has been found in brand attitudes (Heryana & Yasa, 2020), the customer journey (Ngarmwongnoi et al., 2020), reviews (Yin et al., 2016; Zhao et al., 2019), channel intermediation (Lee & Li, 2018), buying intentions (Milaković & Ivasečko, 2018) and retail (Zaraket & Vanheems, 2017).

2.6.4 Duration spent on preferred online platforms (POPs)

Millennials spend a considerable amount of time engaged in online activities. One of these activities is largely searching for information on products and brands. In past and recent studies, researchers have found that most of the time duration groups spent online were 30 minutes to a half hour, 2 hours, 3 hours and 5 hours or more. For example, in a study by Celebi (2015) in an online survey received from 2 samples (140 – study 1 and 158 – study 2), Turkish undergraduate students in the investigation of Facebook advertising on attitudes and behaviours, daily Facebook users were 74.1% and once they connected the majority used Facebook 1 to 2 hours per day (36.1%) or less than one hour a day (30.4%). In various studies there were also differences when users spent time browsing on websites compared to social media platforms or shopping networks (Celebi, 2015; Duffett, 2015b; Koshksaray et al., 2015; Nielsen, 2015; Kemp, 2017; Hall & Towers, 2017; Lepore, 2018; Smith & Anderson, 2018; World Wide Worx, 2018; Cadwallader, 2019; Clement, 2019a; Mushroor et al., 2019; Omnicore, 2019;

Hootsuite, 2020; Nettelhorst et al., 2020). These studies have motivated the researcher to explore the time that millennials spent on their POPs in terms of the duration and days as well.

Other studies found that attitudes were formed by the frequency of visits to the platform instead of the length of time spent (Blanco et al., 2010; Kazançoğˇlu et al., 2012). Duration of Facebook use, and quality of life, peer influence, and structure time affected the use of all Facebook features. That is, the participants who used Facebook for a long duration and who believed that Facebook usage would improve their quality of lives were the ones who used all features of Facebook. Tweeting activity in South Africa continues throughout the week, with the most popular day being Thursday. Twitter users tweet the most mornings, between 8am and 9am with a small peak again in the evenings at around 6pm. Michalsky (2019) found that Monday to Friday published a total of 76% of Instagram posts. This means that on weekends only about 23.8% are made, although 22% more interactions occur on the weekend than during the week (Celebi, 2015; 2017; Lepore, 2018; World Wide Worx, 2018).

People under 25 years old use Snapchat for about 40 minutes every day. A majority (71%) of Snapchat users between 18 to 24 years old use Snapchat multiple times per day. About 78% of 18- to 24-year-olds use Snapchat and a large majority (71%) visit the platform several times a day. Most millennials spent 30 minutes to an hour each day browsing on their POP. The least spent 30 minutes or less. Various studies record various amounts of daily, weekly and monthly hours that users spend online on different platforms and in different countries. For example, millennials in the US spend 211 minutes on their apps or accessing the internet through their smartphone daily compared to 31 minutes on a desktop. They unlock their device on average 63 times per day. This will be included in the survey as part of engagement factors and as a question to further explore in the key informant interviews and focus group (Smith & Anderson, 2018; Clement, 2019a; Omnicore, 2019).

2.7 Consumer decision-making process

2.7.1 Stages in the consumer decision-making process

The Engel-Kollat-Blackwell model (EKB) extended the original five-stage problem-solving process of John Dewey (1910) and applied it to consumer behaviour. In the context of the EKB model, the focus is on the five core stages of the decision-making process (i.e., problem recognition, search, purchase of alternative evaluations, choice and results). These five phases are the most popularly accepted, as demonstrated in most textbooks and more recent academic studies in consumer behaviour (Hawkins et al., 2003; Blackwell et al., 2005; Darley et al., 2010; Ashman et al., 2015; Osei & Abenyin, 2016; Stankevich, 2017; Dimitriou & AbouElgheit, 2019). This new advertising communication truth offers new challenges for companies, as online encounters are increasingly affected by purchasing

decisions. Nowadays, more and more people rely on their social networking platforms to make purchasing decisions, according to the same author. Sensitisation is the main role of advertising, such as communicating products and services, experiences, ideas etc. offered by companies to customers. Research on the impact of social media marketing on raising awareness in Italy, concluded that online peer recommendations influence women's attitudes substantially more than men's attitudes (Manickam, 2014; Nadeem et al., 2015).

External or environmental factors are divided into four parts: (1) individual such as motifs, values, traits or differences in personality and lifestyle; (2) socio-cultural factors such as culture, social class, family and reference groups; (3) situational and economic factors; and (4) atmospheric or environmental aspects of the online environment (e.g. website quality, website interface, website satisfaction and website experience) (Darley et al., 2010). The stages in the consumer decision-making process include need recognition, searching and gathering of information, evaluation of alternatives, purchase of the product or the service and finally evaluating the experience of purchase. All of the above steps are affected by cultural, social, individual and psychological factors. This gives the researcher an idea of the thinking of the consumer as well as the stages they might go through from interest to purchase. It is thus important to acknowledge these phases and how online ads intercept in order to engage the consumer.

2.7.2 Factors influencing consumer decision-making

According to millennials in their responses in a survey conducted by Adcomm (2017), they support brands that stand for something. 37% will pay for a brand that supports a cause that they believe in. 80% of millennials want entertainment and 69% have a craving for adventure. 40% want to participate or engage in co-creation of products and brands, while 70% of the youth feel they have a responsibility to share feedback with companies about their good or bad experiences. Below the researcher discusses external and internal influences in more detail.

2.7.2.1 External influences i.e. devices

If marketers want to influence their purchase decisions, they are best reached on a mobile device such as a smartphone or tablet (Growth from Knowledge (GfK), 2017a; Holicza & Këdena, 2018; Naegelein et al., 2019; Kemp, 2019; Miakotko, 2019). Researchers found that in mobile advertising or marketing campaigns consumers find value in messages that are entertaining, creatively designed and provide high information value and will then develop a positive attitude towards the ads that will lead them to an intentional behaviour of using mobile marketing services (Bauer et al., 2005; Abraham, 2018). Devices have become an extension of who millennials are (Brown, 2016). Operating a variety of devices and engaging in an instant global communication is natural for millennials (Strategic Direction, 2015). Most millennials preferred using their smartphones to engage OA, then

tablets, laptops and then PC. In a study among Finnish users, 49% preferred mobile over desktop and the majority users were millennials (Miiluvaara, 2016).

The majority of users preferring smartphone or mobile devices were also found in numerous other studies (Abraham, 2018; Naegelein et al., 2019; Martins et al., 2019), search behaviour (Claesson & Gedda, 2018), social media (Tan & Goh, 2015), online shopping (Hall & Towers, 2017; Bilgihan et al., 2016; Khan et al., 2020) and browsing general OA (Feng et al., 2016). Researchers administered a questionnaire to 80 respondents between 16 and 34 years old and found that 31% of web traffic is from a mobile phone, compared to 62% through a laptop or desktop, and 7% through a tablet (Hall & Towers, 2017). As part of the device revolution, approximately 62% of consumers reported owning a connected device such as game consoles, smart TVs or entertainment devices as part of the device revolution (Abraham, 2018). If an online shopper believes in the online vendor's reliability, credibility and has trust then they are more likely to make a purchase (Folake, 2014; Bleier & Eisenbeiss, 2015b) using OPs such as websites (Elwalda et al., 2016; Goga & Nyamwena, 2019), online retail (Garaus, 2018; Kautish & Sharma, 2018; Thakur, 2016; Watling et al., 2019; Jibril et al., 2020), apps (Barragán, 2014; Parker & Wang, 2016) and social media (Komodromos et al., 2018; Curzi et al., 2019; Appel et al., 2020). The interface or screen size of devices also plays a big role in the design of ads and how they are structured and experienced by users (Harness, 2014; Yu & Kon, 2016; Almeida & Monteiro, 2017; Linnes & Metcalf, 2017).

2.7.2.1.1 Tablets

On tablets, entertainment or leisure is more prominently viewed due to the accessibility of the visual content like videos or games on larger screens. The penetration of laptops and tablets is low in South Africa compared to the EMEA (Europe, the middle East and Africa) region. While 81% of EMEA consumers own a laptop and 71% a tablet, South Africans own 66% and 57% of these devices respectively. This can be related to the affordability of devices and because smartphones are so feature-rich and capable of running advanced applications and software, laptops and tablets might be less useful and mobile. Since millennials interchange between mobile devices when doing online tasks, it is important to explore whether millennials engage online ads on their tablets (ComScore, 2015a; Abraham, 2018).

2.7.2.1.2 Desktops

Previous studies have explored the use and relevance of desktop computers when millennials are doing online activities (Hootsuite, 2017b). In 2012, Accenture confirmed that digital consumers watch TV shows via alternative devices like their PCs, smartphones and tablets to avoid advertising. In the same study, 80% of respondents said they would watch TV content on a PC. There is still some significance for users using a desktop, especially when it comes to feeling that their online payments

are secure. While a decline in desktop internet has been recorded, it is still in use for specific activities that will make users feel more secure. Ads also take different formats when they are viewed on a desktop compared to mobile devices such as smartphone or tablet because of the screen size and design of the ad (Interactive Advertising Bureau, 2015). Users had initially installed ad block software on their desktops for the first time, but have now spread to mobile devices (Effective Measure, 2014; Newman et al., 2015; Almeida & Monteiro, 2017; PageFair, 2017). In this study we explore whether desktops are still used by millennials when engaging on their POPs.

2.7.2.1.3 Smartphones

Statistics of mobile usage and reach in South Africa show that the core audience is becoming younger and earns more than all mainstream media. The largest uptake of mobile Internet access is recorded among young adults between the ages of 31 and 33 years, with an average income of between R13 000 and R17 000 per month. The three most common issues facing every South African mobile user are screen size, the speed of the Internet and the price of data. These are serious factors for marketers to consider since mobile phones with data exchange are used for MMS, e-mail, mobile web, mobile social and apps (AMPS Mobile Review, 2014). Dual or multiple screens (ubiquity) were explored by researchers because users were using smartphones and tablets while viewing programs on television (Anstead et al., 2014). In a study exploring the influence of ad blockers on the future of mobile advertising, researchers say that its boom and popularity is due to their affordability, multitasking, computational power and value-added services and applications (D'Ambrosio et al., 2017). A study conducted on the use of multiple screens (smartphone, tablet, TV, laptop) found that there has been a decline in the shipment of TVs and laptops, while there has been an increase in smartphone and tablet shipments (MillwardBrown, 2014). Mobile review recorded that 84% of South Africans access the internet through mobile technology while 69% of these shifts between devices at different points in time. How do advertisers thus measure impressions and valuable views? How does third party online advertising become valuable when commercial sites such as Group On or Gumtree allow users to advertise their services and products for free? In South Africa 86% of the adult population owning a cell phone are between the ages of 15 to 24 years old, while data usage constitutes 66% of that population less than 35 years old (AMPS Mobile Review, 2013AB). They also concluded that "mobile is as close as you can get to your consumers in South Africa". A majority of users access their POPs as well as OA through their smartphones, including collecting coupons, banking, shopping, buying airplane tickets, etc. (Middelesch, 2017; Hootsuite, 2018).

Researchers agree that it is important for the advertiser to pay attention to the utility of mobile devices and the relevance of the advertisements to the target, in order to conserve money and time, which is a crucial factor when Millennials shop online. The interface, design and display size has become

particularly interesting for designers of online ads for mobile devices. Even though mobile advertising is challenged by avoidance due to location-based advertising or apps (Truong et al., 2019), millennials are still more prevalent on their mobile devices and still prefer to have their online ads suited, relevant and engaging for mobile online shopping (Bilgihan et al., 2016), user experience (Yu & Kong, 2016), in mobile search ads (Murillo, 2017), in sharing news (Newman et al., 2015), in online consumer experience (Martínez-Ruiz et al., 2017; Abraham, 2018; Holicza & Këdena, 2018; Wang & Genç, 2019), in purchase intention (Hashim et al., 2018; Salem et al., 2018; Martins et al., 2019) in e-commerce (Naegelein et al., 2019), brand value (Mpinganjira & Maduku, 2019), SMS advertising (Aslam & Karjaluoto, 2017; Aydin & Karamehmet, 2017), location-based ads (Ketelaar et al., 2018; Le & Wang, 2020), avoidance behaviour (Nyheim et al., 2015), native advertising (Goyal et al., 2018) and social media (Li et al., 2020b; Van den Broeck et al., 2020). These studies give support to the current study in exploring further use and engagement of online ads on POPs of millennials.

2.7.2.1.4 Wearables and ubiquity

According to advertisers that were interviewed, millennials are into the 'internet of things'. They are walking around with their tablets, their phones, their MacBooks and everything is seamless. Ubiquity is virtual reality, movables, wearable and all that stuff. Researchers agree that wearable devices will create all kinds of new mobile interaction (Corporate Insight, 2014). Wearables are predicted to augment life into the digital works and vice versa. This prediction of advertisers is also supported by Downing and Jones (2015), in that there has been an explosion of wearable tech in forms of smart watches and personal trackers that run various apps. Several studies have found brands in fitness, tourism and geo-targeting creating apps that are mobile and are becoming more intimate and personal (Page et al., 2016; UPS, 2016; Van Welie et al., 2016; Vatash, 2018; Adobe Digital Trends, 2019). This gives us a reason to explore whether millennials in Cape Town use wearables and how content received on these devices interfere or compliment their online goals and possible engagement with online ads.

2.7.2.2 Accessibility

Accessibility, according to Berthon et al. (1996) is one of the entities by which the internet is characterised as an advertising medium. An online advertiser said that the way we interact nowadays is almost 'bizarre'. As an example, she explained how Pokémon Go as a game, overlay with Google Maps became an overnight phenomenon. To another advertiser, accessibility is about telling a story, and how one engages consumers in that story. Accessibility empowers marketers in WOM as never before. We must not treat media channels as add-ons. Today users provide and demand information continuously on various devices. Phones are a quick and easy mode of communication. In several studies it was noted that consumers demand accessibility, convenience and choice and savvy

marketers will soon realise that integrating this into marketing channels sets them up for success (Pawar, 2014; Almeida & Monteiro, 2017; Martins et al., 2019). Accessibility is a positive factor in having a good user experience (Almeida & Monteiro, 2017).

2.7.2.3 Internal influences

Attitude is concerned with the favourable or unfavourable perception the consumer holds towards fulfilling the behaviour and the consequences thereof, based on the evaluation thereof. Researchers define an attitude as a lasting general evaluation of people (including oneself), issues, advertising and objects. They also use this evaluation to structure the way they perceive an environment and how they will respond as they guide their way through it (Solomon, 2013). It is important for the researcher to acknowledge that millennials are influenced by external and internal factors which must be considered in exploring their attitudes and POPs towards OA.

2.8 Attitude formation models

Attitude towards advertising is a learned inclination to reply in a reliably favourable or unfavourable way toward promotions in general. The attitude of consumers towards online advertising is a direct reflection of online advertising, which consists of web content and formatting. These include OA hedonics, utilitarian content and interesting content. After exposing and attending OA, consumers could be positive or negative about the ad (MacKenzie & Lutz, 1989; Li-Ming et al., 2013).

2.8.1 ABC model of attitudes

The assessment of people is more complex than simply whether or not they like an object. The ABC attitude model was developed to give a comprehensive view of attitudes. This model divides attitude into three components: effect, behaviour and cognition, the verbs 'feel, do and think.' Affect is a consumer's feeling about an object. Behaviour refers to the consumer's intention to do something. Note that in this model the meaning of behaviour is the intention, not the actual behaviour. Cognition is what an object's consumer believes in. These three components are closely interrelated. The relative impact of these components, called hierarchies of effects, is diversified according to the situation (Solomon, 2013). Similarly with the ABC Model, three components form an attitude: cognitive and knowledge, emotional or likable and intentional or actionable states. Cognitive information or knowledge represents an object information of a person. The emotional or likable element summarizes the overall feelings of a person towards an object, situation or person. Intent or component of action refers to the expectation of a person of future behaviour towards an object. This model has been utilised in various studies exploring attitudes towards online ads or POPs (Aaker et

al., 2000; Madichie, 2012; Saba & Gumuskaya, 2013; Le & Nguyen, 2014; McLeod, 2014; Le, 2014; Vainikka, 2015).

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│        Attitude         │
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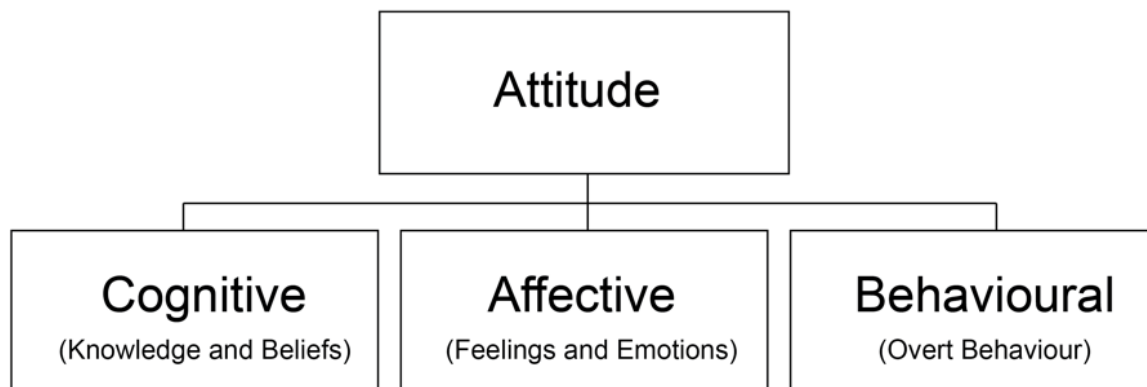
Figure 2.1: ABC Model of Attitudes

Source: Katz (1937); Eagly and Chaiken (1993)

Attitudes are internal dispositions that strongly influence behaviour and are fixed and enduring. In this study we investigate the attitude of millennials as pertaining to the phenomena of online advertising avoidance. Empirical research has shown that millennials have overall negative advertising attitudes, especially in terms of credibility and trustworthiness, with Millennials' most common attitude being cynicism (Beard, 2003; Bennett & Lachowetz, 2004; Howarth, 2006; McLeod, 2014). Attitudes have been explored in various contexts such as trust towards online advertising, e-shopping, social networks, blogs, the use of devices, SMS advertising, native advertising, user-generated ads and in-app ads which simply showed that trust is valuable to anticipate consumer attitudes towards online shopping. Research reveals that credibility and trustworthiness influenced attitudes towards electronic word-of-mouth communication. Trust may impact the attitudes of students towards online advertising and purchase intention. Researchers tested 480 young Chinese mobile users and found the propensity to trust was prominent in promoting the trust of mobile users, leading to positive attitudes towards in-app advertisements which increased the inclination of users to watch advertisements. While numerous studies have reported positive attitudes towards various types of online advertising,

others were negative as well. For example, Black Generation Y studies in South Africa displayed negative attitudes towards web advertising and advertisers are advised to make visual stimuli of ads more appealing (Bevan-Dye, 2013; Al-Debei et al., 2015; Celebi, 2015; Gvili & Levy, 2016; Walrave et al., 2016; Cheung & To, 2017; Gvili & Levy, 2018).

2.8.1.1 Attitude

The attitude is defined as an individual's negative or positive feeling about performing an action, meets a personal motive and impacts the goals of creating the intent to purchase among consumers (Ajzen, 1991; Webster et al., 1994; Mahmoud, 2013; Murphy, 2014). It is developed out of the subjective evaluation and behavioural beliefs. This theory includes cognitive mechanisms such as attitudes, which are said to have an advantage to direct human behaviour and judgment. More specifically, the intention of an individual to engage in OA would be largely determined by their positive attitude towards engagement (behaviour). Behaviour is considered important due to the value of their enjoyment of perceived usefulness. In studies on mobile advertising, attitude was found as the most determining factor on the behavioural intention of consumers to click ads (Radder et al., 2010; Ho et al., 2015; Kim, 2016; Donga, 2017; Rudneva, 2017; Zhang et al., 2017).

2.8.1.2 Subjective norm

The subjective norm is the influence by the reference group or community, which consists of subgroups that have an indirect or direct influence on the attitudes of an individual. In looking at the social media platforms, communities are built from a variety of people that influence one another through conversation, i.e. reviews of product and sharing information, videos, photos and experiences of those products. The individual's perception is built by the influence of the opinions of the other people in the reference group or community, especially friends and family in support of the consumer buying a product or not (Manning, 2009; Kim et al., 2013; Ho et al., 2016a).

They are able to connect one another to identifying with the products as part of their lifestyle. As a product develops opinions can also change. In this study, the subjective norm can greatly influence millennials' attitudes towards OA, especially on social media platforms that are largely used for interaction in communities through platform functions and purpose. In studies on Facebook advertising, the researchers found that it greatly influences the subjective norm because of its 'liking', 'commenting' and 'sharing' capabilities on brand posts (Logan, 2014; Sanne & Wiese, 2018; Ghosh, 2019). The main determinant of behaviour is the intent of the consumer and the TRA focuses on the attitude towards the chosen behaviour. One part of this study is exploring the attitudes of millennials towards ten antecedents of OAA.

2.8.2 Attitude measures

2.8.2.1 Relevant Information

Relevance has to do with advertising that is meaningful, experiential and that which is focused towards the user. Researchers established this as well concluding that informational content is a primary reason why the consumer approves of the advertisement or not. Researchers have various definitions for content that is informative within ads. Prices are typically a common basis for information, while others classify the content to be persuasive and possibly indirectly informative since many consumers depend on their social groups for information and the use of products. Content can be classified as details about the price, availability, product, promotions and any aspects related to the product that would spur on the decision to purchase. Agreeing with this in later years, information includes facts that are related to price and promotion of products, which aid millennials usefully in decision-making (Estrada-Jiménez et al., 2017; Gerdman & Nordqvist, 2017; Murillo, 2017; Hamouda, 2018; Aziza & Astuti, 2019; Kaspar et al., 2019; Sari et al., 2020). In line with this idea, product and brand mentions as well as facts about the product are all classified as informative content that would aim to meet users' needs (Teixeira, 2014; Sahni et al., 2015; Filieri et al., 2018; Moldovan et al., 2019; Wu et al., 2019; Thaker et al., 2020).

Relevance refers to perception of the user, which is the ability to process the information presented so as to make a decision about the use of that information for value or utility. Research concluded that the recognition of relevant information is a cognitive process, since if the product or service information is marked as relevant the user will not find the ad intrusive. Studies found relevant information to be pivotal to online users. It is an antecedent that stimulates a user to choose to engage or not engage with an advert depending on its relevance to them. In this research, it is important to explore the meaning relevant information brings to millennials and their online engagement as well as how online advertisers understand it. In terms of personalised marketing, information or message content adds value when communications are relevant. In terms of design, content has various components like the written text style or even number of words in an ad and the measure of the data (Najib et al., 2016; Hühn et al., 2017; Filieri et al., 2018; Moldovan et al., 2019; Wu et al., 2019; Thaker et al., 2020).

A researcher concluded that black South African Gen Ys placement value of web advertising lies in its relevant information (Bevan-Dye, 2013). Mahmoud (2013) found that highly educated adults between 18 and 30 years old propose to find value in ads that are defined, creative and relevant to them. Product interest is important for value and corresponding products should be accessible.

Millennials want to maintain control. Attitudes are positive when information is relevant and entertaining and negative when users are irritated and value is corrupted. Studies show that irrelevant information would cause users to disengage from processing. Consumers identify themselves in the ads when it is relevant to them. Information relevancy was found to be the strongest predictor for users to utilise when searching consumer reviews for information on product to match their specific needs. Millennials top two choices for engagement were being rewarded for their loyalty through discounts and promotions and for being seen as an authentic brand (Li & Lo, 2015; Brown, 2016; Filieri et al., 2018).

When it comes to an advertising campaign, millennials would much more prefer to communicate with each other. In order to know what people think, they will go to social networks and their friends. When making decision, they prefer to use this combination as a filter for information. Research conducted using an online survey among 630 students in a Mexican university, showed that entertainment and informativeness held the strongest influence and was of significance to the value of its Twitter's ads (Murillo et al., 2016). In recent industry reports on the fatigue of ads on Facebook, these findings create opportunity for advertisers to address the impact and design of these factors that can increase the value of ads. The findings in this study are in line with several studies in areas of social media and mobile advertising. There are economic benefits in the implicit exercise that informativeness is the root of consumer beliefs (Mir, 2015). OA containing more information than usual and a high-level entertainment factor are eagerly accepted. While it is in line with traditional studies on web advertising, social media platforms such as Twitter and Facebook confirm the importance of information for users (Murillo et al., 2016). The value of web ads are effectual in the formation of attitudes in describing its value through various factors that among them are non-irritating and accurate informativeness (Dehghani et al., 2016; Aydogan et al. 2016; Yang et al., 2017; Kowang et al., 2018). Similarly, another study found informativeness and entertainment to be the strongest predictors of ad value and attitudes (Goodrich et al., 2015).

Studies conducted on YouTube ads, established that the ads they played were informative to consumers about stating the benefits of the service or product (Aziza & Astuti, 2019). Thus, viewers had positive attitudes towards the influence and value of the ads. Through their conclusion several researchers suggest that the attitude of users is affected by the information provided in the content of the ads. If the content is informative and rich the effects on the user are positive (Stokes, 2008; Cox, 2010; Li-Ming et al., 2013; Haida & Rahim, 2015; Negm & Tantawi, 2015; Ahmed, 2019; Ali et al., 2019; van Es, 2019; Tafesse, 2020; Thaker et al., 2020).

In a study, researchers explored why participants were willing or unwilling to share different types of data with online advertisers. Some were reluctant to share information that they perceived as irrelevant to advertising, such as an income range, but were willing to share personal interests to improve the relevance of ads to them. 45% were generally comfortable with sharing information with advertisers. They shared articles they read, pages they visited, videos they watched on news websites and products they might be interested in purchasing (44%) among other items. About 45 to 51% of participants were comfortable with sharing their purchasing interests and 55% when linked with data to receive coupons. Similarly, they wanted to share data on products they displayed interest in, in order to receive discounts (Rejón-guardia & Martínez-lópez, 2014). Researchers conducted a literature review and they concluded that for marketers, campaigns should be relevant and based on the taste and preferences of users. The ads should be contextual and based on users' behaviour. The ads should be correctly executed, entertaining and avoid formats that are intrusive. The ads must have the ability to be closed (Leon et al., 2013; Mishra et al., 2019).

In a study using 12 in-depth interviews with online advertising strategists (OASTs), key informants said that: 1) the topic is the main reason why the advertisement is perceived as informative; 2) they all consider that native advertising is informative; 3) believe informativeness is designed by different elements such as text, quotes, figures, statistics and funny facts; 4) they appreciate the product information on products; 5) they believe that informativeness is highly considered in online advertising; 6) they find the information useful once their attention is caught from the ad (Palma & Waalkens, 2016).

The relevancy of the ad is more efficient when it agrees with the webpage content. Visually, the ads that are appealing perform better in attracting consumers, making creative designs valuable. At this point, researchers were concerned about the scarcity of research on the visual appearance of creatives on campaign performances in areas of online display advertising. This has further motivated an exploration into the design of the ad and design personalisation in the midst of OAA. Furthermore, researchers advise that more advice for human graphic designers is needed to guide the design of high-performance creatives, even in using systems that create smart ads that are more appealing to online consumers (Estrada-Jiménez et al., 2017; Gerdman & Nordqvist, 2017; Murillo, 2017; Hamouda, 2018; Aziza & Astuti, 2019; Kaspar et al., 2019; Sari et al., 2020).

2.8.2.2 Value

Value of online advertising can be defined as an independent assessment of the comparative utility or worth of advertising to consumers (Ducoffe, 1996). It is also the main determinant in describing the

attitudes and behaviour of consumers towards products that are advertised. Ducoffe's models (1995, 1996) initially explained advertising value through his constructs which interlinks with attitude and behaviour that can alter the influence of irritation, credibility and relevance. Jordaan et al. (2011) found that mobile ads match the lifestyle of millennials and that they add value to their consumer experiences. Several researchers found similarly and agree that the correct placement, frequency and relevance of mobile ads add value to millennials (Izquierdo-Yusta et al., 2015; Nessi, 2015; Murillo, 2017; Hashim et al., 2018; Martins et al., 2019).

Antecedents affect how millennials assign value to advertising. For example, 66% of students in a Taiwanese study expressed that credibility of ads influenced their choice the most in assigning value (Lin & Hung, 2009). Zha et al. (2015) and Hussain et al. (2020) agree that valuable ads must have credibility in order to be attractive to and engage millennials. In a study conducted by Taken-Smith (2011) millennials suggested that advertisers should provide rewards and value propositions in return for pushing online ads upon them. Various researchers have found that monetary returns, mentions between the brands and their loyal consumers, an acknowledgment of engagement with OA and option sharing among others can be labelled as value (Dao et al., 2014; Kim & Han, 2014; Dengani at al., 2015; Lee et al., 2015b; Pollak, 2015; Murillo et al., 2017). Intrinsic value consists of incentives which can be monetary in the form of discounts, coupons and gifts, while non-monetary value can be found in level-ups, status awards and right of priority in service (Varnali et al., 2012).

The value of ads on social network sites (SNSs) can be explained by Ducoffe's (1996) model explaining attitudes. The success of brands is determined by the value of advertisements as a core part of its structure. Several surveys have been conducted specifically in the domain of social network sites where researchers aimed to test the attitude of online consumers towards the value of ads on SNS. In exploring 259 US female students' perceptions of the value of advertising through an online questionnaire in three major universities, Logan et al. (2012) compared television and social networks, showing that only informativeness and entertainment had a substantial impression on students' calculation of ads' value on SNSs (Logan et al., 2012; Saxena & Khanna, 2013; Dao et al., 2014; Dar et al., 2014; Gaber & Wright, 2014; Deraz et al., 2015;Haida & Rahim, 2015; Martínez-Navarro & Bigné, 2017; Shareef et al., 2017) using exploratory methods.

In a study at a university in Rome, 315 usable questionnaires collected from students concluded that informativeness, entertainment and customisation are the strongest positive drivers of advertising value on YouTube. YouTube advertising plays a large role in the value of advertising through the application of customised design (Dengani et al., 2015). In similar studies in video advertising, users found the medium engaging for value (Dehghani et al., 2016; Zaitceva, 2018; Firat, 2019).

Advertising on YouTube affects the ad value according to Lee et al. (2015) through the indirect influence of entertainment, credibility and informativeness through personalisation. Perceived advertising value is positively influenced by the informativeness of ad messages on smartphones (Kim & Han, 2014).

The outcome and prediction of online purchase-related behaviour, in consumers considering the value of online ads, was analysed by Dao et al. (2014). The researchers proposed credibility, informativeness and entertainment to be the main factors that will predict how consumers believe in the value of online ads. The positive influence of these ads in turn positively influenced the perception of and intention to purchase of 295 undergraduate students. Choi and Lee (2015) believe that word of mouth and designing expected values such as social, functional and entertainment value must be designed by advertisers. They are advised to improve the relevance and perceived advertising value of consumers on social media.

In the survey conducted by the same author on 1 200 students, Murillo et al. (2017) found that the influence and use of information and entertainment in the perception of the value of advertising on Twitter (Murillo, 2017) were significant. Martínez-Navarro and Bigné (2017) conducted a survey of 395 of Zara's fan posts on Facebook and found that users' perception of credibility and enjoyment on Facebook influences their opinion of valuable marketers' generated content (MGC) positively. According to researchers' value will be created for the consumer and the brand if the engagement works well. This engagement perspective gives loyalty its meaning and is a different method for creating value from brands. The customer realises personal goals when value is reaped from loyalty. The brand value is realised through experience and interaction and not from persuasion for product benefits (Larivière et al., 2013; Calder et al., 2018).

Various researchers explored the influence of antecedents (entertainment, information, irritation, credibility) on consumers' judgement of value on social media networks. Entertainment could give positive prediction, irritation has a small to no effect and information had no significant effect but was a predictor of their idea of value of ads (Logan et al., 2012; Dar et al., 2014; Deraz et al., 2015; Haida & Rahim, 2015; Beuckels et al., 2017). According to impact marketing online, before buying a product, approximately 62% of online consumers search for online information and reviews and 90% will believe brand recommendations from friends. Millennials spend about 5.4 hours interacting with content designed by their peers (Impactbnd, 2018).

2.8.2.3 Online placement and timing

a. Online placement

Researchers and experts have sought the best placement and positioning of newspaper and magazine advertisements (Speck & Elliott, 1997), the most effective timing and scheduling of TV and radio advertisements (Abernethy, 1991; Speck & Elliott, 1997) and the best placement of online advertising (Cho & Cheon, 2004; Xiong, 2015; Stavljanin et al., 2017; Vashisht & Pillai, 2017; Nadler et al., 2018; Thomas et al., 2018; Sahni et al., 2018; Nettelhorst et al., 2020). The placement of products, also known as embedded marketing, refers to the inclusion or reference of a product or brand in a programme. It is also characterised as audio or visual brand identifiers that are included in mass media (Karrh, 1998; Chee et al., 2014; Manesam, 2019). One of the most crucial marketing strategies is the placement of products on social media (Liu et al., 2015; Gagelaer & Van der Schee, 2016; Fan et al., 2017; Van den Broeck et al., 2017). It is surprising that there is still limited research on the impact of ad placement on SNS (social network sites), ad measurements and ad avoidance (Bang & Lee, 2016).

A total of 12 advertisements were developed and integrated into 6 websites in an experimental study of placement. Each website included three distinct advertisements (one banner ad, one skyscraper ad, and one pop-up ad) that differed in their positioning. Each ad advertised a unique event including information such as the location, time, date and name of the event. Through email invitations, 115 undergraduate and graduate business students took part in the research and the data was collected using an online questionnaire. The effect of purchase intention and ad placements was explored, and the study revealed that skyscraper and banner ads had a lesser recall rate than pop-up ads. Skyscraper ads were recognised for the time of the event (Al-Natour et al., 2013).

Park and Ohm (2014) conducted a study on different types of media and types of placement and exposure in order to find impactful combinations, similar to this thesis. Their study showed that the most positive attitudes were produced by a mixture of movie picture (consistent with MMSs) and pop-up type of exposure or movie picture and the bottom of the screen.

The website called 'SogiKing' is among Taiwan's most popular community websites. People visit the website to read smartphone articles and discuss smartphone knowledge. There are more than half a million registered users on the SogiKing website. Researchers conducted two experiments through the website. They found the following from the two groups (Liu et al., 2015):

For group 1, the study consisted of 242 randomly sampled users (56% female and 44% male). 61% of students were between the ages of 21 to 25 years old. While describing influential and specific product placement in social media, they discovered that importance in product placement and advertising display had an impact on the attitude of advertising. Both video and picture presentation led to comparable advertising attitudes when using prominent positioning. However, video presentation led to a greater advertising approach when using subtle positioning compared to picture presentation (Liu et al., 2015).

In group 2, 219 visitors clicked on a banner containing an image advertising Promax bags in article contents. The banner contained a link diverting users to the Promax website introducing the product. Users that read the content about the product browsed longer and had a deeper understanding of the brand. This concluded that the medium of the ad and its product information increases the time and depth of browsing as well as a higher awareness of the medium that was used. They also found that in social media, product placement is more successful when the ad is matched well with the medium type. In order to increase the impression of a brand, they suggest that advertisers design a prominent placement using video. Additionally, video advertising with subtle placements (Group 2) may have the biggest effect on the attitude of advertising and the purpose of clicking by customers. However, advertisers have to show the advertisement via video with prominent placements (Group 1) to get a stronger brand feeling (Liu et al., 2015).

Researchers describe product placement in advertising as the deliberate and paid placement of media content such as brands, products or services and use its appearance for promotion. It also positively influences the intention and perception of purchase and brands respectively (Chan & Haley, 2014; Business Dictionary, 2015; Liu et al., 2015). In social media, the presentation and product prominence significantly influence the effectiveness of placement. In order to maintain a good attitude towards advertising, placement on social media should be subtle. According to experts, the credibility is also framed by the idea of making the placement look casual and natural instead of it imitating a magazine ad (Meldrum, 2014; Harper's Bazaar, 2015).

In computer and video games, there are three main types of product placement: advertising in social network games, advertising in games and advergames (Stavljanin et al., 2017; Catalán et al., 2019). Product placement in video games is increasing in popularity between many advertisers, taking into account its ability to efficiently touch different target groups by including advertising messages in games (Sierra & Taute, 2014). Placement of products or brands in games that are played through social networks is also a kind of product or brand placement exercise (Martí-Parreño et al., 2017).

Users of online communities play with each other and see the products or brands that are displayed. Studies exploring games used in social networks, where players can play games and interact on online communities, concluded that product placements on these platforms increase the opportunity for brands to be seen and known. It was also found that the attitudes of players are more positive when the placements do no impede on or interrupt their game play. Users believe that the ads should be relevant to the game theme and not too deliberate (Terlutter & Capella, 2013; Rosengren & Dahlen, 2015). Researchers also found that there should be congruency between the product placement and the game, harnessing a positive attitude toward the gaming experience (Peter & Leshner, 2013; Chen & Haley, 2014).

Facebook uses the term "ad placement" to imply the mixture of possible positions and the corresponding advertising appearance on the SNS. There is a variety ranging from using ads as images over ads that are videos and formats that are newer such as canvas and carrousel ads. The most important ad placements on the desktop website are the positioning of the message stream and the positioning of the sidebar (Lafferty, 2015; Fan et al., 2017; Van den Broeck et al., 2017).

The degree to which users would accept Facebook ads depended on the perception of its fair practice and appropriateness in its placement. Other researchers found that the placement of social media ads placed consistently on the right sidebar triggered ad avoidance. This was generally termed "ad clutter" with characteristics such as the size, appearance, placement and location of the advert. Ads should reflect more of the interests of the user and be native in nature, instead of the message aiming to be persuasive (Cho & Cheon, 2004; Bang & Lee, 2016; Fan et al., 2017).

Placement itself is not justification enough to turn to avoidance of ads. In this respect, the latest literature suggests that native ad placements, such as message stream placement in this instance, results in less awareness of persuasion, given that the advertising represents the user's preferences (Fan et al., 2017).

Van den Broeck et al. (2017) conducted a study with 253 Facebook respondents on ad placements while they searched or surfed the internet. They found that respondents' intention to prevent advertisements placed in the message stream was substantially greater than to prevent advertisements placed in the sidebar. The connection between ad placement and ad prevention intent, inverts when heavily engaged with the product. In this case, the positioning of sidebar advertisements resulted in more intentional avoidance than advertisements from the message

stream. Other studies where researchers looked at in-stream web ads similarly found user acceptance of ads on SNS and persuasion techniques. Levels of content encoding and emotional arousal were also revealed as having an intriguing influence on the effects of ad placement (Cowley & Barron, 2008; Wang & Wise, 2016; Isaac & Grayson, 2017; Van den Broeck et al., 2018). Product placement on social media is considered one of the most important marketing strategies (Liu et al., 2015).

According to Van den Broeck and colleagues (2017), ad placement has been shown to have an impact on the recognition of Facebook ads by users. The impact of ad placement was discovered to be heavily dependent on the extent of participation shown by the user in the advertised product. High product engagement has been associated with higher adoption of ads in a more vigorous way. When strongly involved with the product, the connection between the positioning of ads and the motivation to avoid ads is reversed. In this situation, sidebar ad placement has contributed to further intent to avoid messages than stream ads.

In two experiments (N1 = 60; N2 = 62) performed by Wang (2016) at a US university, participants viewed media content followed by ads. The arousal of the ads were taken into account and it was noted that the static ads that were viewed before the content were better recognised than those viewed after the media content if the arousal was high. This study emphasised emotional arousal as a crucial factor in placing ads optimally.

b. Online timing

Online timing is the least-studied design element in human computer interaction (HCI) research. Researchers define timing by conceptualising a finite online shopping session where the user starts by logging into the online shop and then ending with a purchase. The user has to make choices in their shopping session, where they were presented with a between-subject design. This consisted of a 2x6, recommendation and presentation timing respectively. Users were presented with personalised items after having viewed 1 to 5 stock non-personalised items. The display of personalised items relies on the up-to-date profile of the consumer which affects the behaviour and decision outcome dependent on the timing (Ho et al., 2011).

Other researchers have remarked that timing is questionably the most important variable of all and that the duration of the exposure to an ad can make a difference in users having more critical attitudes (Ho et al., 2011; ~~Boerman et al., 2012;~~ Tang et al., 2015; Bang & Lee, 2016; Sahni et al., 2018; Vermeulen et al., 2019).

Stern (2010) stated that the practitioners at iMEdia Connection report found that for every 1 000 display ads that are shown just 0.2 to 0.3 seconds are clicked. Some advertisers have found that they need to price these ads differently and sell them on a pay-per-click basis so that they are using ads that consumers are interested in. Due to the fact that market conditions are forcing prices to be negotiated and changed, it has become more advantageous for advertisers to design their automated process by scripting the server to selected ad, display it to the right audience and then charge the brand accordingly. The timing of a brand message relative to the media content is a context element that has receives little attention (Stipp, 2018).

In two experiments (n = 109; n = 394) participants were assessed on purchase intentions, brand logo recognition, brand recall and brand attitudes after exposure to an overlay ad during a humorous video. Researchers found that timing affected purchase intentions significantly. The timing of the display of the ad, in tandem with the punch line, produced significantly higher purchase intentions than exposure at the beginning of the video (Vermeulen et al., 2019). Timing of an ad relative to a joke's punch line is an important factor in the ad's effectiveness. Brand attitudes can be elevated when the joke punchline is timed with an overlay ad that the public is already familiar with. The specific goals of the ad campaign depend on the timing of the ad. Certain elements of the web can improve the variety of online ads using features such as the movement of web elements and its timing. In the category of ad action, repetition of timing, an ad's appearance and movement were revealed by more participants than other features (Tang et al., 2015).

2.8.2.4 Scepticism and credibility

a. Scepticism of online ads

In early studies on advertising avoidance, Speck and Elliott (1997a) found that when consumers do not rely on or show little interest in an ad and are motivated to avoid it, they are sceptical and will zap or zip through TV commercials. Scepticism is the process of applying critical thinking and reason to determine validity in doubting and questioning assertions and claims (Borgo, 2005). Several decades later, consumers still have a sceptical attitude towards companies' advertising. This sceptical attitude can be characterised as "advertising scepticism" and the tendency to disbelieve advertising claims that are being stated, and if so, will avoid ads altogether or seek information from an alternative source if they feel that the ad information is not credible (Obermiller & Spangenberg, 1998; Louise et al., 2010; Joshi, 2014; Demir, 2018; Petrescu, 2019).

In exploring the influence of price on scepticism Hardesty et al. (2002) discovered that high prices influence highly sceptic consumers positively when they are familiar with brands. Consumers may be sceptical regarding informational value of an advertisement, particularly if claims are perceived as exaggerated or misleading (Stokes, 2017; Ervin, 2017). Advertising scepticism is strongly associated with an ad value that is negatively perceived. Millennials are sceptical of firm created content (Scarth, 2017). Millennial consumers are sceptical and may find more value in their experience with the brand as well as comments or reviews from other consumers (Darke & Ritchie, 2007; Tutaj & van Reijmersdal, 2012; Gurău, 2012; Moore, 2012; Hussain, 2015; Shahzad & Kausar, 2016; Amyx & Lumpkin 2016; Hindman, 2018).

White and highly educated viewers have often been found to be much more sceptical of advertising than black viewers and high school or college educated viewers respectively (Johnson, 2009). In mall intercept interviews, 200 Hong Kong shoppers responded to a survey using a structured questionnaire. It has been observed that self-esteem is positively linked to marketing scepticism (Prendergast et al., 2009).

Previous research has found that sceptical consumers evaluate advertising claims in a more analytical manner and are more critical (Nielsen & Escalas, 2010). If consumers are sceptical of information found on SNS (social network sites), which is information that can be posted from brand and advertising and other users, then they are less likely to react in a positive way (Cho & Cheon, 2004). Research by Kelly et al. (2010) also discovered that consumers are sceptical about the credibility of SNS as an advertising medium. Foley (2015) discussed social media marketing with Irish millennials using 9 in-depth interviews and confirmed that their extensive use of social media has coached them to become highly sceptical and informed. Keyzer et al. (2015) conducted two experiments on Facebook ads based on gender and found that perceived personalisation lowers ad scepticism and initiates a positive consumer attitude towards online advertising (OA). In quantitative and qualitative studies conducted by Kelly et al. (2010), exploring consumer scepticism towards Facebook advertising, there was no influence of scepticism on ad avoidance. This could be due to the fact that consumers already have little trust towards ads and it did not influence the way they think, behave or feel towards it. Various other researchers agree with these findings (Lee et al., 2016a; Yaylagul & Cakir, 2017; Demir, 2018).

Another apprehension that has been cited as a barrier to online shopping, is that South African consumers are often sceptical about providing credit card details online due to privacy and security concerns (Pantano, 2014). Informational advertising of branded products decreases the scepticism of online users (Park et al., 2014). In younger cohorts such as teens aged 8 to 12 years old, Freeman

and Shapiro (2014) concluded that the liking of promotional tactics such as product placement in video games and ads on mobile phones were negatively linked to the truth in the message and their scepticism.

There is potential for significant brand interaction and loyalty from Generation Y towards brands if the engagement will be genuine and their ideas original and creative (Azzie, 2014). Furthermore, researchers confirm that they are also sceptic and practice avoidance when the ad's design attributes are not convincing (Verstraten, 2015; Aydogan et al., 2016; Selejan et al., 2016; Lisichkova & Othman, 2017; Deraz, 2019; Harms et al., 2019; Hussain et al., 2020; Kao & Du, 2020). Millennials are generally sceptical of company-created content and a brand has little margin for error in maintaining the brand loyalty of a millennial (Scarth, 2017).

Aytekin (2015) in his explanation about ad sceptics, said that socialisation and experience influences consumers' belief in advertising and affects their trust in it. While highly sceptical consumers struggle to believe ad claims and are more likely to view ad messages in a critical way, less sceptical consumers are more likely to believe ad claims. Therefore, persuasion becomes difficult for advertisers. In line with these millennials have been found to displace cynicism (Indibara, 2017; Khuhro et al., 2017) and are somewhat challenging to convince with persuasion techniques (Aytekin, 2015).

Findings from a study using an online survey of 550 US consumers concluded that native ads and the intention to share produced negatively formed attitudes because of persuasion knowledge and scepticism. It did not make a difference if the advertising was seen as manipulative or non-intrusive. They found that if the literacy of advertising is high, the scepticism will also be high and as a result, consumers' attitudes negative (Ham & Nelson, 2012; Lee et al., 2016b; Shen et al., 2016).

Researchers also confirmed that when consumers are sceptic towards ads, their attitudes are negative. Deceptive advertisements were also confirmed to trigger scepticism towards ads. Suspicion and the feeling that claims are exaggerated may lead to a negative evaluation and then reaction towards brands or products which can also trigger scepticism in consumers, even when the firm is facing a crisis (Lee et al., 2016b; Xie, 2016; Ho et al., 2016b; Joireman et al., 2018). In a Turkish study using scepticism as a scale measure compared to variables such as age, monthly income, hours spent on media and videos shared on social media, Tran (2017) found that consumers do not believe that ads provide much value to them and would therefore display high levels of ad resistance in the form of scepticism and avoidance.

Demir (2018) discovered that scepticism increased as the age and hours spent on media channels (social media, internet, TV, radio and newspaper) increased. There was no significance for income. Even though nearly half of the participants trust shared videos, they are still on the sceptic side. Interestingly, female users are more sceptic than male users and as the time spent on social media increases, scepticism decreases. Scepticism towards ads is negatively associated with attitudes towards brands and their ads, image and believability (Raziq et al., 2018). In a survey conducted in Turkey on social media advertising, millennials aged between 18 and 24 years old displayed higher levels of scepticism than others. In terms of education, associate and Bachelor's degree graduates displayed significant scepticism (Yaylagul & Cakir, 2017). A less sceptical individual will have a more positive orientation towards claims made by advertisers compared to a consumer that is highly sceptical (Joireman et al., 2018).

b. Credibility of online ads

Advertising credibility is the opposite viewpoint of advertising scepticism. The credibility of advertising refers to the degree to which consumers interpret credible advertising messages and the degree to which consumers trust the advertising source (MacKenzie & Lutz, 1989). The credibility of ads is also defined as the extent to which a consumer trusts or believes in the ads or the media claims as well as being clarified by trust, authenticity and affirmation. Do customers trust brands and do they think they are genuine? Authenticity is everything that is real, sincere, accurate and genuine (Moore & Rodgers, 2005; Molleda, 2009). According to Ling et al. (2010) advertising credibility is a key factor that affects the attitude and behaviour of consumers.

Even though millennials are shown to trust people over logos and brands, advertising authenticity becomes paramount. How do advertisers appeal to millennials without telling them that they indeed are authentic? (Rose & Wood, 2005; Beverland et al., 2008; Napoli & Obar, 2014; Cornelis & Peter, 2017). Millennials do not just want to hear about how authentic advertisers are. They actually want advertisers to just be authentic (Byron, 2016). The credibility of advertising is a key factor affecting consumers' attitudes and behaviours and can be regulated by different factors. The one who brings the message also affects the credibility of a brand (Ling et al., 2010).

If shoppers believe in an online vendor's credibility, reliability and trustworthiness they are more likely to actually make a purchase using the internet (Folake, 2014). The credibility of advertising perceived by Salem et al. (2016) influences the attitude of the customer towards advertising and purchasing intention. They believe that integrity and transparency are important principles in advertising and that

advertisers need to deserve credibility. They also mentioned that the credibility given to brands by consumers is beyond "street cred". This would give the brand another form of credibility known as street credibility (Spiegler, 1996). In looking at US communities, Bennet and Diamond (2008) took an interest in the definition and context of street credibility. Within the culture and emergence of celebrity endorsers of commercials, they would begin to represent brands. Brands would associate themselves to celebrities that might be in line with the culture or context of the brand to further advertise it. Millennials are advertising and marketing literate according to Schwabel (2015) and equipped with the knowledge to make them sceptical towards online ads.

Smith (2014) cites three 'trust' signals that have proved credible for profitable e-commerce sites. In light of testimonials and reviews, the enrichment of online stores with ratings and reviews inspires consumer confidence. Social evidence also has a positive effect on trust, as customers tend to trust family and friends' opinions. Regarding contact information and communication, a website's most simple and essential information not only offers a telephone number and email address, but also lists the company's address. In terms of payment assurance, many techniques of payment give customers the advantage of choosing how to pay for their transactions. Badges and certifications from third parties also enable customers to obtain peace of mind by identifying with other credible brands they know.

Liu (2012) explained that credibility is one of the key factors in predicting the value of ads among Japanese and Austrian university students. In credibility studies on Facebook using a questionnaire distributed to university students in Malaysia, Yaakop et al. (2013) discovered that credibility wasn't a significant factor to use to predict consumers' attitudes towards Facebook ads. Tran (2013), in distributing a questionnaire to 18 to 23 year olds in Vietnam, concluded that it is important for advertisers to consider the credibility and entertaining aspects of their ads. In other social media studies, credibility has been considered a factor for engagement in ads (McLaughlin, 2016; Martın-Consuegra et al., 2018; De Vries, 2019; Jin & Muqaddam, 2019).

Kim and Han (2014) used a multi-method survey that was emailed to 18- to 25-year-old South Korean university students and found that credibility had positive associations with information and entertainment, advertising value and flow experience. In a survey of 206 participants in Vietnam, the sample age being 18 to 40 years old and most respondents being a college student or graduate, the major finding was credibility emerging as the most significant factor affecting mobile users' attitudes towards ads on mobile. It is advised to be strongly considered by advertisers in designing ads for mobile, along with honesty (Le & Nguyen, 2014).

Entertainment and informativeness were found to have a direct effect on credibility of ads, while credibility serves as a mediator of message value. The message credibility of ads can be increased by users' development of trustworthy relationships on SNSs and the richness of high information (Mangold & Faulds, 2009; Gvili & Levi, 2016; Gvili & Levy, 2018). If users feel that an ad is suspected to be manipulated by entities that are disguised and the message "too positive", the credibility of the ad might be damaged (Doh & Hwang, 2009; Chih et al., 2013).

Dinh and Mai (2016) explored word of mouth among Generation Ys in Vietnam and found that the clearness of an ad message has an indirect influence on WOM through the credibility of the mediated message. In an online survey conducted in Rotterdam with 106 respondents, Verstraten (2015) found that in the credibility orientation and trust of advertising, users scored experience being more important than the brand. Advertising that was brand orientated was higher than authenticity and affirmation, even though the credibility effects did not influence the purchase intentions of consumers. In the findings of multiple researchers on credibility, many consider the subject to be a crucial aspect in the formulation of consumers' attitudes and value of ads. A two-sided message could also increase the credibility of the source, which has a significant impact on the effectiveness of communication (Winter et al., 2015). In Southeast Asia social media users' perception of the value of SNS is influenced by its credibility, likewise others confirmed the same for positive effects through Facebook (Brackett & Carr, 2001; Clewley et al., 2009; Prendergast et al., 2009; Breitsohl et al., 2010; Wang & Sun 2010a; Dao et al., 2014; Deraz et al., 2015).

In an online survey conducted by Murillo et al. (2016) to 630 high school students in Mexico, they found that credibility was more significant for females than males. Data was collected from 413 students in Turkey and the findings suggested that informativeness, credibility and non-irritating content in an online advertising results in higher web advertising values (Aydogan et al., 2016). In a study conducted by Aydin (2016), it is challenging to establish credibility of ads in digital channels. The associations providing credibility were not well accepted. Respondents think that ads on Facebook are misleading and deceptive and do not trust them, especially considering possibly unpleasant past experiences.

Murillo et al. (2017) revealed that credibility was not significant for females, but for males it had a direct effect on their attitude. Respondents that did not click on ads were excluded from demonstrating that credibility had a weak impact on ad value. Researchers' advice to advertisers is to use the correct

copy that will enhance ad credibility, for example mentioning a money-back guarantee, which will impact the general attitude of male users towards search ads.

Lisichkova and Othman (2017) conducted two focus group interviews with 12 consumers from different countries within and on the campus of a Swedish university. They discovered that the participants connected authenticity with credibility and trustworthiness of online ads. The second group said that legitimacy depends on the above 3 factors and is significant because they define it as influencers not sacrificing their values for ads just because they are being paid. In other words, they will be honest about the negative and positive aspects of the features of products.

Based on the results of an online survey, Hashim and Sajali (2018) discovered that irritation and credibility had no significant effect towards attitudes and purchase intention of online advertising (Hashim & Sajali, 2018).

In a study on the ad value of ads on SNSs, two focus groups were conducted with Swedish and Indian participants with an average age of 29 years old and their responses were compared. While the Swedish users felt that the source and medium of ads were the main factors for feeling that there was credibility in watching and interacting with ads on Facebook, Indian participants were more interested in the information of ads on the platform (Deraz, 2019). In sponsored social media ads, credibility was important for effective persuasiveness (Li et al., 2020b).

2.8.2.5 Privacy and trust

Users are afraid that third-party tags can lead to malware on their devices, which can lead to different types of fraud and scam. A researcher remarked on this in saying that cookie data links of personal information might be sold to a third party and used for illegal activity, online stalking and even identity theft. A Millennial in the focus group believes that companies track viewing patterns and nothing is private even though they don't mind most times, as long as the ad is tailored to her taste, but at times it becomes too much and is very distracting and annoying. Data privacy is very important for about 78% of South Africans according to one report, while 45% of users delete their cookies from their browsers when online (Malandrino et al., 2013a; The Economist, 2016; Hootsuite, 2018; Bandara et al., 2020).

a. Online privacy

Researchers in a study of privacy leakage in personalised mobile in-app ads, using data of about 200 users, found that ad networks, for example, could make a bigger fraction of their ad deliveries non-personalised or contextual ads rather than maximising the personalisation of each ad impression. In addition to adding noise to personalised advertisements, ad networks can also provide advertisers with coarser targeting options (Meng et al., 2017).

A survey conducted with 255 university students discovered that the privacy concerns of the students online and on Facebook didn't show any relationship to the motivations of the location check-in as a means of sharing information (Kim, 2016). Findings not only confirm that young Facebook users are relatively free from privacy concerns during their sharing of information based on their location, but also suggest different motivational mechanisms for viral communication between Facebook users depending on the habit of their use of mobile phones. Academia has motivated a variety of approaches that can protect the privacy of consumers online despite the risks posed through profiling and tracking practices of the online advertising industry. The lack of transparency on the part of the online advertising implies serious risk to the privacy of users (Estrada-Jiménez et al., 2017). The highest privacy concern for users is what others are posting to their timeline on Facebook (Jeong & Kim, 2017). According to literature on adult privacy, users are becoming more critical about the practices of online advertising and are engaging to protect their information (Ham & Nelson, 2016).

In a quantitative study, 305 US based teen respondents completed an online questionnaire through Qualtrics. A majority (75%) of these teens use Facebook one or more times per day. The study concluded that teens that had a high privacy concern engaged less in ads, giving rising concern to the fact that users' short-term loss of engagement with ads could extend into long term disengagement from firms or brands. The concerns of these teens were negatively associated to ad engagement but they agreed that they support government regulation (Youn & Shin, 2019).

The manner in which firms use and collect information can also trigger privacy concerns as personalisation increases (King & Jessen, 2010; Aguirre et al., 2016). Granting consumers control over their privacy decreases negative reactance, reduces concern and can strategically increase trust. Privacy policies are a way in which privacy concerns can be mitigated and consumer trust increased. Some researchers found that privacy concerns will decline when intimate or friendly social cues are used in personalised messages (Pan & Zinkhan, 2006; Urban et al., 2009; Miyazaki, 2008; Tucker, 2014; Song & Jiang, 2017). Due to the low public access to information on Facebook, Taddicken (2014) found no relationship between self-disclosure and privacy.

Findings on Facebook privacy confirmed that young users are not concerned about their privacy when they are exercising location-based sharing. For users that had not shared their location, a negative relationship developed between high involvement mobile users and privacy. On the contrary other researchers found that there were no general concerns about privacy in terms of specific check-in motivations (Waters & Ackerman, 2011; Ljepava et al., 2013; Kim, 2016).

According to a German study comprising of 235 individuals between 18 and 34 years old, researchers found that usage intention was influenced by trust but not privacy risk. They suggest that companies developing location-based services, should pay attention to and consider the excessive and unnecessary use of the collection of users' data and omit it where possible to analyse their behaviour. Other researchers discovered that threats to privacy are highly contextual and that the type of information influences individuals' reactions. Different geographic locations may also cause variations in privacy concerns (Fodor & Brem, 2015).

In recent years, many researchers have explored consumers' opinions of privacy on the internet (Aguirre et al., 2015; Beerli-Palacio & Martín-Santana et al., 2017; Liu & Mattila, 2017). Users wonder if the personalisation of ads violates their privacy through programmatic advertising (PA) and questions the quality of the segmentation which makes them second guess the privacy of their data. Vokic and Vidovic (2015) concluded that PA is one of the variables associated with users' concerns for privacy. Their perception is affected by the connection of privacy in being served personalised ads (Malhotra et al., 2004; Kim, 2013; Zenetti et al., 2014; Li & Huang, 2016). Researchers have found that the segmentation and effects of online advertising relate to concerns for the privacy of data (Ashworth & Free, 2006; Hann et al., 2007).

b. Online trust

In traditional commerce, trust is a crucial antecedent and even more so in e-commerce and the online space where it is challenging to assess the true intentions of retailers where there are uncertainties and risks (Hoffman et al., 1999; Gefen, 2000; Reichheld & Schefter, 2000). Researchers have found that millennials have more trust in the opinions of consumers over what brands have to say about themselves. The emotive trust of a consumer's belief is based on the levels of concern and trust displayed by firms. Customers will become more dependent on a platform when they hold high beliefs of trust towards it. Information exchange is a driver of trust-related behaviour driving the belief of consumers' trust (McKnight & Chervany, 2001; Kim & Park, 2013).

In exploring social network sites, trust was a key variable in predicting users' intention to purchase from vendors on an online platform. Trust was found to increase information seeking through recommendations about a product as well as rating and reviews within the communities or forums of the platforms. This also increases users' familiarity with the platform improving knowledge about it (Hajli *et al.*, 2017). Failure in firms' strategies of social commerce is because of purchase hindrance influenced by trust (Kim & Park, 2013). Researchers conducted a modelled study of 480 Chinese mobile users exploring their inclination to trust in-app advertising and its influence on their attitudes. It was found that there was an insignificant relationship between trust and users' inclination to watch in-app ads. Instead, users are likely to read in-app ads. Overall, the attitudes are positive towards in-app adverts (Saeri et al., 2014; Cheung & To, 2017) but negative when trust is broken and ads are irrelevant to them (Aguirre et al., 2015; Lü et al., 2016; De Keyzer, 2019; Kaspar et al., 2019). The believability and reliability of information on websites on e-commerce makes up the trust that influences consumers' perceptions. These perceptions also affect the intention to purchase (Zhang & Gu, 2015; Lu et al., 2016). In order to develop loyalty in an environment of online shopping, trust is the most important factor to be considered and can be enhanced when factors are favourable, such as relevance of information as found in numerous studies (Bilgihan et al., 2016; Ijaz & Rhee, 2018; Kowang et al., 2018; Phipps-Kettlewell, 2018; Abreu, 2019; Bakr et al., 2019; Iqbal & Siddiqui, 2019; Liu et al., 2019b; Tramèr et al., 2019; Bandara & Fernando, 2020; Deloitte Survey, 2020; Irshad et al., 2020).

For research, confidence in advertising is crucial because consumers tend to distrust advertising (Soh et al., 2007). A study found that the online experience exerts a direct influence on the intention to purchase, thereby increasing users' trust levels. Advertisers should take note of how they frame information and how it can be shared in a way that affects users' behaviour for consumers that are heavy social media users and who are affected by interpersonal influence and opinion (Bilgihan et al., 2014). Researchers have explored the influence of trust on predicting consumer attitudes towards online shopping (Bilgihan, 2016). Gvili and Levy (2016) and Hirzianto et al. (2019) reported that trustworthiness and credibility influences attitude formation towards eWOM. Similarly, Raines (2013) concluded that the same variables were positively associated to in-app ads. Trustworthiness can be characterised as consumers' belief that advertising is truthful, without deception or disappointment (Chou & Wang, 2016). However, customers must trust advertising to be an efficient source of information.

Research has shown that concerns about privacy and trust play an important role in consumer acceptance and the effectiveness of online behavioural advertising (OBA). For example, more trusted retailers can increase the perceived utility of their advertisements by developing advertisements that properly reflect the desires of consumers (Bleier & Eisenbeiss, 2015a). Retailers should carefully assess the trust consumers have before designing personalised banners tailored to their preferences

and interests. The click-through rates have been shown to be high for banners from trusted retailers that have a combination of narrow breadth and high depth of personalisation. If individuals feel advertisers breach a social contract by accumulating and using their information incorrectly, this can also cause distrust (Miyazaki, 2008). Yang et al. (2013) for example, discovered that consumers who are more privacy concerned are less likely to trust online companies to protect their privacy. In relation, people who are willing to share information with low levels of privacy respond more positively to OBA (Lee et al., 2015b).

2.8.2.6 Design personalisation

The lack of instructions for designers constructing personalisation is an obstacle to personalising more services and products. The extension period and satisfaction level are challenging to improve due to the application of appropriate design personalisation (Fels et al., 2017).

Customer retention is a challenge due to the design of personalisation dimensions and the knowledge of its impact. Therefore, there is a lack of consensus on applying the best design personalisation strategies. This was found and explored using two factorial design experiments, where 372 participants in South Korea with an average age of 28.7 were sent an email message with instructions in user-initiated interfaces. It was found that interface personalisation improved customer loyalty and satisfaction and has a greater impact on content personalisation. While one-to-one content personalisation does not improve the value for customers, a combination of content and interface personalisation is recommended over one-to-all strategy. This makes customers feel more loyal through satisfaction. Considering personalisation, user participation can be increased by using incentives (Kwon & Kim, 2012).

In collaboration with a German start-up company, four controlled experiments were conducted. The product or service that a website provided could be directly indicated by the content personalisation that was enabled to cue users towards their specific needs. The consideration of design personalisation cues could assist consumers in expressing their preferences on the aesthetics of the website. Websites that employ design and content personalisation cues were shown to produce a higher preference by users. Another significant finding was that the perceived enjoyment and preference fit of the website were affected by content and design personalisation. Design personalisation also enhanced the users willingness to stick to a website and pay for the website offers (Benlian, 2015).

2.8.2.7 Personalisation

As personalised messages have become more ubiquitous online, studies on the topic have become proliferated (Kalyanaraman & Sundar, 2006; Sundar & Marathe, 2010; Li & Kalyanaraman, 2013). The website and email communication of a company to its customers often contains product recommendations embedded in it as a type of widespread personalisation (Baier & Stüber, 2010; Kaptein & Parvinen, 2015; Bol et al., 2018; Strycharz et al., 2019). The fact that customers are also being tracked via their mobile devices has also caused reason for concern when it comes to having to profile consumers (King & Jessen, 2010).

In some studies, positive effects have been concluded which have been explored and found in dealing with the topic of customer relationship. Some of these are loyalty and increased customer satisfaction (Kwon & Kim, 2012; Yoon et al., 2013; Ha & Janda, 2014; Verhagen et al., 2014b; Benlian, 2015; Kim & Gambino, 2016), purchase intention that has become greater (Ha & Janda, 2014; Pappas et al., 2014; Li et al., 2017; Sahni et al., 2018), improved click-through rates for email and banner advertising (Wattal et al., 2012; Tucker, Al-uy̎young, 2014; Aguirre et al., 2015; Bleier & Eisenbeiss, 2015a, 2015b; Sahni et al., 2018) as well as improved and favourable attitudes towards ads (Tran, 2017). There were also studies that had reported negative reactions from consumers towards personalisation for example privacy concerns (Bleier & Eisenbeiss, 2015b; Song & Jiang, 2017), the feeling of vulnerability (Aguirre at al., 2015), apparent intrusiveness (Van Doorn & Hoekstra, 2013) and even reactance (Puzakova et al., 2015; Bleier & Eisenbeiss, 2015b).

Matic et al. (2017) explored deception using 17 participants, who were exposed to highly personalised ads, by means of questions in semi-structured interviews. The researchers investigated their willingness to share their personal data such as browsing and location history as well as personal traits to receive personalised ads. More than half of the display ads received positive reactions, such as enthusiasm or surprise. About 60% of the interviewees shared all three types of personal data and almost 90% were willing to trade 2 data sources to receive ads that were more relevant to them. This means that transparency and improved control of data and how it is used increases personalisation and the perceived relevance of ads boosting consumers' acceptance.

Kwon and Kim (2012) agree that personalisation affects users' perception. Stokes (2008) defined personalisation as the use of cookies and databases that remember web visitors and their information or browsing behaviour and allows for online experiences to be tailored to them. Bleier and Eisenbeiss (2015b) conducted a study using data from two large scale experiments on personalisation. In using the interplay with timing and placement of banners, they found that the retailers can increase trust towards their brand by developing ads that reflect the consumers' interests. Users do not mind trading their personal information when they will receive benefits (Beldad et al., 2011; Chang & Heo, 2014).

The same respondent said that personalisation is a catch twenty-two because ads need to be personalised, but it must be done in a way that adds value and not in a way that is freaky. These studies refer specifically to online advertising and the authors found that the higher the personalisation, the more intrusive the ad is perceived (Van Doorn & Hoekstra, 2013).

Bleier and Eisenbeiss (2015a) claim that highly personalised ads do perform better but decrease in performance faster than less personalised ads. While previous research might have led to the assumption that socially targeted consumers are more accepting of highly specific personalised ads, we find that social targeting decreases the ad effectiveness of more specific ad personalisation (Frick & Li, 2016). Yet, in this study it was found that consumers that are directly connected to the advertiser or via peers, are less likely to click on highly personalised ads.

In comparing privacy concerns and perceived personalisation among consumers, 159 online self-administered surveys were collected from millennials attending a large state university in the eastern US While personalisation of ads has become a stronger indicator of advertising avoidance compared to privacy, it has also decreased the act of resisting ads (Nyheim et al., 2015).

Some researchers found that in already sparse research on personalisation on multiple channels, personalised banner ads do worse than those ads that are inserted into content or emails. Others found that ads that adopt product-specific personalisation other than category-specific personalisation, outperforms in the practice of social retargeting. This is due to the fact that customers are able to identify and match their products according to their preferences (Thirumalai & Sinha, 2013; Frick & Li, 2016; Schreiner et al., 2019).

Personalisation relates to a customer-oriented marketing stratum that seeks to provide the right content at the right time to optimize immediate and future business opponents (Tam & Ho, 2006). Online personalisation mechanisms leverage consumers' online browsing data and tailor advertising content to consumers' inferred preferences (Frick & Li, 2016).

Murthi and Sarkar (2003) specify three stages of personalisation: learning, matching and assessment. Companies collect and analyse customer data at the learning stage to understand their needs and preferences. The matching stage involves the use of this data to personalise the experience of a customer; it means presenting a customer with a personal advertisement for our study context. Finally, it is necessary to consider the learning and matching stages to evaluate the effectiveness of the

personalisation strategy. Personalisation involves consumer data to be collected and used to determine their preferences (Montgomery & Smith, 2009; King & Jessen, 2010).

Companies should thoughtfully assess the level of sensitivity to information and how closely it relates to the identity of each consumer. Both elements probably determine the acceptance of a customisation strategy by the consumer (Aguirre et al., 2015). When companies publicly notify their clients that data has been collected, customers find the self-referential and relevant content of personal advertisements more helpful, thereby improving their behavioural intentions (Tam & Ho, 2006). Kim and Han (2014) showed that customising advertising content is one of the most effective ways of preventing mobile advertising from being viewed as irritating. At the same time, perceived personalisation in advertisements appeared to make consumers less resistant to advertisements. Therefore, personalisation has become a bigger indicator of preventing advertising than fears about privacy (Nyheim et al., 2015). While personalisation potentially increases perceived ad relevance, consumers become increasingly concerned about their information being used to personalise offers for them (Frick & Li, 2016).

Leading scholars believe that advertising will be more customised and directed and entails more individual communication where advertisers can modularise messages based on consumer behaviour and needs (Kumar & Gupta, 2016; Rust, 2016; Schultz, 2016). Consumers adjust their advertising avoidance over time decisions and can choose to accept or block online personalised advertising (Johnson, 2013).

By combining one or more types of information, the researchers created different levels of personalisation. Their findings suggest that the level of personalisation impacts factors related to consumers, such as emotions of intrusion, feelings of vulnerability, perceived usefulness, reactivity and privacy concerns (van Doorn & Hoekstra 2013; Aguirre et al., 2015; Bleier & Eisenbeiss, 2015b; Boerman et al., 2017).

Yang et al. (2013) found that consumers who are more privacy concerned are less likely to trust online retailers to protect their privacy. Furthermore, people with low levels of privacy concerns who are prepared to share information respond more positively to OBA (online behavioural advertising) (Lee et al., 2015b). Research on the effects of advertisements that are personalised based on demographic variables (e.g., name or gender) has shown that personalised advertisements attract more attention than non-personalised advertisements (Bang & Wojdynski, 2016).

Researchers also found that in order to improve personalised ads, advertisers should consider altering the variables of reducing ad avoidance, lowering scepticism and enhancing the credibility of ads (Keyzer et al., 2015).

2.8.2.8 Ad irritation

Cho and Cheon (2004), in their study of the antecedents of ad avoidance, found that ad irritation was one of the major entities. A study confirmed the significance of perceived goal impediment and perceived ad irritation as antecedents of avoidance of Facebook advertising (Cho & Cheon, 2004). Researchers have shown that banners and pop-up ads are annoying and intrusive in their research on the effects of online advertising on consumers. Consumers note banner advertisements due to their relevance and location on the page and should include bright colours, interactivity, graphics, videos, logos, sizes and discounts. In another study, irritation had an extensive negative influence on the evaluation of ads (Saxena & Khanna, 2013; Kelly, 2014; Gitanjali & Ashutosh, 2016).

Rejón-guardia and Martínez-lópez (2015) conducted a quantitative study with 262 respondents in Spain, with most of the sample 13 to 40 years old. In using an online questionnaire in exploring perceived ad clutter, intrusiveness and ad irritation, the researcher concluded that these variables have an impact on the irritation that users display towards OA, to such an extent that they experience offensiveness. Seyedghorban et al. (2016) found that when they had more control over ad blocking, they perceived that online ads would be less distracting and disruptive, decreasing OAA. In a study exploring banner, pop-up and in-line display ads, Le and Vo (2017) discovered that 18- to 30-year-olds in Vietnam that spent over 6 to 8 hours on the Internet per day in Iran had a positive attitude towards traditional banner ads that had high informative value, but users displayed negative attitudes towards pop-ups with irritation. Pop-ups were described as deceptive, confusing and even annoying – largely considered unwelcome by users. The in-line ads were labelled as neutral compared to the other two formats. Some web advertising was identified as being entertaining and informative but also had irritating aspects.

Similarly, Gitanjali and Ashutosh (2016) in exploring OA effects with 500 respondents in Punjab, established that in the design of web advertising, rectangular banners and skyscraper ads those which were well designed, showed product utility and functionality were engaging. OA that are placed above the mast head and on the right-hand side of a web page get maximum attention. They also suggest that advertisers use vibrant colours and promotional offers. Wang and Genç (2019), in exploring informational quality, entertaining and ease of use and credibility with Chinese and South Korean respondents, concluded that when consumers perceive mobile ads and ad messages as trustworthy, they are likely to see it as favourable for engagement. For the Chinese users, credibility had the highest preference compared to ease of use for the South Koreans. Entertainment is seen as fulfilling

users' needs for enjoyment and emotional release. Researchers surveying users in Turkey found that they preferred to skip YouTube ads where possible, whihc accounted for 98% of respondents who were exposed to watching YouTube videos daily (Sabuncuoğlu-İnanç et al., 2020). Stiglbauer & Kovacs (2019) noted that when there was an increase in ad irritation there was ad avoidance behaviour. The choices of creative application also have an effect on ad irritation, with a need for uniqueness and orientations being an influence. Attitudes were also affected by infotainment, irritation and subjective norms in mobile-text advertising on Chinese participants. The researchers concluded that a high prevention focus consolidates the negative effects of ad irritation (Hongyan & Zhankui, 2017).

2.8.2.9 Price consciousness

Lepkowska-White (2004) said that customers who browse through online shopping channels find price a concern as part of product information. Eelen et al. (2016) believe that price fairness affects consumers' brand attitude, or overall evaluative judgment of the products. Caplan (2005) notes that Gen Y's want products that match their personality and lifestyle and would even pay little attention to brands. Millennials consider themselves as consumers that are rational, considering product features more important than the brand names (Phillips, 2007). Thus their loyalty is fickle and changes according to fashion, trends or even the popularity of brands. They focus more on style and quality rather than price (Reisenwitz & Iyer, 2009).

Valentine and Powers (2013) in their study of internet based product search, based on shipping cost, price and product selection, found that female college students were more price consciousness than male students. The study of Donnely and Scaff (2013) indicated that 82% of millennials prefer bricks and mortar than online shopping. Male college students preferred to purchase from a store, negotiate the price and receive the product quickly. Based on the gender literature reviewed above, it is expected that women will be more price sensitive than men (Kraljević & Filipović, 2017).

Makanyeza and Du Toit (2015) in exploring the five dimensions of consumer awareness, conducted a survey with 305 respondents in Zimbabwe with the majority being 30 to 39 years old. The researchers recommended that price consciousness be considered by advertisers and marketers as an important construct to consider when designing ads for consumer awareness. Yuan et al. (2020) noted that consumers' price judgement did not differ in the varied degrees of price consciousness and might not really affect what they pay for products. They might more effectively rely on past prices as a reference for future purchase. Nevertheless, there are factors that moderate the relationship which would be important for advertisers or marketers to explore in the development of effective strategies in price setting and promotions. In exploring the conditions of pricing in fashion, Abner (2019)

conducted an experimental research design exploring social media ads with 891 participants with more than half of the age group being 24 to 38 years old. It was found that price was the most important additional consideration for consumers when shopping for ethical apparel. Low-price condition consumers were more willing to buy compared to those exposed to high price conditions. Siahaan & Magnadi (2018) discovered that price consciousness had a negative effect on the willingness to pay, compared to users involved in the product being more knowledgeable on price quality. In studies on the impact of influencers on consumers, Lisichkova & Othman (2017) saw that authenticity, with legitimacy, trust and credibility of influencers impacted the features of sharing price information. Price also had an effect on consumers' responses along with factors such as the colour, culture application and usefulness of ads (Cheng et al., 2018).

For consumers that live in low socio-economic status (SES) regions, price is an important factor for comparison. Those from a higher SES region had the highest predisposition to do impulse buying proving that shopping characteristics and socio-demographics have an impact on associations towards price and impulsiveness levels towards buying behaviour (Duffett & Foster, 2018). Abdelnour et al. (2020) in an article on the influence of the COVID-19 pandemic on pricing stated that advertisers and marketers should be aware of and be available to adjust their pricing, making sure it is legal, ethical and community minded, take a closer look at building customer relationships, strengthening brand messages to be value-focused, be more flexible in pricing structures and establish a commercial 'value-council'.

2.8.2.10 Design of the ad

The structuring and selection of creative elements in adverts can be defined as advertising design. In a technically advanced society, design is a problem-solving process that needs to be logical and analytical in the way that relates to human needs. The declining click-through rates and consumers' tendency to avoid banner advertising (banner blindness) led advertisers to include other advertising formats in their campaigns, such as pop-ups, interstitials and animated advertisements. These formats, however, seem to trigger more negative consumer responses since their vivid patterns lead to stronger avoidance behaviour (Cho & Cheon, 2004; Godwin, 2009; Arens et al., 2011; Lee & Ahn, 2012; Liu et al., 2018).

It takes approximately 0.05 seconds for a person to form an opinion about a website which will determine whether or not they will engage with it or ignore it. 95% of feedback in one study was negative because of the design. 85% of adult online users engage with websites on mobile believing that it should be better than browsing on a desktop. Other research found that 57% of its respondents,

would not recommend a business or brand if it is poorly designed on a mobile site. There is low trust in users (42%) towards online ads that load slowly. In order to attract and retain online consumers on media channels that operate in real-time, characteristics of ads such as the quality of the content, the duration of the advert and the design of the ad play pivotal roles. The elements of the design of the ad can influence users to engage with it for a longer period of time. The user interface and the security are two aspects that can cause consumers to give attention and deem it as important. Researchers advise that digital media and brand managers should allocate more time in designing of adverts in order to be crafty, engaging and effective in its design. In older studies, researchers have found that advertisers should design for the benefit and interest of the consumer, since that is what they care about, themselves. Furthermore, findings in other studies concluded that the originality and unexpectedness of an ad is part of its creativity and is strongly linked to its effectiveness. This will assist consumers in making optimal purchases. The creativity of the advert is also considered to be associated with the fundamental needs of consumers as being something new, out of the ordinary, imaginative or original. The design (including its textual style) of the ad is one of the components of content. In SNS advertising research, the advertising creativity and informativeness of the ad are key drivers in users responding favourable and with an intention to engage in an online ad, this was also the same for purchase intention (Haberland & Dancin, 1992; Noyes & Baber, 1999; Vaktratsas & Ambler, 1999; Cox, 2010; Lee & Hong, 2016; Mytechnology, 2017; Sweor, 2018; Ahmed et al., 2019; Impact, 2019).

Dreze and Zufryden (1997) argued that the design of visual elements in web advertising deals with components that include images, font type, font size, colour, shapes and dynamic techniques, etc. Viswanathan and Jain (2013) stress the importance in targeting millennials with rich visual advertisements as opposed to text orientated messages, which are nowadays deemed as uninteresting by the Millennial cohort. Tang et al. (2014) agreed in saying that consumers also judge ads according to their aesthetic. Moreover, Duffett (2015b) concluded that "advertisements should be carefully created to be interactive and stimulating". A study conducted with college students 18 to 31 years old, found that male users may be best aimed with more appealing visual elements and synopsis content, while female users may be directly targeted by verbal advertisements and text-heavy content due to their propensity to search for information (Shaouf, 2016).

Millennials prefer online channels to Instagram, Facebook and WhatsApp. Most of the time was spent on the last named two. Millennials use their mobile phones when surfing online, but when buying online, desktop is the most widely used device, which was an interesting result. Millennials find advertising slightly annoying, which has resulted in half of respondents using online ad-blocking software. Respondents find blog posts the least relevant of the available choices. This was surprising because blogs were revealed as the most prevalent type of content online by millennials in the

literature research part. An additional discovery was that millennials prefer relevant, fun and interesting content online (Miiluvaara, 2016).

In a study by Le and Nguyen (2014), 121 valid survey questionnaires on various platforms were collected from a majority of college aged students between 18 and 30 years old in Vietnam. The findings of this study show that although many users do not have positive feelings toward advertising, credibility and entertainment in ads will make consumers willing to view the ads and be influenced to buy products and services. Users agree that mobile ads were used to collect information about products. The major finding was that credibility and entertainment emerged as the significant predictor of attitudes toward mobile advertising. Another possible reason is that the limited size of mobile advertisements constrains the information displayed in the advertisements, so the users were quite familiar with the lack of information. Credibility has been recognised as the most significant factor impacting mobile users' attitude toward mobile advertising.

Maidul et al. (2013) investigated the relationships between mobile advertising characteristics and consumers' attitude towards mobile advertising and found that informativeness and credibility had significant impacts on attitude towards mobile advertising. Credibility is identified as the most significant dimension underlying attitudes toward mobile advertising and should be one of the first elements considered in creating mobile advertisements. Building credibility means that those advertisements are believable to mobile users. Many consumers do not believe in mobile advertising because the advertisements attempt to show perfection and do not provide truthful information.

Fonley (2015) explored the influence of social media ads on millennials and their purchasing behaviour by conducting 9 in-depth interviews. As a result of millennials' heavy social media usage, they are highly sceptical. Text orientated messages are regarded to be uninteresting and they prefer to be targeted with rich visual messages, illustrating their dislike to reading advertisements (Viswanathan & Jain, 2013). Another key theme that remained highly prominent through analysing the interview results was that of visual based advertising on social media. One Millennial highlighted that they engage with ads on a platform like Instagram because it is very visual and there are celebrities or models wearing the products. Another said that they prefer video because one can get an authentic sense of the product, even though some images come across as very 'photoshopped'. Several interviewees responded positively to the idea of video and image-based ads as opposed to text-based ads.

Many participants regarded engagement with social media of companies of key importance. Twitter was experienced as the quickest and most effective platform in obtaining responses. These responses from the interviews coincides with Whitler's (2014) point of view that marketers must make the modern transition from concentrating on the four P's to the three E's: Engage, Equip and Empower.

Bolton et al. (2013) concurs with this by mentioning that millennials tend to value others' opinions on social media as they see it coming from an unbiased perspective. This is the reason Solomon et al. (2013) stress the point that marketers nowadays must understand that social media is centred on the pivotal point of community. Fonley's (2015) respondents agreed that due to the high level of social media, the system poses threats that are a real concern. They feel that ads are too tailored, and they don't even feel like any of their information is private. They are aware that information is being gathered on them. Online product ratings and online reviews have recently taken on a much larger role in the wider consumer decision process (Moe & Trusov, 2011) with their use during the buying process estimated to be anywhere between 42% to over 70% of consumers (Tuten & Solomon, 2013).

2.9. Theoretical Framework

2.9.1 Introduction

A theory is made up of an organised set of principles that guide the explanation of real-world events. Thus, a theoretical framework affords a conceptual and practical way for practicing the methodology and analysis of the data collected for the study. The theories of reasoned action and planned behaviour have been confirmed in various studies and situations as theoretical frameworks especially applicable to this study in the field of advertising (Scharl et al., 2005; Okazaki & Barwise, 2011; Billore & Sadh, 2015; Ting et al., 2015).

2.9.2 Theoretical approach

When a phenomenon is explored, a theory assists in presenting a systematic view of the propositions and constructs of the interconnected concepts of the topic under study. The researcher is guided by the theory in order to ask the right questions when data is gathered. The theoretical framework is also used to analyse the data collected during the study and can be used to validate data or develop its ideas (Anfara & Mertz, 2014). A conceptual framework describes the set of ideas that form the judgments and decisions of the variables of the relationships.

2.9.3 Expectancy value theory (EVT)

The Expectancy Value Theory (Fishbein & Ajzen, 1975) speculates that an individual's belief can determine how that individual responds. It is also an investigation of relationships between an attitude towards and the beliefs about an object. While the theory may be adapted to various studies, the basis has three parts:
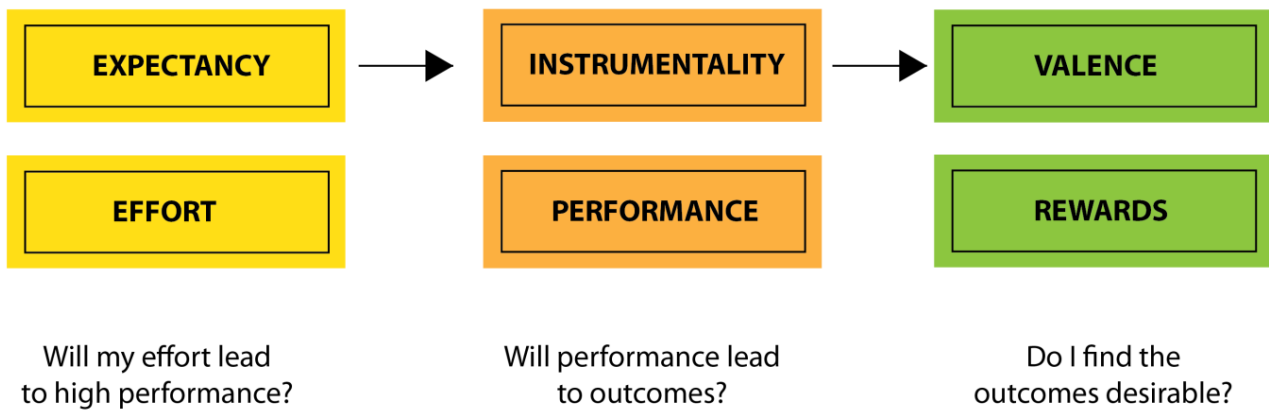
Figure 3.1: Expectancy Value Theory

Source: Fishbein and Ajzen (1975)

The subjective cognition and attribute (e.g. relevant information) of an object is said to be connected and represented by consumers' belief. This belief can symbolize the expectation of the value they will receive from the object. Various literature on consumer behaviour explains and supports the use of this theory in advertising. Researchers have found that specific to social media advertising (SMA), information on recent products, including comments on brand preferences, are sought-after and shared as voluntary content by members on these platforms. These members are able to share and acquire their information as a community, enhancing their social relationships (Pollay & Mittal, 1993; Okazaki, 2004; Erdem et al., 2006; Fong & Burton, 2008; Chu & Kim, 2011). For example, in looking at SMA, informativeness or relevant information can frame the ad to be perceived as relevant to the interests of the consumer and fulfilling utilitarian needs. This perception can in turn create value (Zhou & Bao, 2002; Zeng et al., 2009). Based on EV theory, we explore the responses of millennials and OASTs on their beliefs towards (i) OAA antecedents and (ii) online advertising strategies respectively in light of the phenomena of online advertising avoidance. In a study on attitudes towards mobile advertising, the researcher remarked that in order to understand factors that affect the intention of a consumer towards a behaviour, it is credible to measure the factors that determine the attitude (Farid, 2012). In this study we measure the factors or antecedents of online advertising avoidance to determine millennials attitudes towards the phenomena, POPs and online advertising strategies.

2.9.4 Theory of reasoned action (TRA)

In order to study the process that would cause an individual to act out a behaviour, Fishbein and Ajzen (1975, 1980) developed a theoretical framework termed 'theory of reasoned action'. This says that behaviour is determined by the intention of a person and the evaluation of factors before performing

it, as well as the extent and attempts they are willing to go and make respectively. The intention (influenced by attitude and subjective norms) can therefore predict and acts as a prime determinant of the behaviour. The theory assumes that people are relatively rational beings and evaluate information systematically as it is available to them. TRA can also be used through attitudes in order to predict consumer behaviour. It is assumed that the consumer is also aware of the consequences of their behaviour and will choose the one which will have the most desired consequence (Nugroho, 2005; Paul & Olsen, 2006; Meskaran et al., 2013; Lim et al., 2016).

The theory of reasoned action (TRA) states that attitudes can predict consumer behaviour (Fishbein & Ajzen, 1975). A consumer may have the intention to buy a product. In an e-commerce space, where consumers can get information and/or purchase from an online vendor (Pavlou & Fygenson, 2006) the intention is influenced by their attitude towards the product, collectively forming the behaviour or action to purchase. The theory also suggests that the consumer is aware of the consequences of alternative behaviour and may choose to act out the behaviour that may give them the most desired or favourable consequence (Nugroho, 2005; Paul & Jerry, 2006). The theory of reasoned action is considered as one of the models used in a variety of contexts in the adoption of internet and electronic communication methods, especially in e-commerce (Foxall et al., 2010; Garg & Kataria, 2013; Yousafzai et al., 2014; Elwalda et al., 2016). For example, in the context of website advertising, the research concluded that online consumers are willing to purchase only if they are attracted by the design of the ads on the web (Goodrich, 2011). Other researchers support the concept in concluding that visual appeal has an influence on consumers' behavioural intention (Wang et al., 2013; Sundar & Noseworthy, 2014). TRA is used to assess the behaviour of online shoppers, including reading emailers, clicks on banner ads, using search engines and searching for product information and online stores, using tools to compare, online reviews, product purchase and customer support communications via websites and email. Volk and Chapparro (2001) found that there was significance in users intending to use email support, comparison, search on product information and reading emailers.
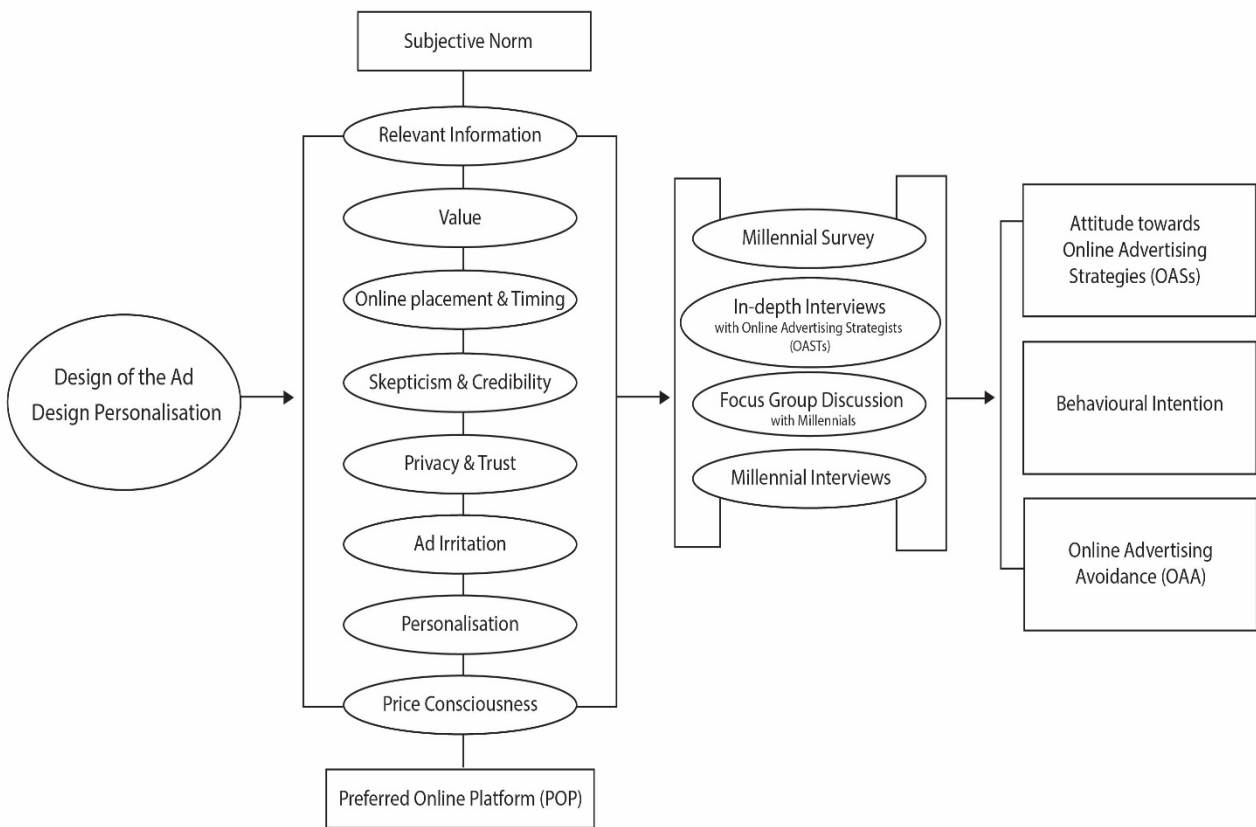
Figure 3.2: POP TRA advertising model

Source: Author (2020)

Figure 3.2 represents a model of the study, which explores eight online advertising antecedents on design of the ad and design personalisation, as well as the research tools used and the outcomes and aims explored (i.e. OASs, behavioural intention and OAA). The antecedents which are experienced on POPs are influenced by the online communities, especially social media (subjective norm) and form the attitudes towards OAS. OAA is exercised on POPs and along with the subjective norm and attitude inform the behavioural intention via quantitative and qualitative research.

2.9.5 Theory of planned behaviour (TPB)

The TPB is an extension of the TRA (Ajzen, 1985, 1991 2005, 2012, 2015) with the difference being the variable that explores perceived behavioural control, which indicates how difficult, easy or achievable it is for an individual to perform a behaviour, as internal or external barriers. The TPB states that the more positive an attitude towards online advertising, the more the community or peers related to the online platform encourage a behaviour (subjective norm), and the greater the feeling of freedom to engage with the online advertising or not (perceived behavioural control), the stronger the intent to engage with the ads (behavioural intent) and this will lead the user to performing the

behaviour through liking, sharing or commenting (behaviour). While TPB has been used in various contexts to better understand human behaviour, in more modern adaptations it was used to explore online services such as online shopping, e-filing, video services, the use of social media, specifically platforms such as Facebook (Liao et al., 2007; Wang et al., 2007; Crespo & Del Bosque, 2008; Truong, 2009; Baker & White, 2010; Leng et al., 2011; Al-Debei et al., 2013).
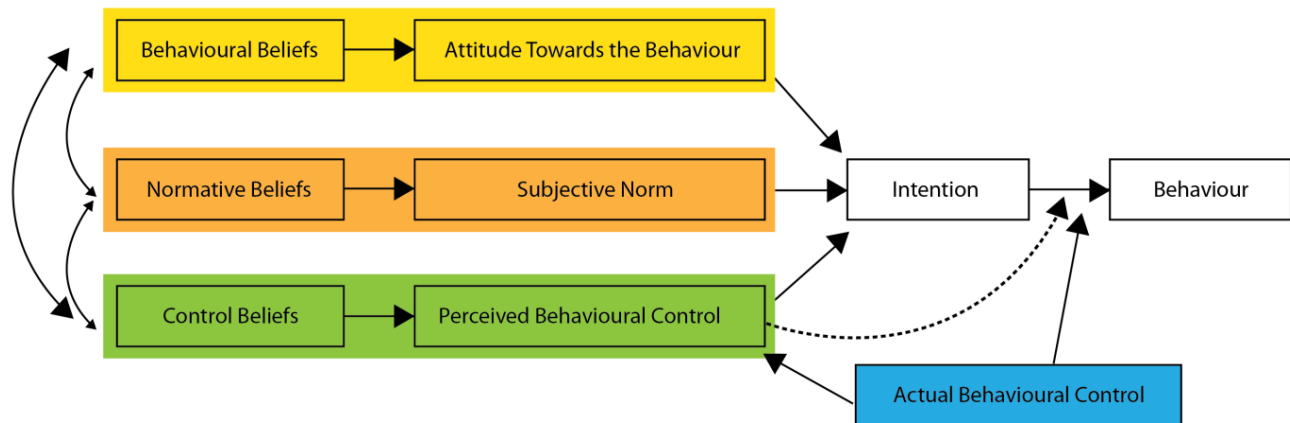
Figure 3.3: Theory of Planned Behaviour

Source: Ajzen (1985, 1991, 2005, 2012, 2015)

1. *Behavioural beliefs* refer to the consequences of a behaviour

2. *Normative beliefs* explain the established expectations of others and their beliefs

3. *Control beliefs* speak about factors that presently obstruct or enable the performance of a behaviour

4. *Attitude* towards the behaviour is the value of the positive or negative performance of it

5. *Subjective norm* is built on the social pressure from individuals or groups (referents) to engage or not engage in a chosen behaviour

6. *Perceived behavioural control* has to do with the control of individuals' perception about their ability to be able to implement a behaviour

7. An instantaneous antecedent of behaviour, *intention* is the person's readiness to execute a behaviour

8. *Behaviour* is the given response to a situation in regard to a given target

According to the theory, intention determines the behaviour and is determined by factors such as the attitude towards a behaviour, the subjective norm and the perceived behavioural control. By and large, attitudes are the biggest influence in determining the behaviour. Resources such as skills, money and time can influence the behaviour besides the personal norms and attitudes adopted. In addition to influence of behavioural choices, the control can also be based on secondary information or previous experiences. In exploring website design and consumers' intentions, researchers found that product category and control over site navigation are primary factors that influence the quality of websites. For consumers that buy often, spend more and have 'high trust', poor website design cannot be compensated for by return policies. The quality of the websites affects their perceptions of the current and future online purchase intentions and product quality (Taylor & Todd, 1995; Sandecka, 2006; Bonifield et al., 2010; Ferdous, 2010; Sun et al., 2014).

2.9.6 Other research using TRA and TPB

Numerous researchers have applied the TRA when examining the influence of advertising characteristics such as information or perceived value, on users' attitudes (Tsang et al., 2004; Kim et al., 2007; Liu et al., 2012; Muk & Chung, 2015).

In this study, millennials browse on their preferred online platforms and are served an ad of a product. Millennials have a perception of a product, which influences their attitude towards it and in turn influences their behaviour towards purchase. Components involved are (i) the desire of the consumer, (ii) the attitude of the consumer influences behaviour, (iii) subjective norm and (iv) all 3 components in tandem. The determinants and antecedents of behaviour have been studied widely by various researchers (Tsang et al., 2004).
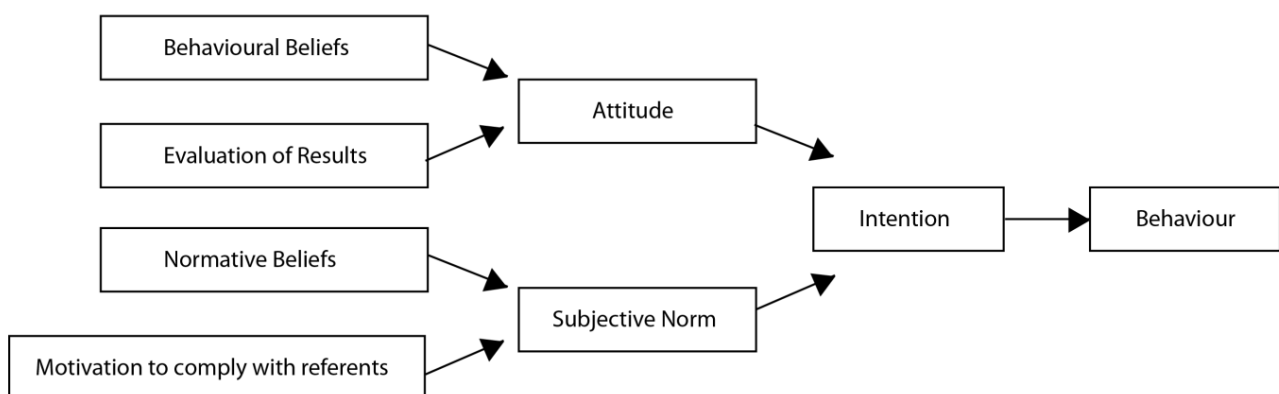
Figure 3.4: Collation of TRA and TPB

Source: Tsang et al. (2004)

2.9.6.1 Online shopping (e-commerce)

TRA was applied to online transactions between consumers and e-sellers in Thailand and found that past behaviour, confidence in using a credit card, trust and the subjective norm were all fundamental elements in affecting the intention of online shopping (Wolfinbarger & Gilly, 2001; Yu & Wu, 2007; George, 2004; Chuchinprakarn, 2005; Pavlou & Fygeson, 2006).

2.9.6.2 Online videos

Online video services and the prediction of user acceptance by using the model of TPB have been explored. While TPB has been found suitable by other researchers for the prediction of adoption of online technology, this researcher found in a study of 300 participants in France, that perceived behavioural control is the most influential factor in predicting the adoption of technology in the use of online video services. In an aim to understand consumers' behaviour in passing along online video ads, researchers found that according to TRA subjective norm (social pressure) and the attitude towards passing along the ads were a significant influence in the intention to pass along the ads as well as believing that sharing the online video will increase their own pleasure. They advised advertisers to consider the effect on consumers' attitudes first and secondly the influence of reference groups (Hsu & Chiu, 2004; Bagozzi et al., 2006; Goby, 2006; Hsu et al., 2006; Truong; 2009; Lee et al., 2013; Shehu et al., 2016).

2.9.6.3 Display ads

Display ads deliver its advertising message visually using text, animations, videos, images or other graphics. Designers of these components must have a specific look and feel in mind in order to target specific customers and increase the influence of the ads. Researchers investigated the efficiency of contextual advertisements over the web. Basically, they observed the influence of contextual advertisements over the web on brand recall, the results showed that the online contextual ads improve brand discrimination and encourages appropriate attitudes towards the advertisements. Besides, users have higher recall rates and attitudes towards the brand when they are shown less complex contextual ads or when they are exposed to a complex, non-contextual advertisement. Banda investigates the influence of seven innovative features of banner advertisements on the efficiency of advertising over the internet. One outcome of this research illustrates that long posts on banners were related to higher click-through rates (Robinson et al., 2007; Hootsuite, 2015; Graham & Wilder, 2020).

2.9.7 Summary

In this chapter we looked at the definition, general statistics and studies in consumer behaviour relating to OA. Following this the researcher more specifically discussed the South African consumer market and its online usage factors. Afterward the researcher recorded statistics in research on advertising engagement on online platforms, including mobile activities, socio-demographic segmentation in gender, age, marital status, education, employment status, population group and monthly personal income. Subsequently, there was a discussion of general cohorts, specifically millennials, as our participants for study, which included information on the background, engagement with technology, characteristics as a population, previous research in OA and then specifically their OAA behaviour and attitudes. Next, the researcher explored previous studies on POP usage characteristics such as millennials' preferred devices when accessing POPs, their advertising engagement, sharing and duration of time spent on POPs. It was then important to discuss the process of consumer decision-making to assist the researcher in the approach to addressing the research questions when collecting data from millennials as well as OASTs in the factors that influence decision-making, that are external and internal. The researcher discussed devices such as tablets, desktops, smartphones and wearables and how accessible they made the internet to millennials. This was followed by a definition of attitudes, an outline of attitude formation models such as the ABC model of attitudes and then a discussion on the attitude measures explored in the study. This was listed as relevant information, value, online placement and timing, scepticism and credibility, privacy and trust, design personalisation, personalisation, ad irritation, price consciousness and design of the ad. This was followed by a discussion of the theoretical framework including the approach. This study makes use of the expectancy value theory and theory of reasoned action with theory of planned behaviour, which is then further discussed listing previous studies that have applied these theories in similar contexts to the current study. The areas were online shopping, online videos and display ads. These OAA antecedents are a cornerstone of explanation for this study in terms of millennials attitudes towards OASs.

CHAPTER 3: ONLINE PLATFORMS, ONLINE ADVERTISING AND ONLINE ADVERTISING AVOIDANCE

3.1 Introduction

Social media as a marketing channel is growing rapidly due to increased technology. Research also found that millennials have a considerable impact on trends and are heavy users of social media platforms. Due to the fact that they are representative of current and future markets, these platforms are a reputable mode of media in order to explore OAA antecedents. In this chapter the researcher outlines millennials' POPs, social media including a brief overview of their definitions, background and history, usage growth, statistics, types or categories and design applications of the platform (Bowen, 2015; Broadbent, 2015). Following this, we look at online and digital advertising, strategies, costs, OA effectiveness and engagement, models used to explore OAA, attitudes and digital agencies.

3.2 Preferred online platforms (POPs)

Online platforms have evolved drastically due to the web 2.0 generation and the use of multiple devices. Online platforms are defined as an online marketplace that puts one party, such as buyers and sellers, in touch with another. Examples are eBay, Amazon Marketplace, Craigslist, Airbnb, and Uber. The online system can be completely self-contained, or third-party apps can be connected via the programming interface (API) of the platform. Online platforms have a crucial role to play in providing advantages to consumers and businesses: 'online platforms' bring together consumers and producers, causing companies that would otherwise not happen. In addition, in terms of activity, industry, business model, and size, the diversity of online platforms is puzzling but there is no obvious similarity between them. There is presently no single online platform dictionary definition capturing the online ecosystem's plurality (Oxera, 2015; Marvin & McKlaughlin, 2019).

In defining the role and taxonomy of online platforms, Oxera (2015) said that OPs are to deliver benefits to businesses and consumers through trading. While OPs exist for communication, to a large degree they have also evolved into e-commerce places where buyers and sellers operate for profits (Ikkala & Lampinen, 2015; Lemon & Verhoef, 2016; Liu & Mattila, 2017; Yang et al., 2017; Teubner & Flat, 2019). In various studies this has been explored for e-commerce or shopping websites (Zheng et al., 2017; Geng et al., 2020), shopping spaces in social media (Kohli et al., 2015; Baghdadi, 2016; Duffett & Wakeham, 2016; Gao & Feng, 2016; i-SCOOP, 2016; Popp & Woratschek, 2016; Wang et al., 2016a; Alhabash & Ma, 2017; Harrigan et al., 2017; Hootsuite, 2018; Romão et al., 2019; Clark, 2019), on mobile and apps (Taylor, 2016) and video platforms (Cheung & Ho, 2017; Helal et al., 2018; Shon et al., 2020). There has also been debate on the regulation of personal data extracted from

users in their use of online platforms to create more engaging and relevant OA (Estrada-Jiménez et al., 2019). OPs are also a low-cost channel where businesses, brands or customers can review and give feedback or share on the benefits, pitfalls, challenges and commend improvements of services and products (Oxera, 2015). In a recent study it was concluded that ad avoidance behaviours are exercised towards social media platforms because of the effects of social media usage and influences including peer influence affecting attitudes (Chinchanachokchai & de Gregorio, 2020).

3.3 Social media

3.3.1 Definition

Social media are commonly defined as "Internet-based, disseminated and persistent mass-personal communication networks that facilitate perceptions of user interactions, deriving value primarily from content generated by the user" (Carr & Hayes, 2015; Duffett & Wakeham, 2016; Hajli et al., 2017; Iankova et al., 2018; Rodrigues, 2017; Arora & Bhawna, 2020). Although young adults (aged 18 to 29 years old) have the highest adoption rates in social media (90%), other age groups, such as teenagers and older adults, also show rapid growth in the adoption rate of social media (Perrin, 2015). In more recent studies there has been much exploration on various cohorts such as millennials and Gen Z (Nadeem et al., 2015; Deloitte Global, 2018; Carty, 2019; Imelda & Rekan, Deloitte Touche Solutions; Siddiqui et al., 2019; Yamawaki & Sarfati, 2019; Hootsuite, 2020; Statista, 2020d).

3.3.2 Background and history

Historically social media was digitally developed in the 1970s with many social networking sites created in the 1990s. On the different platforms developed users were able to share music, chat, and do transfers (Ritholz, 2010; Rimskii, 2011). There was a big boost in social media in 2000 where the interaction of individuals and organisations were boosted in sharing common interests. 2001 saw the inception of platforms such as MySpace and LinkedIn, while 2004 brought Facebook and 2005 TYahoo!360 and YouTube (Junco et al., 2011). Social media is a strategy and a medium for broadcasting while social networking is a tool for connecting with people (Cohen, 2009; Stelzner, 2009; Hartshorn, 2010). Since growing engagement of communities and sharing, social media improved the image and strength of brands in building reputation and reinforcing it into the minds of online consumers. This practice also built on the concept of customer experience and brand awareness and the role it plays in the marketing mix (Carraher et al., 2006; Hollier, 2009; Carraher et al., 2009). Social media has become a key cost-effective method in marketing practice (Paridon & Carraher, 2009).

In inspecting the attitudes and behaviours of people towards social media advertising, researchers have conducted studies in the Middle East and elsewhere, and found that behaviours towards social media advertising are significantly predicted by attitudes (Kamal & Chu, 2012b; Duffett & Wakeham, 2016; Lee et al., 2016a; Evans et al., 2017; Scarth, 2017; Shahid et al., 2017; Aydin, 2018; Uparimart, 2018; Arora & Argarwal, 2019; Gaber et al., 2019; Jambulingam et al., 2019; Arora & Bhawna, 2020). Furthermore, studies finding favourable attitudes by respondents related to ads posted through social media platforms also contributed to electronic consumer buying behaviour (Mir, 2012; Shareef et al., 2017; Gaber et al., 2019). Youth between the ages of 19 and 24 years old are said to have more positive attitudes towards social media ads. Unfortunately, users tend to avoid social media ads due to their privacy being threatened, prior negative experiences, irrelevance or scepticism (Hoy & Milne, 2010; Kelly et al., 2010; Taylor et al., 2011; De Keyzer et al., 2015; Deraz et al., 2015; Rejón-guardia, 2015; Nguyen, 2016; Lee et al., 2017; Mir, 2017; Van den Broeck et al., 2017; Ketelaar & Konig, 2019).

3.3.3 Usage growth

A survey conducted by Clement (2020a) noted that about 23 million South Africans are active social media users of which 22 million access online platforms through their mobile devices. Users spend about 2 hours and 48 minutes on social media networks via any device. In 2020, there are 3.8 billion global social media users with the number having increased by more than 9% (Kemp, 2020). Statista (2020b) predicts that by 2025 the social networking population would have increased to 4.41 billion users. According to researchers, as platforms of communication and in more recent times advertising, the increased use of Facebook and Twitter has become valuable to marketers and brand owners (Kumar, 2012b). Social networks are also free of charge and can use more of their creative ideas and testing for innovation on various platforms (Farid & Sahn, 2014).

Use of social media is a major game changer; 93% have a social media account, 53% are spending more than two hours a day on social media, new trends are emerging that engage the youth, 59% feel that data costs are restricting their lives (UCT Unilever Institute Youth Report, 2018). With nearly 70% of our weekly activities spent on social media platforms alone, this again highlights how important social media marketing is (Digital Statistics in South Africa, 2017). Already, in 2016, 91% of these brands were using Facebook, 88% were active on Twitter, and 66% were on YouTube. LinkedIn slipped from 70% to 63%, as brands struggled to get to grips with its more serious nature. Meanwhile, Instagram increased sharply from 42% to 62% of brands making use of it. When asked what additional platforms they would embrace in 2017, no less than 26% said they would use Instagram, while YouTube was set to attract a further 16%. This will see the image-sharing and video-sharing networks join the top table currently occupied by Facebook and Twitter (World Wide Worx, 2018). As we can

see, the 18 to 24 and 25 to 34 age groups are by far the largest group using the most Facebook Pages (Digital Landscape in South Africa, 2017).

More than half (56%) of those living in the lowest-income households now use social media, though growth has levelled off in the past few years. Turning to educational attainment, a similar pattern is observed. Those with at least some college experience have been consistently more likely than those with a high school degree or less to use social media over the past decade. 2013 was the first year that more than half of those with a high school diploma or less used social media. The use of social media by the largest brands of South Africa, with 118 participants giving insight into their practices, strategies and results in social media indicate that 97% of brands use Facebook, compared to 91% the year before. Twitter grew marginally from 88% to 90%, while LinkedIn and Instagram now account for 72%. YouTube has risen slightly to 68%. Pinterest, Google+, WeChat, WhatsApp and Snap Chat have reported declines (World Wide Worx, 2018).

In a study, 88% of 18- to 29-year-olds reported using social media (compared to 78% of older age groups), and young adults spent an average of over 3 hours daily on social media compared to older adults (Ilakkuvan et al., 2019). According to research users tend to spend almost 2 hours or on average 2 hours and 24 minutes per day on social media platforms (Lafferty, 2015; Kemp, 2020). In a 2020 study on adults in the US, the researcher concluded that people with a high household income and education use social media the most. But as the age of users increase their use of social media decreases (Hruska & Maresova, 2020). In a US report on social media use since the COVID-19 outbreak, 9 out of 10 users reported to consume more media (87%) after the outbreak (Mander, 2020).

3.3.4 Statistics

In the US, the Pew Research Centre said that young adults (aged 18 to 29 years old) are the heaviest users of SNS; 87% report using Facebook, 37% use Twitter, and 53% use Instagram (Duggan et al., 2015). Research said that 59% of marketers were using social media for 6 or more hours per week. The average South African spends about 8 hours and 25 minutes on the internet every day, which is higher than the global average at about 6 hours and 41 minutes per day. 40% are using social media and spend approximately 2 hours and 48 minutes on it. A user may have up to 8 different social media accounts, with WhatsApp being the most popular messaging app in South Africa. Largely, 40% of users join social media to stay up to date with current news and events, 39% to stay in touch with friends and what they are doing and 38% to find entertaining or funny content. In 2019, Facebook was the biggest platform with 53% of users, this was followed by LinkedIn (18%), Instagram (9%), Twitter (4%) and Snapchat (3%). By January 2020, 89% of South Africans, aged 16-64 years old were using WhatsApp, 87% YouTube, 83% Facebook, 61% Facebook messenger, 61% Instagram, 44% Twitter, 42% Pinterest, 41% LinkedIn and 28% Snapchat. Between February 2019 and February 2020, 40% of social media users accessed Facebook, while Pinterest was accessed by over 47% of

users. Video posts were shown to have the highest engagement on Facebook with 7.6% and image posts at 4.13%. About 4 million users of Instagram report being reached by ads. About 5.3% of Snapchat users aged over 13 years old were reached with advertising. 5.2% of Twitter users reported ads and LinkedIn 20% (Hootsuite, 2018; We Are Social Infographic, 2019; Stelzner, 2019).

3.3.5 Types or categories of social media

3.3.5.1 Facebook

The use of social media is a significant change in the game. 93% have a social media account, 53% spend more than two hours a day on social media, fresh trends are emerging that involve young people and 59% think that information expenses limit their life (UCT Unilever Institute Youth Report, 2018). With almost 70% of our weekly operations spent on social media platforms alone, this shows once again how significant social media marketing is. On average, people spend more than two hours a day on social networking sites and 18% of these social media users cannot spend more than a few hours without checking the online environment. Already, in 2016, 91% of these brands were using Facebook. Facebook is the fastest growing communication tool in South Africa. Further, the high extent of interactivity and personalisation provided on social media platforms, such as Facebook, could play an important role in enhancing the penchant to buy and customers' attitudes towards organisations and their brands. This, in turn, shapes the customers' attitudes towards organisations using social media platforms. Women express more favourable attitudes toward Facebook ads (Bannister et al., 2013; Persaud, 2013; Leung et al., 2015; Effective Measure, 2017; Goldstruck & Du Plessis, 2017; Kemp, 2017; Qwerty, 2017).

A researcher did an investigation on the influence of behavioural attitudes towards Facebook using a survey distributed to over 3 500 respondents. He found that they had a favourable attitude towards Facebook advertising and affected millennials intention to purchase positively. Six out of ten millennials spent one hour or less on Facebook per log-in session (Duffett, 2015b). The same researcher conducted a quantitative self-administered survey with a sample of over 3 500 millennial respondents in South Africa. He found that there is a positive influence on the behavioural attitudes (intention-to-purchase and purchasing) of users on Facebook advertising. Other favourable perceptions were the demographic influences such as ethnicity and usage characteristics such as log on duration and update of millennials' profiles (Duffett, 2015b). In another similar survey, the researcher explored the attitudes of which 46.7% of the sample were 18 to 20 years old and found that respondents had a generally positive predisposition towards Facebook advertising in relation to their attitudes (Duffett, 2015d). The researcher then conducted a survey among 3 634 millennials in the Western Cape and found that Facebook advertising had an approving influence on their attitudes and engaging with the advertising increased their levels of knowledge. The advertising was most

effective when users spent 2 hours or more logged onto the platform, so they would naturally have more time to notice ads. Millennials also were more aware and generated more knowledge during periods of updating their Facebook profile (Duffett, 2017a).

In the results of a survey involving 758 participants, it was discovered that users were more likely to click on Facebook ads if they perceived it as informative other than irritating. The fact that users also may see themselves as "fans" of brand pages also contributes to the likelihood that they will engage in the Facebook ads (Kim et al., 2016). Ferreira and Barbosa (2017) administered a survey to a sample of 385 individuals between the ages of 18 and 44 years old. The results gave evidence of favourable attitudes towards brand posts compared to Facebook ads. The millennials that spend more time on Facebook agreed that the ads were more annoying.

In a survey test of 395 followers of a retailer on Facebook, researchers found that there was a positive response to the influence of enjoyment and requiring credibility from the ads of the retailer for engagement (Martínez-NavarroEnrique & Bigné, 2017). Celebi (2015) conducted a study of 140 undergraduate students in Turkey where the majority used Facebook 1 to 2 hours per day (36.1%) or less than one hour per day (30.4%) and found that the most common features used by respondents were private messages, groups and chats. The use of all Facebook features were influenced by the duration of time, peer influence, quality of life and structure time. The users' perception of invasiveness of ads on Facebook negatively affected their attitudes and behaviour towards Facebook advertising.

In a qualitative study of twelve respondents ranging from 22 to 50 years old with an equal percentage between the genders, Poll (2018) deduced that users had mixed feelings towards the blend of Facebook ads with non-sponsored posts. While it was appreciated that the subtlety minimised interruptions, others expected that they might unintentionally click on ads. It was agreed that a blended-in strategy minimised interruptions, while users also felt that ads are sneaked into the content and might lure them into clicking. Respondents also admitted that they are aware that this is a smart strategy for advertisers to provide free content by using 'paid ads'.

Tucker (2014) concluded that Facebook ads targeted at the interests of consumers (e.g. a fan of a celebrity page) lead to a higher click-through rate than ads that use background characteristics (e.g. the college a student attends).

In addition Aguirre et al. (2015) gathered that moderately personalised Facebook ads, based on a subject of interest to a user, had an increased click-through rate compared to ads that were not personalised. Highly personalised ads that were based on age, gender, location or subject of interest had lower click-through rates.

At a Turkish university, 231 students divided into three clusters were requested to complete a questionnaire on Facebook ads. The researcher established that cluster 1 (47% of sample) was slightly positive and neutral towards ads personal relevance to them. They did not find the ads meaningful, useful, funny, etc. and found targeting of advertising unacceptable. Despite this they still spent the highest duration on Facebook for 1.52 hours on a weekday and just over 2 hours on a weekend. It was also noted that 18% of this cluster was labelled as outgoing. Cluster 2 (33% of sample) said that Facebook was not personally relevant to them and there was little appeal from adverts even though targeted ads were accepted. They spent the least time on Facebook with 1 hour during the week and just over 2 hours on the weekend. 53% of this cluster were made up of male respondents. For cluster 3 participants (21% of sample), Facebook is personally relevant but they were neutral on ads. They did not approve of targeted ads. They spent the greatest time on Facebook with 3.15 hours per week and just over 3 hours on the weekend. 72% of this cluster was male (Baglione et al., 2017).

Ramadan et al. (2018) examined the responses of 305 participants in a study in the Middle-East. Three overall key areas were found to be associated with user experience on Facebook, namely the relationship with the social network itself, socialising with friends and the relationship of consumer to advertised brand. These factors influenced the respondents' perception of value towards Facebook advertising. The findings on the experiences of these users added significantly to the credibility of ads on the network, reflecting the importance of friends' endorsements, the trust and affection of the SNS relationship to the brand being advertising.

In a qualitative study 25 working professionals enrolled in a Master's Program in Ghana were interviewed. The researcher revealed that consumers' attachment to a brand (bond-based attachment) drives them to engage that brand on its Facebook page. Factors such as trust and identity-based attachment drive engagement between consumer and brand and has a significant impact on the engagement of consumers with brands and also fast-tracks positive user-generated content. Therefore frequent interactions and strong ties aspire users to become more attentive, enthused and active contributors of brand Facebook pages (Malhotra et al., 2017).

A researcher interviewed three male and three female respondents between the ages of 20 and 40 years old. This study established 5Ms of social media activity namely motives, media, management, merits and metrics that play an important role in the promotions. It was emphasised that Facebook is a prominent social OP for the advertising industry (Kaur & Kumar, 2020).

On Facebook, it was identified that entertainment had the most significant effect, while credibility had the lowest significance (Abu-Ghosh et al., 2018). In an online survey exploring customer engagement on Facebook, 649 respondents with 51% being under the age of 30 years old, the results showed that consumer's attachment to a brand is what drives them to engage in the page ads. This interaction also results in positive consumer involvement (Hinson et al., 2019).

3.3.5.1.1 Definition

Facebook is a social network for online users utilised to connect and stay in touch with friends, family and co-workers. The site has also become a strategic marketing tool for brands and companies to promote products, services, support causes, solicit donations and interact with the public. The platform not only provides social communication but delivers messages resulting in relationship development and for corporate and educational institution looking to cut costs by reaching more audiences (Ganster & Shumacher, 2009; Orrel, 2009; Papp, 2009; Roberts & Roach, 2009). Due to the fact that the millennial generation has become one of the most commanding cohorts in terms of purchasing power and influence and pervasive use of Facebook, it has become notable for marketers and advertisers to create visibility on this platform (Mccorkindale et al., 2013).

3.3.5.1.2 Background and history

Facebook was founded in 2004 by Mark Zuckerberg (Yadav, 2006; Sponder, 2018). Among other platforms, Facebook in particular has transformed the media landscape and is the most widely used social network site with an annual increase of users (Chester et al., 2010; Ángeles Oviedo-García et al., 2014; Facebook Newsroom, 2017). Facebook was defined by Tredinnick (2006) as a social networking site because of its ability to drive user participation in user-generated content.

Facebook is more focused on the exchange of information and networking (Sheldon & Bryant, 2016). Along with this type of online activity, the increased use of advertising on Facebook has been as a result of content sharing and the newsfeed algorithm which has led to a decrease in organic reach. Millennials also have a growing knowledge of ad avoidance techniques in social media advertising

(Seounmi & Seunghyun, 2019). Ads on Facebook have increasingly been used by companies, brands and businesses to increase their online post reach and has become an essential tactic or strategy by leveraging the news feed visibility (Ferreira & Barbosa, 2017; Van den Broeck et al., 2017). Many firms have created brand pages in order to engage with online consumers. For example, Barnes and Pavao (2018) found that 85% of Fortune 500 companies use a Facebook page. In 2017 it was noted that more than 65 million firms that were active on Facebook had over 2.5 billion comments posted every month of their pages (Kaplan, 2017). The main purpose for consumer brands is to utilise Facebook to engage consumers with special offers and social interaction in order to build relationships (Ng, 2013; Kabadayi & Price, 2014).

Facebook has become the largest social media site (Ryan, 2014; Ebizma, 2015). Facebook is a virtual community where users create profiles, share information and interact with contacts (Sponder, 2018). It is an attractive tool for marketers because it has many communication options. Facebook ads can target audiences geographically, demographically and psychologically. It can also focus on a brand's best customers. According to Facebook, when ads are placed in the stream of information that people view on Facebook, they are more likely to see the ads and take action. Facebook offers many tools for measuring the effect of advertising that can assist marketers in determining the type, content and demographic focus of the ad (Facebook, 2015).

3.3.5.1.3 Usage growth

Facebook remains the most popular social networking site. It surpassed 1 billion users in the third quarter of 2012 with active users logging into the profile within a duration of 30 days (Clement, 2020d). In the third quarter of 2019, Facebook recorded over 1.6 million active daily users and over 2.4 million monthly users globally. From advertising, over $17 million were generated in revenue with the majority geographically situated in the US and Canada with over $8 million (Facebook, 2019). In South Africa, the number of active users increased from 20.23 million in 2017 to 22.89 million in 2020. Statista predicts that the user population will reach 26.81 million by 2025 (Clement, 2020f). As of August 2020, various researchers recorded just over 24 million Facebook users with 50.4% female and 49.6% male. In terms of age demographics, 25- to 34-year-olds comprise a total of 34.9% of this population and 18 to 24 year olds 24.9% (NapolenCat, 2020; Statcounter, 2020).

3.3.5.1.4 Statistics

According to Facebook for business there are over 6 million active advertisers on Facebook with 1.6 billion global users being connected to a small business (Facebook Data, 2017). In the second quarter of 2020, Statista recorded over 2.7 billion monthly active Facebook users. It is the biggest social

network globally and continues to grow (Clement, 2020d). According to We Are Social global survey (2020) 1.95 billion were reached by adverts on Facebook, with 32% of the population over 13 years old. 44% and 56% of this ad audience were reported to be female and male respectively with the highest-ranking age groups being 25 to 34 years old (13% female and 19% male) and 18 to 24 years old (10% female and 14% male). In looking at Facebook's global advertising audience In terms of the top five countries with the greatest potential of ad reach, India ranks first followed by the US, Indonesia, Brazil and Mexico (We Are Social, 2019). In South Africa, the largest proportion of social media users are 25 to 34 years old (47.9%) followed by 18- to 24-year-olds accounting for 40.4% and 35 to 44 year olds for 9.4% of this population (Lama, 2020). In the ranking of users per platform, Facebook ranks in third place with 83% users who report using the OP each month. The reported ad reach for the South African audience is 45% for users older than 13 years. In terms of the ad audiences in the country, 51.3% was noted as female and 48.7% as male. The average engagement rate for Facebook page posts of any kind were 3.13%, for video posts 7.6%, for photo posts 4.13% and for link posts 2.18% (Lama, 2020).

3.3.5.1.5 Application to design

It Is interesting that Facebook fights against the phenomena of ad blocking by making it challenging to tell ads apart from the content, even though the attempt to block advertising on Facebook led to erasing some users' content as well (Slefo, 2016). Facebook mixes it up again – this time with its new advertising campaign structure on the ad front. They make organising, optimising and measuring your ads easier. The new structure now has three components: campaigns, ad sets, and ads (Jolly, 2018; Facebook Investor, 2019). Facebook has created numerous guides on how to understand, prepare and launch your ad campaign placement and process in order to reach your audience in the most optimum way. Some of these guides contain steps and information from selecting an audience, ad copy and design, ad type, ad placement, tracking, selecting a budget and schedule and more (Ali et al., 2019; Hootsuite, 2020). There are still challenges found by researchers in terms of consumers' perception of and engagement with Facebook ads such as credibility, personalisation and other antecedents and the difficulty in initiating ad block (Keyzer et al., 2015; Aydin, 2016; Ferreira & Barbosa, 2017).

3.3.5.2 Twitter

3.3.5.2.1 Definition

In summarising a definition for the operations of the Twitter platform, various researchers classify the OP as a microblogging site where users interact with their followers in 'real time' using 280 character tweets. Users can talk to mentions, answers and hashtags. One third of online engaging young adults between 18 and 29 years old were using Twitter in 2013, compared to 37% in 2014 and 32% in 2015. Twitter recently released that 320 million active users visit websites from embedded tweets every

month with 1 billion unique visits. Individuals use microblogging platforms such as Twitter for a wide range of interests and practices with other users. Twitter profiles run by various types of users such as humans, bots, spammers, businesses and professionals. One of Twitter's defining aspects, starting when we were still Twitter, is Tweets with 280 characters. For some, the limitation of character was a fun challenge. It drives people with their words to be briefer and more creative (Duggan, 2015a; Duggan et al., 2015; Stec, 2015; Rimjhim & Chakraborty, 2018; Arout et al., 2019; Clement, 2019a).

3.3.5.2.2 Background and history

Odeo (a podcasting company) founded Twitter in 2006. It was first used as an internal service for Odeo employees and later became public and was launched in 2007 as its own company. Twitter was noted as used for snappy words and thoughts. Researchers said that young people use Twitter for promotional offers and to follow celebrities but was not really suitable for communicating with friends (Lenhart et al., 2010). In agreement with this, Edwards (2013) stated that Twitter was becoming popular for 'promoted trends and accounts'. Despite reports of the decline in popularity and importance of Twitter in the midst of declining investment (Fiegerman, 2016; Tsukayama, 2016) research does not report any significant changes in the percentage of adult Internet users with active Twitter accounts (Duggan, 2015b).

3.3.5.2.3 Usage growth

In the US Twitter had an all-time high of 336 million monthly users in the first quarter of 2018 and has declined to about 330 million in Q1 of 2019 (Clement, 2019b). US users dropped from 79% to 69% of adults in 2019 with a collective number of 22% of the total population of which 24% and 21% are men and women respectively. This declining popularity was also noted by researchers in terms of investment (Fiegerman, 2016; Tsukayama, 2016). About 38% of the Twitter user base are 18 to 29 years old with the majority of 44% being 18 to 24 years old (Perrin & Anderson, 2019). According to statistics collated by Whitney (2020), Twitter is the number one platform for discovery with approximately 79% of users seeking new things. The average tweeter spends about 3.39 minutes on the OP per session. During quarter one of 2018, Twitter's monthly users grew 1.8% compared to the previous quarter, to 336 million (Vermeulen, 2018).

3.3.5.2.4 Statistics

Twitter has averaged 330 million active users in the first quarter of 2019 (Clement, 2019b). 139 million daily active users in the second quarter of 2019 have been reported (West, 2019) with the number at 152 million in the first quarter of 2020 (Lunden, 2020). As of July 2020, the OP had an audience reach of over 62 million users. On a global scale, Japan and India were ranked second (49.1 million users) and third (17 million users) respectively. In the fourth quarter of 2019, Twitter had 152 million active users that could be monetised. The accounts with the most followers are celebrities such as Katy

Perry, Justin Bieber and the former president of the US Barack Obama (Clement, 2020h). According to statistics produced by Twitter in the first quarter of 2019, there were 330 million monthly active users, 152 million daily active users, 500 million tweets sent per day and 80% of users were using the mobile app (Clement, 2020g). Twitter Business stated that 80% of users are affluent millennials (Twitter Business, 2019) and that 93% of community members are open to brands getting involved in their communities, if done in the correct way (Macmillan, 2019). People spend 26% more time viewing ads on Twitter than on any of the other leading OPs (Neuro-Insight, 2018).

In the first quarter of 2019, South Africa ranked Twitter as the sixth highest OP with 44% of the social media population (22 million) having an active account (Lama, 2020). Twitter South Africa reports that they would be able to reach 2.28 million users with ads with 38.3% being female and 61.7% being male.

3.3.5.2.5 Application to design

In a study by Lister (2017), it was found that about 88% of businesses use Twitter for their marketing purposes. Ford (2017), at Twitter, noted that *Feather* (software) became a library of web components that served Twitter's internal and company products. The task of *Feather* was to provide consistent and thoughtful experiences. As the number of components, patterns and internal customers of *Feather* increased the team learnt that they had to bring cohesion across platforms so that there were no inconsistencies across UI elements which would provide trusted resources so that visual communication of the product was unified. Knowledge and research conducted in the design team was important to keep things up to date (Ford, 2017). Numerous online resources and guides have been made available as team members at Twitter and experts in the social marketing business suggest best practices for Twitter advertising media. For example, how to create professional Twitter Ads (Design Wizard, 2020), stand-out ads (Adobe Spark, 2020; Olafson, 2020), creative ad specs (Twitter Business, 2020), Twitter marketing (Gotter, 2020) and Twitter trends (Sehl, 2020). Collectively these and numerous other online resources advise strategists, designers and marketers on how to become more aware of the drive and design behind campaigns. Information, user experience or ad designs and credibility have become important components in the strategy of Twitter campaigns. Researchers explored fake news and misinformation (Hindman, 2018; Shahi, 2020) as well as the challenges for marketing and Twitter strategies that come with the OP and the perceptions of Twitter users (Soboleva et al., 2015; Murillo et al., 2016).

3.3.5.3 Instagram

3.3.5.3.1 Definition

Instagram is a photo-sharing social networking app, interactive and self-promoting application that allows users to share photos or video-based content. Users are able to edit their photos using filters

and add captions under their content, including hashtags or mentions (Vignisdottir, 2017; Clement, 2020c).

3.3.5.3.2 Background and history

The creators of Instagram were quite happy to become billionaires only 2 years after its launch (in 2012) when Facebook, created by Mark Zuckerberg, could utilise Instagram as a more improved photo-sharing OP with better functionalities compared to what Facebook presented. In 2013, the platform started growing monetization capabilities with its sponsored and video post features where businesses and brands were able to pay for better reach of their audiences (Hydra Blog, 2018). In 2014, the OP made use of video ads and carousel ads with a 'shop now' functionality in 2015. In 2017, they introduced the 'Story Insights' where stories were made available for business accounts.

In a study on both likes and comments, Hellberg (2015) concluded that high vivid brand posts received higher positive engagement. Vignisdóttir (2017) found that content created by the brand was less engaging than that created by users which received more likes. Emmy et al. (2015) conducted a case study research in Jonkoping University on branding via Instagram using interviews, semi structured questionnaires and a focus group and found that if a brand's focus is on building long term relationships with customers through pictures, comments and hashtags it will build trust and a greater understanding of the brand. There is more personal interaction via Instagram and the ability to build strong bonds through user and brand identity.

According to Mathisen and Frederick (2017), the small differences between native content and brand ads makes Instagram attractive to advertisers. Kumar at al. (2016) found that firm-generated content is useful for certain types of customers and has a significant effect on their spending, cross-buying and profitability. An interviewee in a study on millennials and the influence of social media advertising, said they like the way they can use Instagram because it is very visual (Foley, 2015).

3.3.5.3.3 Usage growth

In the second quarter of 2018, Instagram reported more than 1 billion monthly users worldwide with daily users standing at 500 million from only 800 million in September 2017 (Clement, 2020c). There were more than 400 million active monthly users sharing more than 40 billion images, with an average of 3.5 billion daily likes for > 80 million daily photos (Smith, 2019b). As of July 2020, the three countries with the highest Instagram members were US with 130 million users, India with 100 million users and

Brazil with 91 million users (Clement, 2020i). The photo-sharing app had an equal first place ranking for Brunei and Kazahstan at 68% with 63% reach in Sweden.

From 2019, a growth of 6.7% in the platform's population was recorded. There were almost 855 million users reported to be using the OP on a monthly basis in 2019. Instagram projects that by 2023 there will be over 988 million users (Clement, 2020j). In the second quarter of 2019, statistics reveal that 13.9% of the global active Instagram users' base were women between the ages of 18 and 24 years old. Generally, more than half of Instagram's population is 34 years old or younger. In July 2020, 33.8% of the global audience was between 25 and 34 years old which makes the OP attractive to millennials and younger cohorts.

In May of 2020, 24% of American respondents were using Instagram multiple times per day. In February of the same year, 77% were viewing photos, 51% watching videos, 45% were sharing content with everyone, 31% were sharing content one to one, 23% were networking, 18% were consuming news content, 11% were finding or shopping for products and 9% were actively doing business promotions.

Quintly's study found that Monday to Friday published a total of 76% of Instagram posts. This means that on weekends only about 23.8% are made, although 22% more interactions occur on the weekend than during the week (Lepore, 2018).

3.3.5.3.4 Statistics

Instagram has one of the highest engagement levels and is one of the fastest growing platforms in social media compared to other platforms (Phua et al., 2017a). Compared to other media, Instagram also has a higher engagement rate (Hu et al., 2014). So far, advertisers have been slow to invest money into Instagram, as well as other visual channels. Instagram however unravels a huge potential with its inspirational pictures, since millennials are said to be visual-inspiration shoppers (Lepore, 2018). There were about 2.36 million Instagram users in South Africa as of October 2019. Most of these users were female, accounting for a 53% majority of the audience in the country (Clement, 2020k). In August 2020, 5 152 million users were recorded with 53.1% and 46.9% being female and male respectively. A combined number of 31.3% (16.1% female and 15.1% male) consisted of users between the ages of 18 and 24 years old and 32.6% (17.1% female and 15.5% male) between the ages of 25 and 34 years old (Napolencat.com, 2020).

According to Jumper Media (2018), 64% of users are between the ages of 18 and 34 years old. Users under the age of 25 years old, spend over 30 minutes on Instagram every day. 7 out of 10 hashtags are branded. There are more than 8 million business accounts and 80% of Instagram users follow a business account. 60% of users hear about a product first hand on Instagram, while 30% of users bought something they discovered on the platform. They asked users about posting, about the influence of friends posting about a brand on Instagram and a decision to check the brand out, 17% said no and 83% said yes. 78% of big retail brands have shoppable Instagram accounts while 25% of the ads on Instagram are videos. Instagram has the highest engagement rate across all social media platforms. 80% of influencers prefer Instagram in their brand collaborations. Instagram opened on 31 September 2015 for advertising in Finland. However, with its inspiring pictures, Instagram unfolds a great potential as millennials are said to be visual-inspired shoppers (Lepore, 2018).

3.3.5.3.5 Application to design

Analysing the performance of 44,432 Instagram Business profiles and more than 8.9 million jobs between 1 January and 30 September 2018, Lepore's (2018) conclusions may lead you to rethink your current business strategy for Instagram. Interactions can be defined as likes + comments. In view of this metric, images are the most prevalent format posted on Instagram, with 73% of all posts posted versus video and carousel posts, but do users actually interact with photos? There is an upward trend of followers regarding profiles that contain a lot of videos. The little icons seem to do more than insinuate an emotion. As their name suggests, Emojis help to humanize your brand by expressing emotion. Young people use emojis to communicate in their normal lives, so they can be better connected to the audience by using them in a business post. They make a brand more accessible and in contact. 60% of top brands use the same filter across all their images.

3.3.5.4 Snapchat

3.3.5.4.1 Definition

Snapchat is a mobile social media application that allows users to send and receive photos and videos that expire after viewing. Due to its recordability and modality affordances, the number of Snapchat users has increased significantly in recent years. The recordability affordance allows users to post photos, videos and text messages after 24 hours. With regard to the affordance feature of Snapchat modality, users communicate with others via photographs and video clips (up to 10 seconds long) (Stec, 2015; Waddell, 2016; Clement, 2020a).

3.3.5.4.2 Background and history

Snapchat is fast becoming one of the mostly used apps between millennials (Perez, 2014). The results of Snapchat advertising have been very good overall. The first snapchat ad received positive feedback from 60% of the audience, which is a four times better result than average ads (Miiluvaara, 2016). Snapchat began in 2011 as a mobile photo messaging and multimedia sharing app where users shared impermanent pictures via messages as 'snaps' that could be viewed for a specific amount of time before becoming inaccessible or 'disappearing'. Video has also become an important feature reporting 100 million daily active users globally in 2015. It was one of the fastest growing apps, especially among teenagers in the United States (Clement, 2020e). There was significant growth until the launch of Instagram stories being its rival. The OP was renowned for making a mark of more authentic and unpolished social media engaging users amongst one another (Smart Insights, 2016).

While being renowned for having a much younger audience than other social platforms and its over 100 million daily active users, its creative marketing potential is very profitable for brands. In the US 37% of youth 18 to 24 years old are users of Snapchat (Norman, 2016). Martin-Wilbourn Partners (2016) surmised that Snapchat is one of the mostly used apps by millennials. "Snapchat is the ultimate social media tool. Users want to share their lives with anyone they choose to elicit possible feedback, but without the necessity of it being stored" (Koscierzynski).

3.3.5.4.3 Usage growth

According to various surveys, Snapchat growth was the strongest between 2014 and 2017. The bulk of the recorded sample was in North America (40 million) with 90 million daily active users in 2020. By 2015 the base of users doubled to 80 million and in the first quarter of 2017, the user population reached 166 million. Even while the North American users are a core demographic, European Snapchatters accounted for 30% of the overall survey and 13% for the rest of the world. By 2019, the European Snapchat group reached 32% and the rest of the world 13% of the total user population. In the second quarter of 2019, 3.5 billion snaps were sent per day over Snapchat and brought in a Snap revenue of $388 million, while there were 203 daily active users in the first quarter of 2019 from the 188 million in the second quarter of 2018. It is predicted that in 2023 the number of US users will decrease from 40% to 35% (Statista, 2019; Pew Research, 2019; Clement, 2020a).

3.3.5.4.4 Statistics

 In the fourth quarter of 2019, the OP reached 218 million daily active users worldwide. As of July 2020, the US had the largest Snapchat user population, with over 101 million users (24%). India ranked in second place with 33.8 million users. Out of this population 24% consisted of males and females equally, with 63% between the ages of 18 and 29 years old, 73% of the segment between

the ages of 18 and 24 years old and 47% 25 and 29 years old (Perrin & Anderson, 2019). Researchers predict that the photo-sharing OP will exceed 365 million global users by 2023 (Clement, 2020l).

As of July 2020, the survey showed that 61% and 38% of the Snapchat audience was female and male respectively. In the distribution of age, 12.5% were women between the ages of 18 and 20 years old (Clement, 2020m). In a collection of statistics gathered by Omnicore (2020), it was shown that 90% of Snapchat users are 13 to 24 years old, where 8 in 10 users that use the app every day are 18 to 29 years old. Europe has 64 million Snapchat users.

In 2019, the OP generated $561 million in revenue, with about $2.57 average of revenue per user in the fourth quarter of the same year. Statista estimates that the worldwide advertising revenue for Snapchat will reach $2.62 billion in 2021 from $1.53 million in 2019 (Clement, 2020n).

For the core functionality of Snapchat, daily use is much higher in messaging and chatting with friends. This is not unexpected, since the content sections were added years after the launch of Snapchat. Snapchatters' attitudes are similar toward Discover and Live Stories, with about three-quarters of those surveyed responding that they 'liked' both content areas. Just 14% of those surveyed say they have never seen Discover — 12% for Live Stories (Abraham, 2018). Snapchat is still mainly used for communication between friends, with 71% specifying that they 'only or mostly' use the platform to chat and snap, with only 5% responding that they 'only or mostly' regard it as a place to use Discover, Live or follow celebrities and brands. However, 24% say they both do the same. According to Pew Research, 63% of respondents use Snapchat to message their friends with 59% engaging in short-videos. 71% of users on Snapchat are under 34 years old, where 70% are female which make up about 63% of total users on the platform on a daily basis. 30% of millennials in the US use it regularly, of which under 25 year olds (45% are 18 to 24 years old) use it for approximately 40 minutes every day (Smith & Anderson, 2018). 50% of college students share selfies on Snapchat with 77% being female. In other countries, 25% of smartphone users in the UK access Snapchat, up to 50% in Norway and Ireland, Saudi Arabia and Sweden have the highest penetration with users being 16 years old and above (Omnicore, 2020). The landscape of social media is dominated by Facebook and YouTube, with a notable majority of American adults using each of these sites. At the same time, younger Americans (especially between the ages of 18 and 24 years old) stand out for adopting and frequently using a variety of platforms. About 78% of 18 to 24 year olds use Snapchat, and a large majority (71%) visit the platform several times a day (Smith & Anderson, 2018).

3.3.5.4.5 Application to design

The current Snapchat features consist of optimising for conversions where the mobile app offers ads to users most likely to take a specific action. For example, if looking to acquire users most likely to

make an in-app purchase, the app advertiser can now choose to run mobile app install ads that would optimize for the purchase event. Lifestyle categories are based on user signals, where Snapchat Lifestyle Categories consist of over 100+ interest segments including parenting, political news, and music festivals (Snapchat Business Center, 2020a). With Lifestyle Categories in play, app advertisers can hit audiences with more specific interests. Story ads are used by advertisers to reach their consumers by placing a branded tile in the Discover section of Snapchat that opens into a collection of advertisements leading to the installation of potential apps (Snapchat Business Center, 2020b). In contrast to a regular ten second snap ad, story ads can have up to 20+ creative assets linked together, enabling advertisers to really showcase their content and attract user attention (Skurnick, 2018). There are many other online resources that strategists, designers and advertisers are able to access for free or subscribe to in order to assist them with the design and targeting of their Snapchat campaigns (Mialki, 2020).

3.4 E-commerce websites

3.4.1 Definition

The use of an electronic medium to carry out commercial transactions is electronic commerce (e-Commerce). It usually refers to the sale of products or services through the Internet, but the term also covers Internet purchasing mechanisms or OPs. It is an integral part of today's way of living and doing business that is constantly changing and evolving based on business and consumer advantages. The history of e-Commerce is a story of technology, innovation and drive and its future is undoubtedly very promising (Soediono, 2013; Agnelli, 2015; Realm Digital, 2017). It has also been defined as an exchange of information, products, services and payments for commercial and communication purposes between individuals (consumers) and businesses, between businesses themselves, between individuals, within the government or between the public and the government and, lastly, between business and government. Insofar as media use is driven by consumers' desires to gain information and be entertained, an interruption increases their frustration and irritation and may reduce their loyalty to websites (Goodrich et al., 2011; Soediono, 2013; Logan, 2013; Stokes, 2015; Agnelli, 2015).

3.4.2 Background and history

A website's visual appearance determines the first impression consumers get of the brand online and is therefore important for online advertises to pay attention to in terms of its various aesthetics such as loading time of pages, visual appeal and navigation. These were explored by various researchers (Ranganathan & Ganapathy, 2002; Douneva et al., 2016; Ali, 2016; Almeida & Monteiro, 2017; Octavia & Tamerlane, 2017; Realm Digital, 2017; Ahmad et al., 2019; Aji et al., 2020; Al-Qudah, 2020).

Researchers found that clicking on and processing information in banner ads on websites are considered secondary to process content on pages when consumers visit websites. He also found that the banner ads that entice the consumer to engage in browse exploration are more likely to receive clicks other than consumers that are goal-directed. This means knowing that more than 75% of all South African website traffic comes from mobile devices and adapting your website to be agnostic devices, recognising that users of social media have grown by 15%, but preparing for 40 million potential new users. Mobile is responsible for more than three-quarters of all web traffic in South Africa, so mobile strategies must be your main focus. With more and more big brands, independent stores and attempts at getting e-commerce right, e-Commerce is set to bring about immense change in South Africa (Chatterjee, 2005; Qwerty, 2017).

There has been much research on the study by researchers and stakeholders in the field of E-commerce (EC) with the advances of Information Technology. Since the development of the internet from the 1990s, a large spectrum of possibilities were realised due to the possibilities of online communication (dos Santos et al., 2017). Researchers advocated that EC had its first phase in the 1970s, where operations were established among corporations with private networks and communication in order to do electronic fund transfers, financial transactions and document exchanges (Galinari et al., 2015; Kütz, 2015). Initially, business objectives could be met and realised by creating an entire chain of value exchange and business processes by using technology only (Albertin, 2000). The advancement of EC has permitted large amounts of electronic or more commonly, online transactions between companies (brands) and consumers (da Silveira Coelho et al., 2013). Furthermore, the purchasing and selling products and services is managed through digital environments or operations and even in more recent days, online apps (van Heerde et al., 2015; Kim et al., 2017) for the receipt or performance of commercial transactions (Galinari et al., 2015).

3.4.3 Usage growth

Over the last five years online shopping revenues more than doubled from R3.6 billion in 2011 to R8.1 billion in 2016 in South Africa (Deloitte Consulting, 2016). The report has also revealed that Takealot is the largest online shop in South Africa. The report indicated that Takealot's market share in Internet retail continues to be supported by its wide selection of products in several categories and its range of delivery options (Deloitte Consulting, 2016).

In South Africa, over 75% of website traffic came from mobile devices (Qwerty Digital, 2017). There is an estimated 17.1 million users who utilised e-commerce, which is roughly 31% of the total population, with a consumer spending an estimated R1 800 in e-commerce purchase in a year (Qwerty Digital, 2017). According to Dewar (2020), the Online Retail in a South African (2019) study

noted that online retail in South Africa passed the R14-billion mark in 2018 with e-commerce moving into a more mainstream space. According to the Statista Market and Consumer Data Survey (2020), the e-commerce industry in South Africa was expected to reach about R62 million in revenue and with a projected total of 31.6 million local users by 2024, online shopping will become more commonplace as consumers become more conformable (Bayhack, 2020).

In e-commerce activities over 30 days between the period 2016 to 2017, 45% of users searched for a product online, 45% visited an online store, 28% purchased a product online, 21% made an online purchase from a desktop and 15% made an online purchase from a mobile. Deloitte S.A. has identified key South African e-commerce companies such as Spree, Zando, Takealot, Superbalist and Yuppiechef as strongly positioned to benefit from the increased online engagement of South African consumers. Bidorbuy, a popular website for online auction, was selected as the best platform for services, followed by SafariNow and TravelGround, both service providers in South Africa's online travel market. The best website award for mobile e-commerce went to TakeAlot, followed by Bidorbuy and the now deceased Groupon South Africa. The favourite South African website was TakeAlot, with Safari Now and Bidorbuy as the runners-up (Qwerty Digital, 2017).

In noting the worldwide sales in e-commerce in 2019, revenue amounted to $3.53 trillion in the US and is projected to further grow to $6.54 trillion in 2022. Online shopping is one of the most popular activities users engage in online (Clement, 2020n). In 2020, revenue was projected to reach $4.057 million. The largest industry segment was Fashion with projected revenue of $1.28 million.

The number of e-commerce users are expected to grow from 16.6 million (2017) to 31.6 million users in 2024 (Statista, 2020c). According to the Global Consumer Survey (2019), 25- to 24-year-olds were the age of highest users (35.7%). In 2020, it was recorded that 38% of e-commerce payments were done with cards. It has been predicted that it will be the same in 2021 and increase to 39% by 2024. In terms of a global comparison, China ranks first in revenue generated and South Africa at 38% (Statista, 2020c).

3.4.4 Statistics

The 2016 Global B2C E-commerce Report put the total penetration of South African online users at 44.5% in 2016 and expected to reach 60.1% in 2021. According to the 2016 South African E-commerce Industry Report, 35% of online shoppers in the 25 to 44 age group were between 48% and 55%, with a relatively equal division between male and female shoppers. The majority of online shoppers lived in the key economic areas of Gauteng (44-48%), Western Cape (11-19%) and

KwaZulu-Natal (13-15%), while more than half had an average monthly household income of over R27 138 ($1 500) and a tertiary qualification. Between 50% and 60% of online shoppers were either full-time employees or self-employed (Van Welie et al., 2016).

During the 2015 S.A. e-commerce survey, statistics from more than 90 000 respondents revealed that the majority of online shoppers were women between 18 and 39 years of age and that the majority of South Africans spent between R250 and R1 000 online. Approximately 28% of shoppers shop online using their mobile phones. The typical users of e-commerce in South Africa can be characterized as people who have had internet access for more than five years, with price, convenience, fast (and cost-effective) delivery times being important factors in the decision to buy online (UNIDO, 2017). South African consumers buy mostly from South African websites (84.3%), 27% from the US and 14.6% from websites in Europe.

According to studies conducted by Katawetawaraks and Wang (2011) the use of online shopping by consumers is slow due to mistrust of online payment systems and the fact that they cannot touch or feel the product before it is purchased. The majority of items purchased online are flight tickets, books, event tickets, hotel bookings, computer software and music, while 73% is used for online banking. Competitive pricing and quality products are spoiling consumers in online shopping for choice. Approximately 47% of online users are aged 20 to 44 years old. 39% of respondents never bought online products. Users prefer to wait a maximum of 1 to 10 working days for delivery. The main drivers of online purchases are: 61% competitive prices, 47% quality products, 45% trusted method of payment, 42% wide selection of products, 38% shorter delivery times, 37% easy return policy. Mobile phones have made lives more convenient with 70% of mobile shoppers using their phone to shop from the office or from home.

94% of consumers say they use their mobile phones to find product, store and business information. 62% indicate that they use their mobile phones to compare prices in the shop.

In South Africa, about 45% of online shoppers like to use a credit card, 21% a debit card, approximately 20% prefer a bank transfer and 7% PayPal (Statista, 2019). Other reports found that 29% of users have bought items online using any device. There was an average of $146 e-commerce purchases by South Africans where 47% of users have searched for information on services or products to buy and in the past 30 days about 49% visited an online retail store. 15% of users older than 15 years old possess a credit card (Hootsuite, 2018). For the three most popular online shopping categories, South African shoppers engage with ads for apparel (53%), digital or downloadable education or entertainment (51%) and event tickets (51%). Due to the variety of sales, better availability and prices, 34% of South Africans will shop cross border such as the US About 28% shop

from China and 16% from the U.K. These engagements included shopping for Black Friday, Christmas and other seasonal sales (Hootsuite, 2018).

3.4.5 Types or categories of E-commerce

E-commerce is available 24 hours a day, offers consumers a wide range of goods and services, is available to users quickly and easily and enjoys international reach. There are also many advantages for online vendors. Search engines allow customers without costly advertising campaigns to easily find products on vendor websites. In addition, web technology tracks customer preferences and provides each user with tailor-made marketing. The only real disadvantages of e-commerce include, in some cases, limited customer services, the inability of prospective customers to touch or see products prior to purchase and a slightly longer wait for goods while shipping (Digital Realm, 2017). According to De Matas (2020) there are 5 types of e-commerce business classifications such as B2B which are products businesses serve to each other, B2C refers to business to consumer e-commerce, where business retailers sell to consumers. Another is a C2C which is a consumer to consumer concept which has been created through the rise in consumer confidence in online business where OPs allow consumers to trade, buy and sell items in exchange for money or commission to the website. The last one would be C2B as consumer to business e-commerce where consumers sell services or goods to businesses, more commonly as a sole proprietor selling to a larger business. Strategies such as Google AdSense or affiliate marketing would fall into this category.

Another important aspect of e-commerce development is mobile commerce (M-commerce), since the majority of online traffic and users are accessing the internet through mobile devices. In 2017 it was recorded that m-commerce made up 34.5% of all e-commerce. It is predicted that by 2021 it will rise to 53.9%. Research advises that for competitors to keep up, they need to make sure that their e-commerce media needs to be responsive with mobile-friendly and easy checkout capabilities (Victor, 2019).

3.4.6 Application to design

Mehrabian and Russel (1974) designed a model that analyses the emotional states and environment of consumers and states that the design features of an online store affect the emotions and attitudes of a consumer towards it. This model also suggests that an emotional state (dominance, arousal and pleasure) of a consumer is affected by their reaction to the online environment (website design elements) like its usability and aesthetics. This ultimately affects their decision to buy or not to buy from the online store and demonstrates the importance of the website layout and environmental stimuli engaging the user. In more recent years, the design of platforms for e-commerce (e-tail) has

developed extensively. In a more specific sense, research found that usability, navigation and user experience of commerce platforms influence consumers' engagement (Kruh, 2017; dos Santos et al., 2017; Kowang et al., 2019; Chen et al., 2019; Geng et al., 2020; Zhu & Sutanto, 2020).

Researchers believe that the ads on websites should be user-centred and user-friendly since websites for e-business are customer-facing and the significance of online communication is high for the design of websites (Bevan, 1999; Lucia et al., 2015). From a different perspective, websites that are poorly designed can lead to rejection, even if there is high-quality content (Sillence et al., 2007).

Web advertising visual design (WAVD) is also of particular value in this study. The aesthetics and online stimulus of a website has been found to influence consumer's trust and attitudes, attention to engage and intention to purchase (Elwalda et al., 2016; Shaouf et al., 2016). In terms of making sure that online platforms meet the needs and wants of their consumers and followers, researchers believe that marketers should develop relevant design strategies. This includes keeping factors such as gender and the use of eye-tracking tools in mind (Shaouf et al., 2016; Huang & Benyoucef, 2017; Hwang & Lee, 2018; Pappas et al., 2018). In the study by Martinez et al (2020), they found that WAVD directly affects consumer's online purchase intention (OPI) and the visual aesthetics of a brand positively influences consumers' ATB (attitude towards the brand).

3.5 Shopping networks (or platforms)

3.5.1 Definition

They are now more commonly called e-shopping platforms and represents a software technology that allows brands to build storefronts online under the concept of evolving e-commerce (Cheung et al., 2015; Blake et al., 2017). The business or brand uses the e-commerce platform to promote its products, engages the customers and facilitates engagement between brand and consumer as well as in building consumer communities through its social media integration. Shoppers are also using various devices such as smartphones, laptops, tablets and desktop computers as contemporary OPs for shopping are emerging more and more (Di Tommaso et al., 2015; Kannan, 2017; Khan et al., 2020).

3.5.2 Background and history

The earliest form of e-commerce dates back 40 years ago developed by an English entrepreneur, Michael Aldrich. The first online transaction was in 1994 by a man selling a CD through a retail platform. Online Marketplaces emerged from 1994 when Jeff Bazos launched Amazon, followed by

AuctionWeb, later changed to eBay. Today, Amazon is one of the largest online marketplaces in the world. eBay has become the world's largest auction online platform. Launched in 1998, PayPal became the first secure payment system introducing users with the ability to send and receive money over the internet. With the launch of the first iPhone in 2007, mobile commerce was spurred on and even much more avidly than before, consumers transact through their mobile devices (Mustapic, 2020).

3.5.3 Usage growth

According to an Omni-Channel Retail Report, for the demographics of millennials, an omni-channel experience entails that they will search online, then would want to test or touch the product ins-store and then purchase it online, since it might be cheaper there. In the US, over 77 million millennials make up the e-commerce marketplace. In a survey conducted by Adroit Digital, 60% of the millennials were loyal to the brand, which is a good thing for e-commerce markets. Once you have captured them, they will continue to buy from your market. 47% of recent college graduates in the United States have just downloaded and purchased no less than one shopping application. According to a study, if millennials shopped via their smartphone, 40% and 61% want promotions for items they consider online (Accenture, 2016; Wallace, 2018).

South Africa is due to pass R14 billion in 2018 as e-commerce becomes more popular. The survey, in which 75 companies participated, predicts that from 2018 to 2020, online retail sales will double to almost R20-billion (World Wide Worx, 2019).

3.5.4 Statistics

In 2018, researchers noted that an estimated 1.8 billion people globally purchase goods online. In the same year e-retail sales amounted to $2.8 trillion and have been projected to increase to $4.8 trillion by 2021. Online marketplaces such as Alibaba, eBay and Amazon have accounted for half of the global online shopping orders. Digital marketplaces generated 47% of online purchases in a 2019 survey. Websites of retails ranked second with a 26% market share (Clement, 2020o).

According to the same Statista survey, the majority of online traffic was generated from mobile devices. Financial and energy services recorded the most desktop online traffic (58%). In contrast, 67% came from the luxury industry. Search engines are a popular source of inspiration for online shoppers. In a survey in February and March 2020, over 50% of respondents stated the fact.

7% of South African shoppers spend less than 30 minutes online, compared to 12% who spend an hour, 22% who spend one to two hours, 18% who spend two to three hours, and 42% who spend three hours online. Electronics & Media is presently South Africa's leading product category, accounting for a market share of $964.2 million, preceded by Furniture and Appliances, which produces sales of $553.7 million. 54% of South African online shoppers like to pay with cash on delivery and 52% also like to pay with a debit card. Internet penetration is currently 52% in South Africa and is expected to reach 59% by 2021. Smartphone penetration is much lower (29%), but in the next four years it is expected to grow to 37%. 60% of South African online shoppers buy via desktop and 55% and 38% shop on mobile phones and tablets (Montasell, 2019).

Due to the devastating impact of the COVID-19 pandemic and the national lockdown restrictions, shoppers had no choice but to order their "essential items" online. In late April (2020), 22% of a thousand South African adults that were surveyed by Ipsos said that they were using online shopping platforms more frequently in March, with 65% less consumers visiting a supermarket according to statistics released by Nielsen in May (Delport, 2020). E-commerce has certainly broken barriers due to the pandemic (United Nations Conference on Trade and Development (UNCTAD), 2020). Statistics predicts that the South African marketing will reach just over R63 million, showing a compounded annual growth rate of 10% for the next four years (Bizcommunity, 2020b).

Online retail has certainly undergone a massive swell of unprecedented change in global traffic increase between January 2019 and June 2020, surpassing holiday seasons traffic peaks. From over 16 billion visits on retail websites in January 2020, traffic increased to 22 billion website visits by June the same year. Millions of people have been forced to stay home to stop the spread of the virus. This has definitely put an impact on consumer behaviour worldwide, challenging and forcing more and more consumers to become more comfortable and savvier about online purchasing (Clement, 2020a).

Since the lockdown due to COVID-19, researchers have recorded across 2 000 online retailers accepting MobiCred payments, that a 40% increase in monthly online transactions have taken place. Even though South Africans have shown scepticism and genuine concern towards online shopping, the trends have changed due to fears of contracting the virus. The stay-at-home economy has presented business with opportunities to reinvent the distribution of their products and services in order to make it even more profitable (Bizcommunity, 2020b). Globally, researchers have also stated that thinking more creatively and innovatively in terms of the design of OASs will be pivotal in navigating the repercussions of the pandemic (DeResta et al., 2020).

3.5.5 Types or categories of shopping networks

While South Africa is still increasing in its online shopping activity (10% versus 59% globally), online shopping is growing with the participation of 2.5 million South Africans (Bratt, 2017a).

According to Randolph (2017), there are 11 types of online sales channels for businesses such as a general marketplace (Amazon), an auction marketplace (eBay), social media (Facebook, Instagram), a handmade and crafts marketplace (Etsy), an on-demand production marketplace (Cafepress), unique items marketplace (Bonanza), a niche marketplace (Not On The High Street), a subscription box service (Cratejoy), classified listings website (Craigslist), comparison shopping sites (Google Shopping) and daily deals sites (Groupon).

3.5.6 Application to design

E-shopping is rapidly gaining popularity, and it is a story that is 5 years old. As the innovation brings numerous advanced alternatives and most sophisticated gadgets, the e-commerce world has begun to see astonishing changes in the behaviour of e-consumers. E-consumers now enjoy super-easy access to online shopping, super-fast electronic gadgets, most technologically advanced check-outs and more secure systems (Kiddy, 2015).

Table 3.1: Biggest online shops in South Africa

Shop	Market Share
TakeAlot	12.5%
Apple App Store	5.5%
Pick n Pay	5.1%
Woolworths	2.7%
Sportsman Warehouse	2.2%
Incredible Connection	2.0%
Exclusive Books	1.8%
Homechoice	1.6%
Amazon	1.5%
Mr Price	1.5%
NetFlorist	1.5%
Spree	1.4%

Source: Euromonitor International – Internet Retailing Report in South Africa (2019)

Warnimont (2019) and Lee et al. (2010) believe that for any internet business, Internet marketing, online advertising and search engine optimization are crucial. Moreover, they always go hand in hand with the user-friendly interface, faultless website operation, and trouble-free customer care. The list of functionalities you should include in your web design for e-commerce to get loyal customers and make the most of your company are customer names, popular products and collections, images with zoom option, shipping and delivery, feedback forms with contact details, ratings and reviews, price filters, wish lists and the site navigation must be useful.

According to the Euromonitor International (2019) – Internet Retailing Report in South Africa, "TakeALot is revealed as being the largest online shop". Current value sales in 2016 increased by 23% to R8.1 billion, and growth in 2016 was slightly higher than in the previous year," she said. The report also showed that mobile phone sales are still small compared to desktop computer sales (R739 million).

3.6 Online video

Both YouTube and other reports suggest the benefits of this interactive format for users, video-sharing platforms, and advertisers (Dorai-Raj & Zigmond, 2010; Net Age, 2016). For about three quarters of brands engaged in digital video advertising, YouTube remains the go-to platform. Statistics show that the use of video tools in social networks has increased the online video culture (Penni, 2017; IAB Digital Video, 2018).

Online video culture is increasing as statistics show that the extended use of video tools is part of social capital and the intensity of the use of social networks. Placing video ads before the viewed content has proved effective, but it is also the most intrusive form of advertising on this social platform (Pashkevich et al., 2012). GoPro's development of their tiny handheld camera has allowed users with no previous filming experience to capture high-quality video that can be shared across platforms (Bobowski, 2014).

Collectively marketers have found that video is one of the most effective means for reaching consumers both in terms of peer-to-peer sharing and brand to customer interactions. The number of videos being played back on the Facebook platform alone doubled from four billion in April 2015 to eight billion videos per day in October 2015. Today, almost 60% of all digital impressions are driven by visual content and video is the medium of choice. Facebook and YouTube act as a core component of digital video advertising, some of the most successful brands expand their use of video to reveal more backgrounds and develop deeper links with consumers. Videos are definitely a big thing and

videos with 360-degree videos have already been taken to a whole other level by technology. Millennials are already familiar with live broadcasting technologies such as Periscope, with more than 10 million monthly users around the world. One of the interview participants mentioned that video-based advertisements online have more of an ability to appeal to the consumers' emotions in getting them "excited" about the advertisement (Foley, 2015; Social Media Today, 2015; Afshar, 2016; Bellman et al., 2020; Sabuncuoğlu-İnanç et al., 2020; Shon et a., 2020; Nettelhorst et al., 2020; Tafesse, 2020).

3.6.1 Definition

Online video is generally transmitted via the internet. There are many formats of video such as MPEG-4, AVC, FLV and MP4 among probably hundreds today. Online videos started as early as 1993 originating from the music industry and became a medium for which music lovers could watch and enjoy their favourite artists. This quickly grew into opportunity since the internet was used to host and share myriads of content. In modern times broadcast and digital video has rapidly grown and have been hosted on online video hosting services (Turek, 2016).

Videos need to be hosted on OPs. These are referred to as online video platforms (OVP) which provide live and recorded content on a website. Applications of this are YouTube, Instagram, Vimeo and Periscope among many. They allow online users to stream and upload produced content. The OVP has the capability and infrastructure to host the content and streams it on behalf of users. Essentially, OVPs are cloud applications that end-users interact with (Intricately, 2020).

3.6.2 Background and history

We see video everywhere today. It is continually affecting our lives as consumers, even though it did not start that way. Advertisers have been advertising with video for nearly 70 years, with its first commercial actually being attributed to a New York baseball game billboard in 1941 for a brand called Bulova. Afterwards we saw adverts take a turn, with more creative thinking, uniqueness, and expression put into commercials. One of the most popular ads in history happened at this time, the 1984 Super Bowl advert from Apple. This ad not only reinvented the use of commercials in the Super Bowl, but also generally boosted ad creation. The video evolved in the digital world (the internet) close to the end of the 1990s. Brands started to conform to the digital landscape, hoping to develop their brand with a rise in internet users (Riesenberg & Arehart-Treichel, 1986; Patrick, 2016; Van Es, 2019).

In the relatively early 2000s, business models premised on subscriptions were assumed to be the future of digital video content rather than just ad-supported models. Blue-chip companies began experimenting with video advertising, but inventories were low and CPM was quite expensive (Gruman, 2018). In recent years, online video has gained a particular interest as a mode of advertising. Defined as video-on-demand (VOD), video streaming (SVoD) and others, researchers have taken an interest in the changing shape of VOD in consumer behaviour and trends in regard to online advertising strategies (Accenture, 2019).

3.6.3 Usage growth

The 25 to 45 year old group prefers to spend more time on short videos and news stories, while 16 to 24 year olds are more likely to spend time streaming music and television series and are least likely to read the news. Traditional telecom operators have developed platforms, while global giants Google (through YouTube) and Facebook continue to be the dominant platform for streaming short video content (e.g., Kwese by Econet and Cell C's Black). The focus on lucrative niches in sport, local productions and user-generated content begins to gain significant traction. As social networking sites add new features video sharing has also started to be important, 41% post videos on social networks and 54% of users share videos on instant messaging apps (Abraham, 2018; Iqbal, 2019).

According to the Wyzowl State of Video Marketing 2020 Survey, 92% of marketers said that video is an integral component of marketing strategy and has grown from 78% in 2015. The same survey predicts that consumers in 2021 will spend 100 minutes of watching online videos on a daily basis from 84% in 2019. It was noted that 99% of marketers said that they will be using online video in 2020, with 95% of the respondents saying that they will increase or maintain spending on video marketing (Chaffey, 2020c).

Online video has become of the most popular online consumption activities on a global scale. Improvement in mobile technology and broadband networks have assisted video watching as an important part of a user's online experience. Websites used for video sharing and streaming are used for informative, educational and entertainment purposes. Users are also able to comment on, like and share online videos with others as part of their social interaction. As of 2018, 85% of US internet users were watching online video on any device (228 million users). This figure is predicted to reach 248.9 million viewers in 2022. Saudi Arabia was ranked first with 95% penetration among the online population. The country also ranked highest for daily consumption of online video. In the US smartphone users between the ages of 18 and 24 years old were spending the most time-consuming online videos with an average of 83 minutes per week. In 2019, 50% of users in the US watched online on a daily basis (Clement, 2020e).

3.6.4 Statistics

In the US 81.1% of online users accessed digital video content in 2017. Penetration was projected to reach 83.3% in 2020. In the third quarter of 2019, 60% of respondents taking the survey used Amazing Prime video to stream or download their video content in the last week of 2018 compared to 55% in Q4 of 2019. 4% of users preferred using Hulu over Netflix in 2018. In November of the same year 49% of the respondents watched more video compared to 2017. Due to the content becoming so readily available, video consumption has increased on free OPs such as YouTube and then subscription services such as Netflix including a growth on devices besides desktop computers (Clement, 2020e).

In the US (2018), 62% of the online population were watching online videos on a smartphone compared to 55% on desktop PC. Most of the video apps utilised are available on mobile as apps, consoles, and smart devices where users for example use Google Chromecast to enable streaming on their TV sets. YouTube has over 153 million users (Clement, 2020p).

According to the report in quarter three of 2019, adults in the States spent seven minutes per day watching video content. A total of 236 minutes is spent watching live TV, which has decreased by 7% compared to 2018, but video consumption via a TV-connected device grew by 17% (Watson, 2020a).

About 49% of American consumers in the US said that they considered Netflix as an essential services according to the survey in late March 2020. 15% of the respondents deemed the newcomer to the SVoD market, Disney+, as a 'must-have' which is a higher percentage than the engagement of HBO and HBO Now platforms (Watson, 2020b). In the third quarter of 2019, over 163.76 million users accessed the YouTube app on mobile, making it the most popular music and video app in the US Netflix had a monthly audience of 45.66 million users on the mobile app (Clement, 2019c). Digital video advertising is predicted to grow to $22.18 billion in 2021 (Guttmann, 2020b).

According to Statista (2020), the user penetration was predicted to be 8.4% in 2020 and it is further expected to hit 16% in 2025. In terms of VOD, revenue is expected to reach $116 million in 2020.The average revenue spent per user is expected to reach just over $21. The segment population of video streaming (SVoD) is projected to reach 6.2 million by 2025. About 38.5% of users in 2019 were between 25 and 34 years old. In South Africa in 2017, 80% of online videos were shorter than 5 minutes. According to SimiliarWeb (2019), YouTube recorded over 78 million monthly visits with the

average time for users just over 32 minutes, which is double any of the most popular sites (Acquisto, 2020).

3.6.5 Types or categories of online video

Skippable ads, which YouTube introduced in 2010 and later expanded to many online services, account for around 85% of video ads on YouTube (Double Click, 2015). Before the requested content of users, these interactive video ads (also called TrueView) are presented for example on YouTube (Google Support, 2020).

The user decides whether to continue watching the ad or skip it after five seconds of non-skippable ad viewing. This format covers most of the core dimensions of interactive advertising, such as user control, dual communication, synchronicity or connectivity (Gao et al., 2010). Skippable ads are a basic and prototypical example of fundamental interactive advertising due to their extensive use worldwide. This is also a preferred format for people because it increases user control over advertising and is perceived as less intrusive than conventional non-skippable ads (Pashkevich et al., 2012; Belanche et al., 2017a).

Video types consist of auto play video advertising, mid-roll, post-roll, user-initiated video advertising, skip-stream, choice-roll, in-stream video, out-stream video ads, Interactive video ads, webpage video ads, companion ads and in-game video ads (Li & Lo, 2015; Firat, 2019; Matthews, 2019; Sabuncuoğlu-İnanç et al., 2020).

3.6.5.1 YouTube

YouTube is changing the way people consume cinematic media (Mokgata, 2012). While the history of avoidance was born out of skipping or ignoring TV ads, Kim and Seo (2017) said that TV as an offline medium has experienced the highest avoidance compared to YouTube video ads as channels as part of media in this category. Taken Smith (2012) in her study on millennials and advertising strategies stated that YouTube advertising interest was dwindling over the three-year course of the study due to intrusive ads.

3.6.5.2 YouTube and millennials

YouTube is a vast video-sharing platform that allows users to view, like, comment on, share and upload videos (Feroz Khan & Vong, 2014; Teixeira & Kornfeld, 2015). The sample consisted of 21- to 35-year-old millennials in Ireland who frequently use social media, YouTube in particular. The

researcher interviewed six different people in order to gain answers on attitudes towards content on YouTube (O'Connor, 2016b). While they see a variety of devices, mobile devices were most prevalent. Devices used were based on which was convenient when and for what. Even video game consoles are used to watch YouTube videos. The idea of 'multiscreening' can be seen as a challenge as marketers compete for users' attention (McGoldrick, 2014). Online users have multiple options to engage with brands on YouTube. Multiple authors found that users are able to like (or dislike), view, like, share and comment on the videos they view on the OP (Tucker, 2015; Vedula et al., 2017; Dessart & Pitardi, 2019; Tellis et al., 2019). Several studies found that the majority of customers engage with brands on YouTube through video views (Tucker, 2015; Zhou et al., 2016).

A survey was conducted with 400 Gen Y respondents in South Africa and 400 in Romania to determine the influence of demographic and usage variables on their cognitive attitudes. Age, access, usage length, log-on frequency, log-on duration, and advert viewership numbers had a significant influence on their attitudinal responses. Collectively they concluded that "liking" had a favourable effect on preferences of YouTube marketing and was strongest when accessing YouTube on mobile devices. Similarly, was found for those who used YouTube for 1 year and less, South Africans who logged onto the platform once a month compared to 2 to 4 times per week and Romanians who logged on once per week (Duffett et al., 2019a, 2019b). According to Firat (2019), who examined the responses from 420 Turkish residents over 18 years old and discovered that for participants aged 18 to 29 years old, YouTube ads were not as informative for them as for those participants aged 40 years and older, even though informativeness and entertainment were both valuable and trendy.

Researchers also found that irritability has a negative effect on consumers' attitudes towards advertising on YouTube in terms of purchase intention. They also found that informativeness and entertainment have positive sentiments towards purchase attitudes (Dehghani et al., 2015; Yang et al., 2017). In terms of purchase intentions and the effects of user generated content on YouTube, the perception of credibility, usefulness, video characteristics and information were positive (Yuksel, 2016). This was also found for product placement and involvement in light of the intention to purchase (Lai et al., 2015). Tafesse (2020) advised that YouTube marketers spend more time in properly optimising their video in order to have more value and drive more views.

In a study of more than 730 respondents on a qualitative questionnaire, by comparing the data, Zaitceva (2018) found that entertainment, informativeness, interactivity and engagement were all important antecedents that give YouTube credibility. Storyline is a strategic way of setting a message through an ad video. Elements such as colour and humour also assist users in building an emotional connection to videos. Using videos are a strong mechanism in increasing the level of trust towards

brands. The call-to-action buttons such as "subscribe" and the "bell" notifies users of new content and is interactive between user and OP. The non-skippable ad gives a negative effects and increases irritation of users.

A conclusive quantitative study with 261 respondents between the ages of 18 and 29 discovered that the more entertaining and informative the YouTube ads, the higher the value. The study also could not prove that irritation and customisation influences advertising value. Overall, the value of the ads positively influenced the purchase intention of users (Aziza & Astuti, 2019).

In exploring the influencers and the role that they play in YouTube promotions, Cadwallader (2019) conducted a study with 580 millennial respondents. He found that millennials watch video bloggers for entertainment and the personality of the influencer. The recommendation of the brand is considered by the millennial through the credibility of both the product and influencers appearing simultaneously. It is important for millennials that the brand fits with the influencer and that he or she is critical of the product they are promoting, which makes the review appear more genuine and contributes to the factor of trust building.

A big aspect of contention for YouTube advertising is the unskippable video. Researchers conducted a study with YouTube viewers from Turkey, whose population is among the highest in terms of online video watching users. They wanted to uncover their attitudes towards and the effectiveness of bumper ads, which YouTube launched in 2016 as 6 second unskippable video ads. Attitudes were significantly related to entertainment, irritation, frequency of exposure, credibility, informativeness, and advertising value. It was unfortunate that users did not develop positive attitudes towards these factors nor the bumper ads that went along with them (Sabuncuoğlu-İnanç et al., 2020).

The quality of the video and how it's put together also has a bearing on how users will resonate with its content. 4 emerging themes are discovered in video content: ad blocking software, control, brand awareness and relevance. Ad blockers are installed on videos so they don't see ads. Attitudes vary towards ads that are distracting. If millennials really want to support a marketer they will view the ads. Millennials want to control what they consume and engage in and ads that interrupt content will be muted or skipped if possible. Marketers must be creative in their ways of grabbing attention about brands. Millennials are responsive to ads that are relevant to the content that they are viewing. The ad should relate to the video. Attitudes towards sponsored content are influences by the timing of ads, the ability to control it and the relevance in relation to the video. Millennials trust peer reviewed content more than branded content. Millennials like to see demonstration or products in use in a video since

they want to be convinced of the product benefits since they are aware that a company can just tell how the product works (O'Connor, 2016).

The number of views or even large followings of influencers do not carry such a large weight in the decision making for engagement by millennials, since marketers can pay them. Millennials are simply looking for a realistic picture. They tend to look at the array of comments or discussion. Although number of subscribers may be high, it doesn't mean that the product is credible. Millennials seek a good mixture of subscriber numbers and comments. Many respondents said they would seek benefits. They seek honesty; cheap product promotions don't seem to resonate with them. They want transparency. Credibility builds trust. Millennials define themselves more by their interests and passions than their careers or even technology (O'Connor, 2016).

3.6.6 Application to design

Our experts call it a 'video storm' that South Africa and Africa are about to hit. In 2019, 90% of all internet traffic was based on video. Viewing mobile video increased by 35% in 2017 and was expected to grow by another 25% in 2018 and 29% in 2019. Videos are shared by 92% of mobile viewers. The explosion of mobile video is largely driven by millennials (Marsland, 2018). Furthermore, various ad formats are suggested and explained to advertisers in order to apply the best strategy such as skippable in-stream ads, non-skippable in-stream ads, bumper ads, outstream ads and masthead ads. The placement and layout style of the ads are demonstrated by Google Ads for users to create compelling online video campaigns that are engaging (Google Ads Help, 2020).

3.7 Animations

Advertising agencies and marketers try to make their ads more attractive, appealing and distinctive through the use of animations as a technique. While television has always had its viewing population, animation has gained in popularity among all views in different age groups from children, teenagers or adults. Animation has been effectively employed to give free expression to the imagination and to expand the characteristics or formations of brand messages more (Goel & Upadhyay, 2017). In a web environment, as an addition to the original information, animations in the form of pop-ups will begin or appear on the screen, in or as a part of the content. The production of wild and vivid animation becomes easy to produce owing to graphic and animation tools that are specialised in the web environment. Animations are very popular and are encountered by online users often if not consistently (Animate2Explain, 2017).

3.7.1 Definition

A collection of still images such as sketches of people or objects in different positions with gradual movement are called animations. The concentration and goals of online users can also be interrupted as well as the time used to obtain correct information. There are many locations that animations can appear on a page area such as the right, left, top or bottom. Furthermore, it comes from the Latin word meaning 'animate' which means to bring to life and is an illusion that brings 2D or 3D computer generated drawings or images to life, played in a rapid succession so that it gives the human eye a sense of motion (Ausman et al., 2004; Furniss, 2006; Zhang, 2006; Chitchyan, 2011; MacDonald, 2017; Chalbi, 2018).

3.7.2 Background and history

Back in the 1930s, when advertising was using persuasion as its 'method of the day' and the industry was dominated by theatrical broadcasting, animation was just only coming into existence and mostly reserved for skits and comic strips. In the latter part of the 1940s, there was a realisation for the use of animation in the advertising space in television commercials. According to history, the first animated advertisement was a stop motion video called "Matches an Appeal", which is still a topic of debate. Following this, television was giving advertising and animation new leverage and ads were becoming more direct-to-home and more accessible, offering a story telling capacity that would convey messages through motion. The idea of using something out of the ordinary was what fuelled the fire for more companies wanting to explore and develop new methods of advertising. Animation, using stop motion, became a new opportunity. Advertisers found that this type of advertising would save them more money compared to live production or using a celebrity. It saved time in shooting, production, post-production and for team members. Animation would become almost timeless, characters can stay the same or similar with time and changing content compared to celebrities (Sing, 2015; Explainer Video Agency, 2017).

According to researchers, animations are predominantly found in computing spaces and can be used for different purposes such as online ads and on websites. Animations are believed by some designers to be more impactful than text-based ads that appear for a limited time in an area of a computer screen. Animations have the potential to reach diverse consumers by increasing a brand's awareness through click-throughs and web traffic. Although most people have come to find annoying and disturbing animations as an interruption to their online activities and involuntary shift in their attention, animations are still engaging to online consumers (Zhang, 2006; MacDonald, 2017; Chalbi, 2018).

3.7.3 Usage growth

For millennials, making use of animation makes the brand more edgy and interesting and can improve the look and feel within the marketing strategy. Animated ads are cost effective and production costs are significantly lower. Before brands get to produce a physical product or display it, animation assists them in pre-selling the idea or concept. In order to appeal to consumers, animations include lighting, colours and special effects (Animate2Explain, 2017).

PR Newswire stated that the Global Animation, VFX (Visual Effects) & video games market was valued at $264 billion in 2019. The same report also stated that most of the segments in the animation industry are growing at a rate of 2% to 3% year on year. The market size of the global video gaming industry was worth $100 billion in 2019. The production cost per animation movie ranges somewhere from $20 million to $300 million. The spending on special effects as part of the production costs made up 20 to 25%. It is evident that consumers are displaying a growing appetite for engaging in high definition experiences (PR Newswire, 2020a; PR Newswire, 2020b).

The global animation market has grown exponentially. In 2018 the market was $259 billion and was expected to grow to $270 billion by 2020. Animation is a big business that has consumers expecting higher and better quality of graphics in gaming, better visual effects in movies and a more immersive experience wherever they go (Watson, 2019).

3.7.4 Statistics

According to studies on the role of animation, in the past year there has been a more than 40% increase in its use. This means that it has become valuable for businesses and works well to train, sell and explain. Using a series of illustrations that include no real-life setting describe commercial animations (Khanum et al., 2015; Animate2Explain, 2017). The total output value of the animation industry in China grew from 171.2 billion yuan in 2018 to 194.1 billion yuan by 2019. It is predicted to grow by 13.4% in 2019 (Thomala, 2020).

In a report with 50 businesses across varying sectors of industry, they were questioned about business animation. Some of the statistics noted that 61% of the respondents encountered animation weekly. 52% of those who use animation opted to work with a bespoke animation studio or freelancer over a large animation company (Animation Video Marketing Stats – 2020 Survey Report).

3.7.5 Types or categories of animations

In capturing viewer attention and interest, animation is described by some researchers as being a highly effective design tool. There are various types of animation that can be classified into various categories such as cartoons, drawn animation, computer graphic images, pixilation, silhouette, film and puppet animation. Due to technological advances, many animated styles have changed from two-dimensional drawings to three-dimensional computer-generated objects. In looking at trends for 2020, 3D is everywhere from sales presentation to game designs and mixing both styles have gained momentum in 2019. Kinetic photography, which is twisting, stretching and distorting letters are something people are loving. This includes broken or fragmented text styles which give videos poetic meaning. Sophisticated VFX (Visual Effects) such as firestorms, explosions and other complex computer-generated animations are catching the attention of audiences. Animated logos are huge style that corporations are buying into as part of their logo animation. Seamless transitions assist in reducing the amount of cuts in videos to keep a better flow of video content (Frierson, 1994; Furniss, 1998; Wadhwa, 2020).

3.7.6 Application to design

Some animated ads are designed for social networks, websites and TV and are being improved for their share ability on computer and different mobile devices. In order to create ways of producing reports or information as well as training staff, animation infographics allow brands and businesses to be creative and engaging by making complex content easy to understand. Instead of using a spokesperson, brands can now use character animations to represent their brand or product (Animate2Explain, 2017). Lines are also becoming a design element that is giving video more shape. Along with this, the grain tool is also being used to add life to dull videos as a texture that adds roughness. The retro effect is something designers are using to bring a nostalgic feeling to videos. For designers, morphing is a concept of combining logos, images and other items in a video to appeal to viewers with a short attention span. According to a study, 38% of users do not engage in unattractive sites and apps. Motion graphic templates for the web and mobile are becoming more essential to enhance the graphics and bring life to the user experience when viewing content on the screen. Huge and bold typography are adding extra emphasis to communication. More designers are taking note of adding isometric design and liquid motion, while gradients are used more to make the UI vibrant and interesting (Wadhwa, 2020).

3.8 Web banners/pop-ups

Web banner advertising or in more current times, display advertising, has undergone a lot of change since its inception. While there has been growth and change in banner and display advertising strategies, recent research has discovered negative attitudes formed towards this medium of advertising (Seyedghorban et al., 2016; Hussain et al., 2018) with some positive attitudes towards traditional banners (Micu & Pentina, 2015; Le & Vo, 2017). Banners and display ads were explored as a strategy in personalisation (Bleier & Eisenbeiss, 2015a; Schreiner et al., 2019), generic banners (Baek Morimoto, 2013; Lambrecht & Tucker, 2013), banner design (Idemudia & Lin, 2008; Idemudia & Jones, 2015), targeted advertising (Idemudia, 2016) and in producing ad avoidance behaviours such as banner blindness, irritation and annoyance (Baretto, 2013; Chae & Hoegg, 2013; Menon et al., 2016; Hussain et al., 2018). Despite this hindrance to advertising effectiveness, banners are still shown to have significant impact and effectiveness (Liu et al., 2018; Harms et al., 2019) and has led to banner blindness where there are cluttering of banners or simply because they are not relevant to audiences (Hamborg et al., 2012; Benway & Lane, 2018; Kaspar et al., 2019) and show a low return on investment (Anusha, 2016). Pop-ups are essentially part of the banner advertising family, since they are simply banners that have been timed to appear at a certain time in the viewing or clicking process of the viewer when they access the website and may even be repeated (Shani, 2016). Pop-ups have also been shown to annoy users and be intrusive and irritating even though some have been very successful in grabbing attention (Edwards et al., 2002; Chatterjee, 2008; Bell & Buchner, 2018; Hussain et al., 2018; Deraz, 2019).

Hussain et al. (2018) discovered that pop-up banners are intrusive and that high levels of exposure of the ads could annoy online users. They recommend that advertisers avoid repeating the banner, which could negatively influence attitudes and perceptions towards a brand and ultimately, a purchase.

3.8.1 Definition

Banner or display advertising consists of static or animated images or media placed in high-visibility areas on websites that are found to generally have high-traffic. Banner advertising is utilised because it is attractive, eye-catching and can create brand awareness in online users. This is in order to generate leads or re-target information to a given audience at a later stage, for example, giving the visitor a chance to sign-up to a newsletter or experience a free trial they can click on right away. It has also been known to be passive without asking the user to engage (Chandon & Chtourou, 2005; Hayes, 2019).

Pop-ups are another form of OA that are focused on attracting web traffic. They are generated in the browser window with the assistance of an Adobe Flash or Javascript application. Although they are of the most popular techniques in OA, they are not popular among average web surfers, where products like ad block are able to disable them being activated or seen (Techopedia, 2016).

3.8.2 Background and history

Banner advertising first appeared as internet-specific advertising in 1994 (Hayes, 2019), while some argue it was placed and hosted in 1993 by the Global Network Navigator, website owned by O'Reilly Media. The first advertisers utilising the medium of banners was Heller, Ehrman and McAuliff, a defunct Silicon Valley law firm (Tipping Point Communications, 2015). The ad produced a click-through rate of 44%, compared to 0.35% of rates in 2019. The first pop-up was invented in the late 1990s by Ethan Zuckerman (1997) for a website by the name Tripod.com. As early as this time period, pop-ups were considered to be intrusive and annoying, leading to the development of ad blockers, reducing their effectiveness. The first ad blocker was invented around 2002, starting the battle between publishers (Bagnall, 2019). Newer formats were also being developed and used such as interstitials and pop-under ads (Tipping Point Communications, 2015).

In OA, pop-up ads are highly visible and can even be more visible and effective than banner ads. They are versatile media and are able to accommodate most ad types. Advertisers still use pop-ups of the most popular methods to reach online consumers. Pop-ups still often annoy users and are known to clutter the desktop with time and effort required to close the ad window. They are also known to be obtrusive, since they can cover other windows of content. A pop-up is another variation that appears in the live content instead of over it (Techopedia, 2016). The first was created by Ethan Zuckerman in the late 90s and now described as 'one of the most hated tools in the advertiser's toolkit'. By 1997, pop-up ads were being served to users on some of the biggest websites such as AOL and the New York Times (Rogerson, 2016). In 2004 a study recorded that 95% of web users had a negative reaction or attitude toward pop-ups that were appearing in front of the window while browsing. Some of the factors that describe the pop-up as unpopular is disruption to the user experience, irrelevant to the users or not in their interest and is seen as click-bait (Rogerson, 2016).

3.8.3 Usage and growth

The banner advertising marketing is the third largest marketing within the digital advertising space. The global revenue of $52 billion in 2019 is expected to grow to $71.5 billion in 2024 (Statista, 2020b). Although this massive growth has been projected, there is an active practice of ad blocking behaviour.

In giving an overview of social media platforms CTRs, in Q1 of 2020 Facebook's newsfeed, CTR was trending downwards by 1.11% with a decrease of 0.37% compared to 2019. Instagram was also significantly lower in 2020 compared to 2019 with a 0.22% CTR from the feed with stories slightly higher at 0.33%. Twitter dropped to 61% in Q1 of 2020 which is 20% less compared to Q4 in 2019 (Chaffey, 2020b). Interestingly, Google Search Ad clicks were up by 40% in the second quarter of 2020 (Merkle, 2020).

3.8.4 Statistics

Display advertising has become a fast growing sub-category in OA, which includes banners, online video and social media (Zenith Optimedia, 2018). According to a forecast by Magna Advertising (2019), revenue of static banner ads will fall by 11% since the COVID-19 crisis has added to the increased restrictions on data-based targeting (Letang, 2020). Hubspot (2020) noted that US advertisers spent nearly $50 million on programmatic digital display advertising in 2018. Photo and image-based ads were also the most-used content type to increase audience engagement. According to Google (2019), the display network reached 90% of internet users. The Benchmark Report (2020) found that in the first quarter, median CTR (click-through rates) of ads on Google Search decreased from 2.5% to 1.55%. CTR remains lower, moving down 44% year on year. Google has removed DoubleClick which previously showed 5 clicks per 1 000 impressions, illustrating the difficulty in direct response from online display and banner ads (Chaffey, 2020a). CTR decreased by 32% in the fourth quarter of 2019. The report also noted that although online ads help to increase brand awareness and purchase intent, encouraging online users to visit sites, engines such as Google AdWords and Facebook are exceeding and assisting this strategy amidst ad blocking and banner blindness (Chaffey, 2020b).

In a survey conducted in the US, 2 700 millennials between 18 and 24 years old were asked about streaming, ad blocking and piracy habits. The researchers found that 2 out of 3 millennials use an ad blocker on their desktop or smartphone. According to research on millennials between 18 and 34 years old 54% of millennials are streaming live TV and only 25% watch live TV. While 32% use ad desktop blockers, 17% block on their smartphones. The number one reason that millennials use ad blocker is to avoid intrusive ads (43%). 64% of millennials use blocking software so that they can watch video content easily. 36% of them want to avoid pre-roll on short-term ads (Anatomy Media Inc., 2016; Horowitz Research, 2016; Phipps-Kettlewell, 2016).

In a study analysing over 1.7 billion pop-ups, Sumo (2018) discovered that 10% of the highest-performing pop-ups averaged a 9.28% conversion rate, i.e. an online consumer taking action on a

pop-up. Approximately with 150 visitors on a website per day, 418 could possibly sign up within a month (Bestor, 2019).

3.8.5 Types or categories of web banners/pop-ups

The most commonly used banner ad sizes are 300x250; 336x280 and 728x90. The rectangle form of the medium 300x250 is the most dynamic format. It derives its usefulness from the fact that it is also the most readily available on all devices and is highly readable. In other words, this is the most widely used banner display format. The 728x90 is very useful when placed above the fold of the websites of the forum or in a website or blog header section. The area is quite effective because the emphasis of the viewer is taken to it instantly before reading the headlines or the content. It is also popular for sponsored advertisements. The 300x250 is a premium format and only major advertising agencies / networks offer it as an option. This banner ad, which is larger than the previous one, has all its advantages. Due to its larger area, however, it can have a better legibility that enables larger fonts and images (Burns & Lutz, 2006; Kati, 2018; Rask, 2020).

3.8.6 Application to design

Display banners are a particularly influential way of reaching consumers with more than five trillion banner ads each year. Banner ads are generally created using images (formats: GIF, JPEG or PNG) or animation developed using technologies such as Java Adobe Shockwave and, most often, Flash. They are designed to attract attention, be flashy and convey the required message (Lipsman et al., 2013; Rejon-Guardia & Martinez-Lopez, 2014).

Research on banner and design statistics and trends were conducted between January and May 2018 with more than 200 000 users, engaging more than 950 000 banner ads. It was found that the most commonly used animated ad type was 65.5% of users using animated HTML5 and 34.5% using an animated GIF. In display ads, 87.7% of users use their own branded images, while only 12.3% use stock images. The most commonly used fonts in display ads are Gotham, Myriad Pro and Helvetica Neue LT Std. 87.7% of users are utilising their own branded images in displays while 12.3% are using stock images. Users that design display ads from templates were 96.7% of entrepreneurs, 97.9% of designers and 97% of marketers that chose to start from scratch. In terms of the file type, 64.68% of entrepreneurs, 65.9% designers and 59.14% of marketers prefer jpeg files (Katai, 2018). According to the Moosend Team (2020), there are five pop-up types that can increase conversions in 2020 such as; newsletter sign up forms that can include an offer discount to the customer once they sign up, a survey to feedback questionnaire that can ask users questions about their preferences or

experience of visiting the site or brand, gamification, multi-step pop-ups and a free offering, for example, an e-book.

There are numerous design and even programmatic elements to consider in effective banner advertising. Elements such as the shape of the banner, i.e. the differences between the horizontal and vertical axis being dependent on the advertising message and the placement on a website. The size and dimensions are restrictions to keep in mind. Some banners are static and others animated (Cheprasov, 2020).

Good pop-ups are knows to either be an image that serves as a CTA (call-to-action), have a provoking headline, bright colours and have a great giveaway. In a survey conducted by Sumo (2018) that looked over 1 754 957 675 pop-ups, they found that pop-ups with more content have higher conversion rates, the highest-converting do not appear immediately, being unclear with the headline on a pop-up can lower the conversion rate, knowing and then targeting the personality of the audience create interest, the pop-up must offer something of value, the CTA should match the offer and exit pop-ups should have an overwhelmingly valuable offer. Researchers believe that content is king and that context is good (Bestor, 2019).

3.9 Subscriptions/email

Online consumers subscribe to various channels that offer content and brands that they are genuinely interested in and that fits their preferences and lifestyles. Deloitte Global stated that by the end of 2018, 50% of adults in developed countries would have been subscribed to at least 2 online-only channels and by the end of 2020, it would be doubled to 4. The types of subscriptions would span from TV and movies to music, news and magazines. It was predicted that there would be 580 million subscriptions and about 350 million subscribers by the end of 2018. In developed countries, an adult could typically be subscribed to about 10 channels by the end of 2020 (Deloitte Global, 2018).

Some of the subscriptions in South Africa are platforms such as Netwerk24, Mail & Guardian, Business Live, etc. (Bratt, 2017b). In recent times numerous brands make use of subscriptions to their channels, especially through email, by opting into receiving a digital newsletter that will supply the user or online consumer with content accompanied with an offer, discount, value benefit, etc. (Stokes, 2013; Hudák et al., 2017; Meher, 2018).

3.9.1 Definition

Email advertising is any type of digital message sent to a database that introduces a promotional offer to encourage customers to click on the ad to be sent to the home page of the company. It is used to grow brands or sell stuff, making customers aware of the latest items or offers (Personal Communication, 2014; Mailchimp, 2020; Ward, 2020). Researchers noted that email continues to be a frequently used communications channel for consumers since it is also cheap, fast and highly targetable and customisable (Mapp, 2016). Emails are able to generate a large return on investment compared to other OPs and are designed to serve the subscribers what it stated since a clause protecting personal data accompanies the notification to subscribe (de Carvalho, 2014; Burstein, 2020; Ward, 2020).

3.9.2 Background and history

The first email was sent by a computer engineer by the name of Ray Tomlinson in 1971. The message was just a string of numbers and letters. He also introduced the '@' symbol in email addresses. The first commercial email was sent by Digital Equipment Corp manager, Gary Thuerk in 1978, in order for people to know about his products. He only had 400 emails listed which resulted in $13 million sales (Mailchimp, 2020). When the first free web-based email service was launched by Hotmail (then known as HoTMaiL), it gave advertisers a totally new way of reaching customers (Lee, 2013a).

B2C direct marketing was predominantly done by post or landline until the 1990s, and both techniques were very costly. Marketers have now been given a cost-efficient, fast way to reach consumers with email. All mass marketing solution was seen as a blast; the days of email marketing began to spray and pray. Email was still seen as something of a novelty for consumers back in the 1990s; but as more advertisers began to jump on the bandwagon, inboxes soon became cluttered with unsolicited emails and guidelines were established to protect consumers from 'spam' (Lee, 2013a).

Today, marketers and advertisers that make use of email strategies are reminded to add GDPR (General Data Protection Regulation) regulations for EU citizens. This makes users aware of their ability and right to opt-in to a brand's or business subscriber list. There is also email autoresponders, retargeting methods, a multichannel approach by using social media and many more tools (Lee, 2013a).

Email marketing has risen at around 83% globally over the past two years, putting it among the fastest growing marketing channels, along with video advertising and text messaging, according to Everlytic.

For Everlytic (Email Marketing Company), 3 Billion South African emails were analysed in their report. Email databases are built through subscription forms, competitions, CRM (Customer relationship management) systems and social media (Everlytic, 2017; Everlytic, 2020).

According to research on Campaign Monitor (2019), nearly 50% of all email opens occurred on a smartphone and 16.8% were opened on a tablet in 2018. They also predicted that email design will become less text-based and more focused on images and users being able to open emails on mobile. Everlytic (2017), a business-level marketing cloud solution that encourages customers to connect with their industries via email, mobile and social channels, recently published a report to look at the local email marketing patterns. They reported that email has two big advantages for marketers currently operating in a fiercely competitive, digitised era as a platform based on consent and reliant on first-party data. For instance, average open rates of 26% for this form of measurement shows that the person who receives your email trusts your brand and considers your subject line attractive and/or relevant. Furthermore, average click-through rates have been fixed at 3.5%, which indicates that your content is relevant and subscribers want to engage.

In his research on the impact of email marketing messages, Hampsey (2013) found that 66% of customers made a purchase as a result of an email marketing campaign. Mapp (2016) noted that email is still a frequently used channel for consumer communications. One third of the study sample said they check their often used email for marketing or advertising. They also noted that ages 18 to 34 years old showed a lower rate of subscription to 7 or more brands at a time than older age groups. They seem to be more focused on a smaller set of brands. They also prefer percentage offers for shipping (Mapp, 2016). Email marketing strategies and efforts are surely looking to enhance efforts, since users are increasingly engaging it (Smith, 2019c).

3.9.3 Usage growth

In the US, Mapp (2016) in studying consumer views, conducted a survey with 1 765 consumers between the ages of 18 and 64 years old. They found that 91% of 18 to 24 year olds and 83% of 25 to 34 year olds checked their email on their smartphones. While 30% of 18 to 34-year olds said that they use a separate email for marketing notifications, it was 40% in 2015, which concludes that millennials may be becoming more acceptable of marketing emails. 30% of the same population will purchase offline due to receiving an email. 51% of females are more likely to acknowledge purchasing as a result of emailers than males.

In South Africa, an enterprise-level marketing cloud solution company enable their customers to use email via mobile and social channels to target their audiences. In their 2017 Email Marketing Benchmarks Report, the average option rate was 25.83%, demonstrating that audiences were trusting brands and found the subject lines relevant. The average click-through rates were pegged at 3.46% indicating the relevance of content and desire for subscribers to engage. Furthermore, 28% of emails were read on mobile phones and unsubscribe actions below 0.33% showed data base shrinkage as a norm (Everlytic, 2017).

3.9.4 Statistics

BrightWave (2016) conducted original research, surveying more than 1 500 people aged 18 to 34 years old through Google Consumer Surveys. The results said that 32.7% of millennials choose to contact their most beloved brands via email. 51.1% of millennials prefer brands to engage with them by email because they can check their emails when they want to. 37.3% of millennials are more likely to click on emails if it contains a promotion or deal. 41% of consumers will interact with an email if it looks good on mobile, otherwise the unsubscribe button is just a click away.

UK email marketing company Adestra recently released its report on consumer use and digital adoption, which found that millennials, we mean 'teens and young adults- are all about email when it comes to interacting with brands. Nearly 68% of adolescents and 73% of twenty-somethings prefer business communications via email, according to the study (O'Brien, 2016).

According to Statista (2020), global email users amounted to about 3.9 billion users and is projected to rise to 4.3 billion in 2023 which would be half of the world's current population. In 2019, 293.6 billion emails were sent every day and is expected to rise to 347.3 billion daily emails in 2022, meaning that email will most likely improve and become more utilised as an advertising tool (Mohsin, 2020a). For every $1 that marketers and OAs spend on emails, a $42 can be expected in return (DMA, 2019). About 9 out of 10 (87%) advertisers or marketers use email marketing to organically share and distribute their content which makes email the third most popular distribution channel, behind social media at 91% and a company website or blog at 89% (Content Marketing Institute, 2019). Emails that are found to use a personalised subject line generate a 50% higher open rate (Yes Lifestyle Marketing, 2017). Active email accounts surpassed the 5.6 billion mark in 2019. The US spent over $350 billion on email advertising in 2019 (Statista, 2019).

The Content Marketing Institute (2020), noted that 31% and 81% of B2B marketers agree that using email newsletters is a very good advertising tool to nurture leads and it is the form of marketing that

they use the most respectively (Forsey, 2020). The Institute also concluded that 87% of business to business marketers note that email is on the top free organic distribution channels and 90% agree that email engagement is a top metric used to track and measure content performance (Forsey, 2020).

Litmus, an expert email company estimates that email marketers were returning an average of $42 for every $1 they spent (Specht, 2019a). Another survey found that 59% of respondents were influenced by email campaigns when it came to making a purchasing decision (Bedgood, 2019). In a study investigating 1 billion shopping sessions in 2019, the email conversion rate was 2.3% compared to 1% for social media (Chaffey, 2020b). According to Specht (2019a; 2019b), 16.7% of emails were opened on desktop, 39.9% on webmail and 43.4% on mobile in the fourth quarter of 2018, while in 2019, 18.2%, 39.9% and 41.9% were opened on desktop, webmail and mobile, respectively. As of April 2019, the 5 top email clients were Gmail (27.8%), Apple iPhone email (27.6%), Outlook (9.1%), Apple iPad email (8.5%) and Apple Mail (7.5%). Desktop opens have grown between 2018 and 2019, with 14.3% to 18.2% in the first quarter of 2019 (Specht, 2019b).

Email marketers and advertisers are expected to also adhere to the rules such as the CAN-SPAM Act, where emails are required to include a non-deceptive subject line, have a clear place to unsubscribe and include the name and address of the brands or business at the end of the email (Federal Trade Commission, 2009).

SuperOffice conducted a case study based on over 99 000 emails sent. They state that advertisers either measure the success of email campaigns by the number of people who open the email (email open rate) or the number of people that click on a link (click-through rate), but they found that emails that are not delivered cannot be opened. Between 2015 and 2018, the average global email open rate was steady at 24% but dropped in 2019 to 22.1%. It is believed that advertisers need to strongly consider the type of device that users read emails on. In 2011 it was 27% and has grown to about 61% in 2018 (MacDonald, 2020).

If email messages are not optimised for email, up to 80% can possibly be deleted with as many as nine out of ten businesses advised to develop their email layout for mobile devices, which is only 20% currently (MacDonald, 2020). In terms of open rates by day of the week, with the highest opens on a Monday at 21.22%, compared to 20.9% and 17.5% on a Thursday and Saturday, respectively. Generally, 23% of email opens happen during the first hour after it is delivered. After 24 hours, an email's chances of being opened drops below 1%. In terms of hourly rates, with lowest at 6am (about 2%) and highest at 3pm (about 7%) email opens drop down to 4% at 9pm. 69% of subscribers are

likely to read their email because of who it is from and 47% open based on the subject line (MacDonald, 2020).

In a collection of statistics compiled by Perrin (2019), she noted that more than 9 in 10 internet users (90.9%) send email regularly (eMarketer, 2019). In North America, the unique open rates were 19.3% in Q4 of 2018, 21.7% in Q1 of 2019 and 20.6% in Q2 of 2019. The unique click rates were 2.1% in Q4 of 2018, 2.3% in Q1 of 2019 and 2.0% in Q2 of 2019 in the Epsilon Survey (2019). In the Email Marketing Benchmarks Report conducted by GetResponse from January to June 2019, they analysed 4 billion emails across 126 countries and 19 industries and found that on the continent of Africa, the open rate was 17.33%, the click-through rate was 2.26%, the click-to-open rate was 13.02%, the unsubscribe rate was 0.14% and the spam rate was 0.01% (Leszczynski, 2019).

According to studies conducted by Litmus, 70% of consumers believe that email will still exist in 10 years, compared to Facebook (67.7%), Cable TV (67.4%) and Twitter (60.2%) (Burstein, 2020). 25- to 34-year-olds are the highest ranking (72.1%) age group to believe that email will still exist in 10 years compared to 18- to 24-year-olds (68.9%) and 35 to 44 year olds (70.8%) which must indicate something about their use and the relevance of email to the age group (Burstein, 2020).

3.9.5 Types or categories of subscriptions/email

The types of email or subscriptions are largely also developed and used as trends are set and research guides publishers, advertisers and marketers. Emails can either be filled with user-generated content used by marketers, have responsive activity and accessibility and can also be automated (Wishpond, 2020). According to the Email Marketing Strategy Report, newsletters can be designed based on promotions and offers, as autoreplies with clients, as personalised campaigns that are based on loyalty or spend of customers, as template designs that are just downloaded and used as compelling content to entice subscribers.

Several studies have noted the value in email advertising for permission-based marketing (Hartemo, 2016; Reimers et al., 2016; Mahmoud et al., 2019), incentives (Leung & Tsou, 2019), brand building (Ahmed et al., 2019) and personalisation (Sahni, 2018).

3.9.5.1 Online TV and movie services e.g. Netflix

The findings of the 2018 DStv and Netflix Survey of MyBroadband (Staff Writer, 2018) based on a study conducted by 9 857 MyBroadband readers and forum members (an outstanding representation of South Africans with TV understanding and streaming space), was as follows; 72% of all

respondents said Netflix, while DStv finished second at 14%. Showmax was in third with 5%, while Amazon Prime Video was in fourth with 2%. The report confirmed that 72% of those surveyed will choose Netflix over similar products, including DStv, Showmax, and Amazon Prime. Netflix is accessible from R99 per month in South Africa. The most expensive package, Netflix Premium, is R169 per month. Also, the streaming service is not too data-intensive and Netflix states that users can watch Full HD streams with a 5Mbps Internet connection. However, just how many Netflix viewers there are in South Africa is not publicly known. DStv parent MultiChoice said it thinks Netflix has grown to between 300 000 and 400 000 subscribers in South Africa (Masuabi, 2018). The admission into the South African market in 2016 of two most popular online streaming services, namely Amazon Prime and Netflix, has created a tough competition for local PayTV market player MultiChoice. It has caused a massive drop in their premium DStv subscribers and they find it hard to compete against online content from YouTube, Google Videos and other streaming services (Chutel, 2018).

3.9.5.2 Online news

Many platforms are providing free online news to online users. For example, Bizcommunity.com as a digital news page, covering current stories and news. Staff Writer (2017) noted that in statistics from February 2017 reveal that News24 is the nation's top news website with 6 million unique monthly browsers. Times Live was second with 3.6 million local browsers, followed by IOL 2.7 million.

3.9.5.3 Online music

Some of South Africa's most popular music streaming platforms include Tidal, Apple Music, Deezer, Google Play and then Spotify as the world's largest streaming platform, which joined the South African market earlier this year (Tshwane, 2018).

According to IT Web (IT Web Staff Writer, 2014), MTN subscribers can access what MTN says is an "endless" music supply across multiple devices, such as computers, tablets and smartphones. MTN subscribers will have the chance to try the full service and use all its functionalities during a two-week free trial period. MTN's offer price, which currently costs R49 a month, enables its subscribers to listen to music whether by streaming or offline.

There are agencies that are offering the digital distribution and design of music content onto various streaming platforms. Users stream through apps on Google Play, Shazam, Amazon, Spotify, iTunes, Apple Music, Beatport, Deezer and more. For example, Electromode is an aggregator of digital music and content delivery as well as AfriCori, that claim that on average, 70% of all music consumed in Africa is local. The kwaito duo, Sobabini, released their debut in July (2018) and have between 1.3

and 2.6 million listeners per month on Spotify (Tshwane, 2018). Streaming reshapes the musical landscape. According to the Global Music Report 2019 of the International Federation of the Phonographic Industry (IFPI), digital streaming revenue in South Africa grew by 334% in 2016 (IFPI News, 2019). This does not mention the number from which the revenue grew, but in 2018, the database firm Statista said South African revenue from the music-streaming segment was $21 million. While some platforms such as Spotify and Deezer allow consumers to stream music for free, with limited functionality and in-app ads, services such as Apple Music and Tidal are exclusively subscription-based; users pay a monthly fee to gain access to millions of songs. Monthly fees are R60 on most platforms but can be up to R160 (Tshwane, 2018).

3.9.5.4 Online entertainment

According to a recent study by AC Nielson, 63% of South Africans watch their favourite programs through any streaming services and 79% do it at least once a week. The rising appetite for online streaming services among SA residents has created an opportunity for media content providers such as MultiChoice to join the streaming market (IT News Africa, 2018).

According to Vermeulen (2018), many online streaming video services were launched in South Africa, such as Black, DEOD, Kwesé Play and LIT TV. MTN shut down its Discover Digital video platform. VU Discover Digital, however, soon launched Digital Entertainment on Demand (DEOD). Like VU, DEOD (https://deod.tv) offers on - demand video subscription services and movie rentals. It has a variety of live streaming TV channels. Where DEOD was also the first new streaming video service to be launched in South Africa in 2017, Black from Cell C was the last for the year (Vermeulen, 2018).

3.9.6 Application to design

The layout, which is the cornerstone of any design will facilitate the flow of content, presenting the best way in which it would be consumed by the readers. It is easy to overlook a dull block of text, while innovative design moves your eye where you want it to go. Email templates are usually split into a few horizontal layers, so there is plenty of room for exploring and experimenting, whether you are a consumer or B2B brand. There are five important elements that are suggested to designers when composing mail newsletters such as the layout, colour, negative space, typography and animated elements (Dyakovskaya, 2019). According to Wishpond (2020), the latest interactive email elements used to go into 2020 are animated and call-to-action buttons, rollover effects that will showcase product offerings, product carousels interactively controlled by the user, accordion style features that are designed to make long-form emails more compact, polls, surveys and user-generated interactive content.

According to Sullivan (2015), first impressions matter and what they see will determine what they will do next. It is not just about finding the right images and colours for your message to design the perfect email. Design starts in the inbox even before somebody clicks to open. In the study conducted by SuperOffice, the case study concluded that in order to increase email open rates, advertisers should use six to 10 words in the subject lines to get the best possibility of open rate, they should send email campaigns during the work day and after lunch, the subject lines should be personalised to the reader's name and use a recognisable sender name (e.g. the brand), emails should be optimised for mobile and email lists that advertisers send to should be segmented (MacDonald, 2020).

3.10 Apps you install

Since the increase of popularity of smartphones, users have spurred on the growing need for developing smartphone applications. From June 2016, users of both Android and iPhone were able to choose between 2.2 and 2 million mobile apps respectively (Iqbal, 2020). The study showed that it was the 5th most downloaded app from the Google Play Store for Android phones in South Africa, with instant messaging apps WhatsApp and Facebook Messenger at number one and four, respectively. The Capitec app was a surprise entry into the list at number 9, making it the most downloaded banking app for Android. The rapid growth of mobile technology from voice-based functionality to multimedia exchanges, commercial transactions, social networking and gaming has led to the creation of software applications (app) to meet the existing and potential needs of mobile users (My Office News, 2017). It is estimated that approximately 54% of users refused to download an app and 30% of app users deleted an app for reasons of privacy (Boyles et al., 2012). Users find it important to find information, do purchases and share their opinions as well as build relationships with consumers. Apps have also been reported to use less data and ease navigation of information in social media (Zolkepli & Kamarulzaman, 2015), general mobile apps and their function depending on personality types and the attitudes it develops (Cheung & To, 2017), habitual behaviour influencing use of social apps (Hsiao et al., 2016), social commerce (Che et al., 2017), fashion retail (Magrath & McCormick, 2013), paid apps (Liu & Liu, 2020), development of apps (Idemudia, 2016), effects of personalisation in apps (Meng et al., 2017) and privacy leakage (Sen & Borle, 2015; Gu et al., 2017; Jung & Park, 2018; Wang et al., 2019; Wottrich et al., 2018).

3.10.1 Definition

App is an abbreviated version of the word 'application'. An application is a software program capable of performing a specific purpose directly for the user or, in some cases, for another application program. In the wider context of mobile apps, just about every platform has a database where users can access free and paid apps. These are usually accessible via the handset itself or a website so

that the app can be lined up for download the next time the user is on the device. If an app is a combination between a web app and a desktop app, it could be termed a hybrid app. Those are apps that have an offline desktop interface and direct access to hardware as well as other connected devices, but also an on-going internet connection for fast updates and access to online resources (Karch, 2019).

3.10.2 Background and history

Mobile applications (apps) installed on mobile devices have become one of the most important ways people can access information and services online in recent years. In the app ecosystem, mobile in-app advertising plays a key role. Such advertising is not only the main source of revenue for app publishers, but also the main means of targeting and reaching specific audiences for advertisers. In this context, in the mobile app ecosystem, effective approaches to personalise the recommendation of products and services to customers based on their individual tastes and targeting advertisements become critically important (Hu et al., 2018).

However, some users perceive threats because commercial organizations, law enforcement or malicious parties can track their personal information and movement history. In-app advertising is advertising that appears on a mobile device in an application, such as a smartphone, pad, tablet, etc. In-app advertising plays an important role in the development of social trade. In-app advertising differs from online advertising because it includes interface functions such as swiping, sensors, etc. and a global positioning system to deliver customised in-app advertising in a more accurate, engaged and uninterrupted way (Kim et al., 2016; Pentina et al., 2016; Meng et al., 2017).

Studies found that the demand for the app increases with an in-app purchase option that allows users to easily carry out transactions, such as purchasing travel insurance. In contrast, the demand for the app decreases with an in-app advertising option in which ads are displayed when the app is used (Grewal et al., 2016). Some researchers have suggested that, in addition to customer preferences, trust can affect the intention of social trade users to purchase. Online trust refers to the perceptions of consumers as to whether the e-commerce site meets their expectations and the credibility of the information and reliability of the site (Ghose & Han, 2014; Zhang & Gu, 2015; Pentina et al., 2016; Meng et al., 2017; Truong et al., 2019).

The perceived benefits and privacy concerns of mobile app adoption may differ based on the preferred device for accessing these apps. Due to greater accessibility of visual content (such as videos and games) on larger screens, the leisure or entertainment benefit may be more prominent for tablet

mobile app users. Finally, different age groups may prefer different mobile apps. Some studies report that tablet mobile apps are mainly used by people older than 55 (estimated at 35 hours per month), while 18- to 24-year-old users use smartphone apps over 90 hours per month (Pentina et al., 2016; Panko, 2018).

3.10.3 Usage growth

According to Walker (2016), South Africans seem to enjoy using e-commerce and news apps on the mobile devices. 58% of mobile users on the African continent use Opera on their mobile phones. According to the Opera Max statistics, users mostly use Chroma, Facebook, Skype, Truecaller, OLX and News24 apps. 36% of SA are active users on a messaging app every day, while 59% do go online more than once per day. It was interesting to note than Nigerians have a larger appetite for Facebook than South Africans since 70% of their 16 million Facebook population accesses apps via an Opera Mini on their mobile device (Walker, 2016). South African Opera Mini users use more than 121MB per person per month compared to users in Ghana, Nigeria, Kenya, Seychelles and Mauritius using more than 160MB per user via Opera Mini in 2016 (Walker, 2016). In the 2019 State of Mobile Web report, 9 out of 10 South Africans use their mobile browser every day. Opera news users in Africa spend 50% of in-app time watching videos. Mobile users of Opera and the standalone news app were used by nearly 20 million users across Africa and 350 million people globally in Q1 of 2019 (Opera, 2019).

3.10.4 Statistics

According to the Abraham (2018), Facebook, Facebook Messenger, WhatsApp, Snapchat, IMessage, Instagram, Twitter and Skype were listed as the most used apps. For the age group 16 to 24 years old, WhatsApp was the most used (80%), Instagram (55%) second and Skype (13%) the least. For the age group 25 to 34 years old, WhatsApp was the most used (85%) Facebook (69%) second and Skype (18%) the least (Abraham, 2018). According to BusinessTech Online, the most downloaded apps in South Africa according to its rank are WhatsApp, Wish, Share.it, Facebook messenger, Facebook lite, Opera mini, Joom, Instagram, Capitec remote banking and Uber (Staff Writer, 2017).

In 2018, it was announced that there were 20 million registered iOS developers providing for the 500 million visitors to the App Store alone on a weekly basis. The numbers for Android are unofficially estimated to be higher in terms of iOS developer volume. In Q1 of 2019, app users could choose to download between 2.6 million and 2.2 million Android and iOS apps respectively. According to reports by App Annie, the total number of app downloads in 2018 were 194 billion and in 2017 at 178 billion (Iqbal, 2020). Sensor Tower found that the total app downloads in 2018 were 105.3 billion with 76

billion downloads going from Google Play which was a 17% increase from 2017. The most-downloadable app in the world was Facebook Messenger, exceeding the Facebook main app and WhatsApp according to App Annie (Iqbal, 2020). In terms of the ranking of the top 10 downloaded apps in 2018, Facebook Messenger was first, followed by Facebook main, WhatsApp messenger, Tiktok, Instagram, UC Browser, SHAREit, SnapChat, Netflix and Spotify. In the fourth quarter of 2019, the Statista report showed that the top messaging apps were WhatsApp, Facebook Messenger and WeChat.

Looking at the ranking of app categories in 2018, App Annie listed games as the top, followed by photo and video apps which overtook entertainment and productivity/utility apps with social media apps ranking fifth. 72% of apps were downloaded from Google Play compared to 28% on iOS. YouTube is the most dominant video streaming tool, hosting nine of ten streaming minutes according to the We Are Social Report (2019). There has also been a growth in food delivery and finance apps for developing countries, where innovative finance apps are bringing formal banking to various users (Iqbal, 2020). South African users had a 68% penetration of mobile banking according to the We Are Social 2019 report (Bucher, 2020).

About 84% of the apps released by South African publishers are apps while 16% are games. 4% of these total apps are paid for. 31% of the paid apps of these publishers include ads and 6% make up in-app payments to make the apps monetizable. The top ten South African publishers based on the most app downloads are MultiChoice Support Services (Pty) Ltd, SuperSport online, Vodacom (Pty) Ltd., Capitec Bank, iPlay Store, MTN, FNB, News24, 2go Interactive and mindseed design (South Africa App Market Statistics, 2020). The official top ten Google Play apps in South Africa, with 7% coming from South African publishers are WhatsApp Messenger, Mr D – delivery and take out, Uber EAtss, ZOOM Cloud Meetings, Facebook Lite, TikTok, SHAREit, SnapChat, Capitec Bank, Debonaires Pizza. The top five news apps are Twitter, South Africa Breaking News, Opera News and Twitter Lite. The top 10 ranking shopping apps are Wish, Takealot, MRP App, Checkers, Woolworths, Clicks, Caitec Masterpass, Alibaba.com, VodaPay Masterpass, Amazon Shopping (South Africa App Market Statistics, 2020).

3.10.5 Types or categories of apps you install

There are 3 main types of apps such as native, hybrid and web apps. There are further categories of apps. Google play has 33 categories and Apple's App Store has 24. Combined with the games category, education, business, and lifestyle apps are the most popular app categories and make up about 51% of the total number of apps on the app store. Due to this reason, app advertisers are

aiming to motivate users to install these categories as they compete for users' attention. The next segment would be travel, books, utilities and entertainment apps. They account for 19.3% of apps collectively (Ad Colony, 2015). According to researchers, nearly 90% of smartphone users use apps (Celine et al., 2017). Guler (2019) also noted the various types of mobile apps such as native, web-based and hybrid and their differences for Apply and Android.

3.10.6 Application to design

In basic app design the basics are important such as the details, the typography, the app design, colour scheme and then testing. Through visual design stimuli, the online retailer can visually represent a brand, personality and identity. In this way they are able to get an emotional response, behavioural reaction and the hedonic experience of the consumer (Grove & Mirza, 2016; Kołacki, 2020).

It's time to build the bones of your app after you have a vision for your mobile app design, which you put on paper or on your hard drive. You can use many prototyping applications, just be sure to use one compatible with your designed interface. For obvious reasons, it is very important to ensure that the basic components of your app are functional. The creation of a strong core ensures that your app is a pleasure to use rather than a problem. Different drafts or versions of your app are required, so that all your versions can be used, if not perfect, starting with the basics such as (1) details matter, (2) mobile app typography, (3), Mobile app design colour scheme, (4), testing is a vital part. Through these visual design stimuli, the online retailer can visually represent their brand, personality and identity. They can thus affect the emotional response, behavioural reaction and hedonic experience of the consumer (Kim & Lennon, 2010) (Sturm, 2017; Lindley, 2020).

Literature on the stimuli and effects of online visual merchandising is becoming very saturated. Online visual stimuli such as the brand name (Shukla, 2009; Ruparelia et al., 2010), layout (Harris & Goode, 2010), personalisation (Da Silva & Alwi, 2008), product information (Ha & Lennon, 2010) and product imagery (Ha & Lennon, 2010) have been tested by academics, as examples. M-commerce literature of the same theme is scarce however and there is also a lack of a comprehensive view of online retail design stimuli in a unique research article.

The mobile app, otherwise known as the native app, provides a convenient, user-friendly way to browse and buy from a brand (Grotnes, 2009) and is accessible via smartphones and tablets. In addition to the mobile website (Wong, 2012) (the online website viewed on the mobile browser), it is one of three mobile channel options for a retailer and the web app (Goldman, 2010). The web app is the website of the retailer, which is accessed via a mobile browser formatted for mobile use (Goldman, 2010). Native and web apps can provide one-click navigation and a pleasant shopping experience

compared to multiple clicks and textual entry via the unoptimized mobile website (Lu & Su, 2009; Wisniewski, 2011).

The visual design and layout of a website is often limited to visual images and textual content (Cyr & Trevor-Smith, 2004), visual and written information (Mikhailitchenko et al., 2009). In fact, our brains are connected to visual, text and audio processing, which is what we see, read or hear at the same time (Cisco, 2008).

3.10.6.1 Graphics

Graphics are pictures, logos or images that can be used for marketing purposes or in conjunction with the branding strategy for retailers, as pictures often represent brand values visually. For example, imagery can be designed to illustrate the products for purchase only (product imagery) or, alternatively, to promote the products displayed while incorporating the brand image (promotional imagery) (Rowley, 2004; Ha et al., 2007; Grove & Mirza, 2016; Kołacki, 2020).

Product imagery refers to images of individual products for viewing and purchasing products. The imagery provides the consumer with accurate product information about the appearance of the clothing and is therefore highly relevant for the task (Ha et al., 2007; Ha & Lennon, 2010). Product images are presented as small thumbnails in a mobile context due to size limitations. Academics commented on the positive effects of using larger images for product viewing in order to improve inspection of physical products. Therefore, retailers take full advantage of the size of smartphone screens, allowing the user to view full-screen products when tapping the image (e.g. Oasis, Zara- see footnote 1) (Santos, 2003; Malhotra et al., 2006; Kim & Lennon, 2008; McGrath & McCormick, 2013; Hofacker et al., 2016).

Due to its advertising purpose, promotional imagery differs from product imagery, but it is still necessary for product display. The images are also a sales promotion tool, which is often shot in a specific setting and designed to build consumer interest and purchasing intentions. Sections such as the 'campaign' or 'lookbook' was created to show the latest promotional images to consumers for their enjoyment and to inspire their buying intentions. Millennials like to read the reviews through apps. One advertiser suggested that advertisers should think more about app development than websites. Researchers agreed with this and said publishers could be monetizing traffic in-app if they move their activity (Ha & Lennon, 2010; Morrison & Peterson, 2015; Grove & Mirza, 2016; Kołacki, 2020).

Largely, the design of apps falls into the hands of user design experience, which seeks, explores and develops the experience that a user will encounter when navigating through the application interface, menu and content. Apps seamlessly guide users though tasks which also provide e-commerce facilities. Today, designers are able to download free aid templates to assist them with the development of mobile applications and advertisers and marketers are advised to strategize more in

this area (Yu & Kong, 2016; Cazañas & Parra, 2017; Yazid & Jantan, 2017; Goyal et al., 2018; Gove & Mirza, 2020; MindSea Team, 2020; Muzli Collections, 2020).

3.11 Online games

3.11.1 Definition

Online games are defined as games that are played over some sort of internet-connected network. Online games can range from simplified text-based games, to those that contain complex graphics and virtual worlds that are populated by many players simultaneously (Sardone et al., 2009). Advertising in the game refers to product placement in a game. Online video games can be defined as the technology that makes it possible for players to play games as parties. The Internet is used as their platform by most of the online video games we have today. Online video games have so many kinds of genres. Strategy, action, adventure, simulation, sport and role play are examples of the genre (Yang et al., 2006; Lee & Faber, 2007). Serazio (2015) alluded to this when he said that marketers should look at being creative in branded and branding online games.

3.11.2 Background and history

In 1940, the World's Fair introduced us to Nimtron which was a computer generating a mathematical game. The creation of Spacewar! It came along in 1962, allowing multiple players. The first console came about from 1966 – 1967 and was called "The Brown Box". Online gaming commenced when the internet was officially created around 1983. Games were launched such as MAD, SGI Dogfight, Xtrek, a 2D space battle game (running on X Windows Systems). The year 2002, saw the release of Xbox and Xbox Live, Halo and LAN parties. Zynga founded in 2007 went on to create games for Facebook and became the next evolution for mobile gaming. Angry Birds, Wii, PlayStation 4 and Pokemon Go brought rapid changes in online gaming between 2009 and 2016, opening the way for technology to explore Virtual Reality gaming (Datapath.io, 2017; Jones, 2020).

What is potentially more intriguing about in-game ads is that they can be effective beyond mere browsers. In other words, in-game advertisements can also be effective for searchers who encounter advertisements while surfing the Internet with a specific shopping objective in mind, provided that such advertisements do not interfere with the information search objective of the shoppers. Since it is more entertaining and engaging to play a game with interactive features than to surf a plain website with static texts and graphics, products advertised in a game should evoke more positive feelings than those advertised as a banner on a plain website. Such an automatic, direct transfer of a favourable attitude to the ad or site, or a favourable attitude to the brand seems to occur without

changing the cognition of the brand (MacKenzie et al., 1986; Karson & Fisher, 2005). Blogs, YouTube, Facebook, Twitter and various types of online games are examples of communities in which advertising on social media is common (Akar & Topcu, 2011). For example, the interest of a person in computer games is driven largely by playfulness and self-performance in the gaming process (Fend et al., 2016).

Influential media companies, such as Rovio Entertainment Ltd. and Spotify, are already using reward placements of this kind. Rovio displayed video rewards in its games as a trade-off for gambling currency or progress in the game. For example, if the user chooses to look at the ad, he will be rewarded, but if the user chooses not to receive the reward, he will not be exposed to the ad. (Lindfors, 2015). Some companies target children and teenagers through 'advergames' in order to break through the ad clutter and attract the attention of internet users (An et al., 2012).

Some companies target children and teenagers through 'advergames' in order to break through the ad clutter and attract the attention of internet users. Advertisers are turning to games in order to target specific demographic groups as the number of game players starts to increase. Males between the ages of 18 and 34 years old are the primary target since they are spending more time playing games and less time watching TV. There is a unique level of engagement in games that other advertising media do not offer. In the video game industry, there are several components, such as dynamic ads, static ads, advertising on game portals and advergames (PricewaterhouseCoopers, 2011; An et al., 2012; Lupiáñez-Villanueva, 2016). Numerous studies have explored advergames in terms of branding and persuasion methods (Kinard & Hartman, 2013; Peters & Leshner, 2013; Vashisht & Pillai, 2017; Farías, 2018), behavioural influence (Lupiáñez-Villanueva, 2016), social networks (Terlutter & Capella, 2013) and on mobile (Catalán et al., 2019).

3.11.3 Usage growth

IGA (in-game advertising) can take many different forms, ranging from sponsorship deals to the use of real-world analogues (e.g. banner ads such as billboards and posters, radio spots, TV commercials) and brand placements (e.g. branded cars, clothing, food and drinks, buildings, accessories). If IGA is included in a digital game, the main purpose of the game remains the player's entertainment and not the brand message. Digital gaming has become one of the most popular and rapidly growing forms of entertainment (Herrewijn & Poels, 2014; Juniper Research, 2015). According to research, online gaming has become a multi-billion dollar industry, as titled by Jones (2020) and has become an integral part of modern and human culture. In 2009, Apple announced an in-app purchase feature for

iPhone apps and in the same year Minecraft launched and sold over 176 million copies. In 2015, 1.5 billion were gaming globally via the augmented reality game, Pokemon Go, grossing the most revenue of any mobile game in its first month. In 2019, Google released Stadia, a cloud gaming service allowing gamers to play without the use of a console (Jones, 2020).

In terms of the global spend of video game advertising from 2010 to 2015, Statista set its forecast to reach $3.63 billion in 2017 from $1.4 billion in 2017. It was also predicted that it would reach just over $5 billion by 2020 in revenue (Statista Research Department, 2016; Statista, 2020f).

3.11.4 Statistics

In 2015, the global gaming industry generated software revenue of just over $80 billion, which is expected to increase even further by the end of 2018 to $104 billion. Due to this explosive growth, in-game advertising has emerged as a promising new advertising medium, which has stimulated the interest of the advertising industry, the game industry and academic research. According to the Entertainment Software Association (2015), 42% of US citizens regularly play digital games (three hours or more a week), female players make up 44% and the average player is 35 years old. Of course, the prevalence of advertising in games is due to the fact that the habits of the media are changing, with many young men reporting that they spend more time playing video games than watching TV. Even women that are 18 years old and older are now one of the fastest growing demographics in the video game industry, combined with higher production costs (Nelson et al., 2004; Raatikainen, 2012; Juniper Research, 2015).

Research found that games were a large part of content consumption along various age groups such as 68% of users aged 16- to 24-year-olds, 69% of 25 to 34 year olds and 72% of 35 to 45 year olds consuming games (Abraham, 2018). In the Philippines, Rakuten Insight found that 84% of online gamers played on free-to-play games as of march 2020 while 24% opted for gaming subscriptions and pay-to-play mode transactions (Sanchez, 2020).

Statista predicted that the revenue in online games were to reach just over $18 million in 2020 and would show an annual growth rate from thereon of 0.9% from 2020 to 2025, reaching just over $19 million by the end of the projected term. The user penetration was predicted to reach 12.5% in 2020, with an expectation of 13.8% by 2025. The average revenue per user was expected to amount to $19.55 and in global comparison, the most revenue to be generated would be in China at $4.523 million in 2020. In 2019 it was recorded that 37% of users would be 25 to 34 years old (Statista, 2020f).

At the global level, it is estimated that the video game market will reach $72.5 billion by the end of 2017. Worldwide expenditure on advertising for video games reached $4.91 billion in 2016 and is expected to reach $5.6 billion in 2017. It is estimated that there will be a continual growth with $6.91 billion. Statistical data show that in 63% of households in the US, at least one family member regularly plays video games. 59% of these players are male and 41% female. Data indicate that the average age of today's male players is 35 and 44 years old for female players contrary to previous opinion that children and teenagers are mainly video game players (Adams, 2016; Statista, 2017).

In South Africa nearly 90% of Centennials and 90% of Gen Xers identify as 'mobile gamers' which on average play for 20 to 40 minutes per day, 87% are selected as 'home' gamers and 99% prefer to watch video ads for extra lives or in-app content. In a study of over 2000 millennials in the United States, 73% use their smartphones to find places and 67% play games. Millennials' top 3 apps are social networking (60%), messaging (55%) and 42% games. Due to low broadband penetration, the online gaming market in South Africa is relatively small. The importance of casual games and games on social networks is growing. Due to the increase in the number of broadband households, the online segment is expected to grow the fastest in any category. Total end-user spending on video games is projected to rise to R1.7 billion in 2015, a compound annual increase of 6.9% compared to 2010 (PricewaterhouseCoopers, 2011; Smith, 2012).

Udonis Inc. has served over 14.1 billion ads and acquired over 50 million users for mobile apps and games. According to their collection of data, the total revenue distribution of gaming found that 24%, 61% and 25% of gamers used PC, mobile games and console games respectively (Knezovic, 2020). In terms of gender stats for mobile gaming, 37% of users were male and 63% were female. Knezovic (2020) compiled a report listing the top statistics for 2020 from various sources. She noted that in 2019, 50% of the $152 million dollars' worth of revenue came from mobile games. While there were 209 million mobile gamers in the US, it was predicted to grow to 213 million for 2020. By 2021, the mobile gaming market is predicted to reach $180 billion and gamers are predicted to spend over $180 billion by 2021.

Of the 2.3 billion worldwide mobile gamers, 56% play more than ten times per week. More than half of gamers are older than 34 years old. It was noted that 11% of the three and a half hours users spend using mobile devices every day, are assigned to mobile gaming. Almost half of mobile gamers spent money on games in 2019, with the majority residing in China (Knezovic, 2020). Due to the COVID-19 pandemic and the rise of online media time and consumption, media addiction is rampant and

consumers are spending not just more time, but money online. This is also affecting the psychological wellbeing of people, where gaming companies have promoted initiatives to assist online socialisation (King et al., 2020). This boom has also affected the development and available complexity of games, as people spend more time on gaming (Hall, 2020).

3.11.5 Types or categories of online games

The video games market consists of consumer spending on console games, including hand-held games, personal computer families, online games, wireless or mobile games and advertising for video games (PricewaterhouseCoopers, 2011). There are various in-game advertising types such as dynamic and static in-game advertising (DIGA), advergames, in-game videos that make use of scenarios, interstitial and native banners that pop-up to engage the gamer. Furthermore gamers can also experience free-to-play games, dynamic or static experiences, playable games that are highly interactive, reward games, action, sports, adventure, battle royal, role-playing, racing, fighting, real-time strategy, simulation and first person shooter games (Kovalenko, 2020; Straits Research, 2020). Some games are gambling-orientated and will entice online users through sign up buttons, free spins, reload bonus or loyalty/VIP schemes (Miller, 2020).

3.11.6 Application to design

Games can offer brands the opportunity to become an integral part of the experience of digital games and reach players in a lively, interactive and immersive entertainment. First, while other media rely primarily on one or two sensory channels (visual and/or auditory), digital games can create a rich and lively sensory environment that provides information to other senses. Online branding and branding games should be creative for marketers. Nearly 40% favour game-shaped advertising (Steuer, 1992; Taken-Smith, 2011; Milam, 2013; Serazio, 2015; Hofacker et al., 2016).

Games publishers are generally interested in entering the wireless games market because wireless games can be developed relatively cheaply and reach a wide audience. Smartphone games are considerably cheaper than DS or PSP games, making smartphone games popular with casual gamers (PricewaterhouseCoopers, 2011).

In more recent years, several researchers have explored the design of marketing in online gaming and the important elements for designers, strategist and developers of gaming experiences to consider as advergames or in-game advertising for social media gaming (Aburahmah, 2016), games for older cohorts (Kaufman & Zhang, 2020), mobile marketing effectiveness (Hofacker et al., 2016)

and positive perceptions (Gustafsson, 2017). Researchers believe that gamification marketing strategies should be developed with the fundamental elements of game design in mind (Smith, 2014; Hofacker et al., 2016; Catalán et al., 2019; Farías, 2018).

In a survey with 209 respondents, 48 users made a purchase after seeing the ad in a game they were playing or watching someone else play. Users did not agree that in-game ads that can change are less distracting than status ads They do tolerate dynamic (efficient and good for targeted ads that can lead to added revenue without a big risk of negative attitudes) in-game ads to the same extent as static ads (Hansson, 2017; Gustafsson, 2017).

3.12. Shopping blogs

Shopping behaviour has undergone tremendous change with the inception of shopping blogs' content and the addition of ads to such OPs. Researchers have explored the recommendations of blogs due to the online shopping intentions of customers (Hsu et al., 2013), paid blog advertisements (van Esch et al., 2018), brand engagement (Hughes et al., 2020), blog advertising (Uribe et al., 2016), corporate blogs (Colton, 2018) and sponsored posts on blogs (Mutum et al., 2018).

Researchers also found that consumers' attitudes towards blogs are influenced by the perceived credibility, their perceived interactivity and cognition. If the blogs are more interactive then users were more favourable towards sponsored posts (Mutum et al., 2018).

3.12.1 Definition

According to research, a blog is a version of a website that consists of posts or entries in an order of time. There are paragraphs of text that may link to other websites and include video, photos and audio content (Yang et al., 2006). While many publications and articles share factual information, blogs tend to make use of a personal tone which would assist writers to connect more deeply to their audiences. People may start blogs for sharing opinions, passions or glimpses into their personal lives, teaching readers knowledge or things they know, to build an email subscriber base, to develop a personal brand as an expert, to sell products or services or a combination of all the items mentioned (Kumar, 2020).

3.12.2 Background and history

Since the mid-90s, blogs have evolved from written diaries and journals to versions of OPs run by internet users running online pages with regular updates from their personal lives, and opinions of

social commentary. The term used for this was 'weblog' which later was used as 'blog' only. Blogger.com was launched in 1999 and later acquired by Google in 2003. In that year, WordPress released its first version of a blogging platform in May 2003. Today, WordPress is the most popular blogging OP (WP Beginner Editorial Staff, 2019). Blogosphere stats are spectacular. In 2006, Technorati, a blog search engine for the Internet, published 49.8 million blogs with more than 2 billion links-approximately 75 000 new blogs and 1.2 million posts were created each day. Some blogs were projected to double every six months, as the Institute of Policy Development claimed (Guzelis, 2010).

Boram et al. (2010) complement the fact that the initial motive for people to start blogging always stems from self-reflection, self-realisation and/or self-satisfaction, and therefore from their own needs. However, they also claim that the motivation for blogging is growing with the acquisition of blogging experience and an increasing audience.

Fashion blog readers and fashion bloggers stipulate that blogs are more authentic in content, while providing more independent views than traditional fashion media, such as the magazines Vogue or Elle (Marwick, 2013). At the same time, it has also been revealed that a significant number of famous influencers and bloggers work with brands and are compensated for in money or products, raising the question of their credibility, reliability and authenticity.

3.12.3 Usage growth

Ouellette (2020) recorded that it has been expected that the number of bloggers in the States would grow to 31.7 million in 2020. There were over 500 million blogs in 2019. Tumblr, a popular OP for blogs, hosted over 440 million blogs and WordPress only about 60 million blogs. Since 2015, blogging has grown by 12%.

92% of marketers who used influencer marketing found it effective in 2017, according to Hubspot. Influencer marketing has steadily grown in popularity in recent years and for good reason - customers often trust celebrity influencers when choosing which products to buy or which brands to support. Marketers have seen such success in influencer marketing that nearly 40% of them plan to increase their influencer budget in 2018 and beyond.

3.12.4 Statistics

Out of the 1.7 billion websites in 2019 (Lin, 2020), there are 600 million blogs on the internet. Tumblr is home to most blogs with a number of over 488 million and growing. Its competitor, WordPress is close with about 78 million new posts on its OP every month. It has been estimated that there are over 2 billion blog posts published every year. Ouellette (2019) predicted that the number of active

bloggers would hit 31.7 million in 2020, which is a 15% increase between 2015 and 2020. 86% of advertisers (about 8 out of 10) and content marketers use blog posts as part of their marketing strategy. There are clear advantages for making blogs a priority and part of the advertising strategy for businesses. It was noted that some had received twice as much email traffic due to their blogging presence and some have recorded a 55% gain of customers due to blogging (Lin, 2020).

According to Crestodina (2020) the average blog has 1236 words which is 53% more words compared to six years ago. It was found in a study by Byers (2019) that bloggers agree that the most important factor for success of their blogs are the quality of the content. According to Statista (2020a), 97% of bloggers use social media to promote their blog content. There is about 3.5 times more traffic to the blogs of those businesses that publish sixteen or more posts per month. 60% (6 out of 10 buyers) of consumers said that blog posts are significant in the early stages of their buying process. In a HubSpot (2020) survey, more than 50% of content marketers said that their blog content is a top priority for inbound marketing (Lin, 2020).

3.12.5 Types or categories of shopping blogs

According to writers, top blog types are food, sports, travel, lifestyle, parenting, gaming, fitness and B2B Marketing (Carmichael, 2020). Another list said fashion, food, travel, music, lifestyle, fitness, DIY, sports, finance, political, parenting, business, personal, movie, car, news, pet and gaming (Editorial Staff WP Beginner, 2019).

3.12.6 Application to design

As consumers choose to invest in experiences instead of products, retailers need to respond to their customers' needs. Customers do not want to just walk into your shop, buy your product and leave because they can do this in the comfort of their home. In a study on Gen Y's judgment and trust level towards blogs, 344 respondents indicated on a survey that judgments by blog readers are made on their trust towards design, content and perception of the blogger. A blogging site's second category of trust evaluation is its design (Colucci, 2014; Colucci & Cho, 2014). The words "simple" and "clean" have often been used to describe how blogs should look. The importance of blog design was indicated by responses such as "a blog with the right kind of visuals presented in a simple and professional way makes me trust more in what I read," or "when I see a blog cluttered and unorganised, I don't pay too much attention to what's written there". In terms of blog layouts, blogs that look pleasing to the eye and are structured and use photos of high quality were discovered to be meaningful. Design included a large part of the trust conversation and was considerably linked to retention. Design was regarded symbolic of the blogger's larger issue of professionalism. There appears to be a tendency to treat blog

layout and picture quality as such information; that is, visual elements convey additional information about the ability and sincerity of bloggers. Our findings also showed that simplicity is the key aesthetic value of blog design that leads to trust. Simple colours, graphics and information layouts are more conducive to building trust (Colucci, 2014; Colucci & Cho, 2014).

Because of the desirability of blog advertising, advertisers have started developing units that can be used to buy blog advertising. For example, a study used seven blog advertisement units to fit individual blog designs. Interested advertisers can purchase a blog ad unit (Blogads, 2010; Yang, 2011).

A quantitative online survey was conducted in Malaysia, with 30 bloggers mostly 25- to 34-year-olds and others (35- to 44-year-olds). They have 2443 daily visitors on average and 399 respondents returned the survey (Mutum et al., 2018). The survey was an examination of 6 constructs, namely, innovativeness, the need for cognition, perceived interactivity, credibility, attitude towards blog and ad avoidance of sponsored posts on blogs. They found that attitudes towards blogs were negatively linked to the perception of sponsored blog posts and would lead to a greater avoidance of sponsored blog posts, a significant link between credibility and attitudes of consumers in blogs. In addition, attitudes towards blogs have been found to mediate the relationship between perceived interactivity and the avoidance of sponsored blog posts and perceived credibility and avoidance of inventive blog posts have been found to have had a weak negative correlation with the attitude to blogs and in contrast to the results of previous studies, more attention is paid to blog users' sponsored posts if bloggers perceive more interaction (Mutum et al., 2018).

3.13 Recommended to users when browsing

Recommended ads are served through systems that gather data on users' browsing preferences and click-behaviours. Recommended ads are aimed at optimising the experience of consumers based on their personal tastes (Contal, 2018). The systems of recommendations are made up of many components such as real time bidding (RTB) and the number of third parties involved in the exchanging process, implicit (retrieved and used by advertisers without the users' permission) and explicit (dependent on what the user chooses to share in order for the system to modify what they are served) feedback, and a data platform (DMP) which compresses the myriads of data points retrieved on users and is over simplified and segmented into user profiles with listed categories. Some algorithms designed around these categories will also create subsets of 30 to 40 features, whereas others might us dense representations of a dozen million points (Contal, 2018). These systems are deployed on electronic commerce, personalisation, reviews in product advertising, etc. Recommender systems have also been the debate of economic and bias contention in fields of consumer privacy, consumer behaviour, politics and more.

On the other hand, recommendations that are given and shared among peers, sub-groups and communities are known as word-of-mouth. When consumers are reviewing products and services, they are entitled to share their experience and opinions of what they are reviewing. In more recent times, consumers and users do likewise in OPs such as social media, blogs, websites with forums or comment sections, broadcast lists, etc. This is known as electronic word-of-mouth (eWOM).

According to a report from Mintel (2014) 81% of consumers aged 18 to 34 years old in the United States seek out opinions from others before purchasing a product or service. Ahmad and Laroche (2015) using a dataset of reviews from Amazon found that reviews containing strong emotions (happiness, anxiety, disgust) are positively related to the number of helpful votes received. Bolton et al. (2013) concurs with this by mentioning that millennials tend to value opinions of others on social media as they see it coming from an unbiased perspective. This is the reason Solomon et al. (2013) stresses his point that marketers nowadays must understand that social media is centred on the pivotal point of community.

In exploring personalised product recommendations through gender-specific analysis, a researcher found that males (4.7%) had a bigger challenge with recommendations due to choose overload. The researchers advise that recommendations that are personalised for males should contain as few relevant items as possible (four as a maximum) and for females significantly more (twelve at least) (Schreiner et al., 2019).

3.13.1 Definition

Recommended ads can either be offered to online users through their browsing activity and click-through behaviour or through common communities and friends that share the same interests online (Ricci et al., 2015; Liu et al., 2019b; Liling, 2019). Algorithms can allow ads of interest to appear next to or in the content the user is engaging as pop-ups, banners and creatives within relevant content. All the data is gathered by a recommender system that is aimed at suggesting relevant items to consumers like entertainment, text to read, products they might be interested in or anything else dependent on the industry and content they are viewing (Rocca, 2019; Shetty, 2019).

Similarly, the ad and the content are relevant to each other. These recommendations have also been explored as personalised advertisement recommendations (PAR) (Theocharous et al.,

2015), click-through rate (CTR) (Liu et al., 2019), social-semantics (García-Sáncheza et al., 2020), recommendations through click behaviour (Sidana, 2019), social media (Covington et al., 2016; Sevli & Küçüksille, 2017), product recommendations (Schreiner et al., 2019), personalisation (Liu et al., 2018) and e-commerce (Alamdari et al., 2020).

3.13.2 Background and history

Recommender systems (RSs) were introduced in the mid-1990s in order to help people with big amounts of connections of information and data. Tapestry was the first recommender system and was used to recommend documents to newsgroups. Authors wanted to help users with social collaboration with large volumes of documents and introduced the name *collaborative filtering* (Resnick et al., 1994; Huttner, 2009). Soon they evolved more with the explosion of what technology and the internet could provide with the help of artificial intelligence, information retrieval and human-computer interaction (Bobadilla et al., 2013).

As more studies were conducted and results improved, RSs had three common approaches i.e. collaborative filtering, content-based filtering and hybrid recommender systems. Others included community-based systems which followed the concept, 'Tell me who your friends are, and I will tell you who you are'. Sharma and Singh (2016) discussed these systems in detail and concluded that they can be applied in areas of social networking, entertainment, content-based, service-based and e-commerce and included limitations such as privacy protection becoming a large problem in various areas of advertising and personalisation.

3.13.3 Statistics

According to McKinsey research, 75% of Netflix viewing and 35% of Amazon purchases were driven by recommendations (MacKenzie et al., 2013). In Q2 of 2017, the revenue figures for Netflix revealed that it had a 32.3% growth year-over-year where there was an addition of 5.2 million subscribers compared to the previous quarter (Mcalone, 2017). Amazon recorded $37.9 billion in its second quarter of online retail and have added buttons such as 'related items', 'Your Recommendation' and 'Frequently Bought Together' as entry points that will maximise cart value and online experience (Fagella, 2017).

A Content Recommendation Engine Market report was generated in 2020 analysing large volumes of data. The market size is projected to reach over $1.6 billion by 2026 from $1.3 billion in 2020 (Market Reports World, 2020).

According to statistics compiled by Barilliance (2020) in terms of the implementation and use of their software and system, they found that in add-to-cart rates, returning visitors have a higher add-to-cart rate than first time visitors i.e. 4.6% and 5.08% in new sessions in 2016 and 2017 respectively and 8.12% and 8.39% in returning sessions in 2016 and 2017 respectively. Recommendation widgets have also impacted e-commerce across the consumer journey where the more personalised and engaging the recommendations, the more the online store benefits from larger purchase orders. Across a study of 300 randomly selected customers, they found that product recommendations account for up to 31% of e-commerce revenue and retailers saw 12% more sales due to their product recommendations (Serrano, 2020).

3.13.4 Usage growth

In the report by McKinsey, the recommendation market will grow from $588.9 million in 2016 and reach over $4.4 billion by 2022, which is a CAGR (compound annual growth rate) of 40.7% (Katariyar, 2020). Furthermore, this indicates a growth in the advancement and use of recommender systems in past and coming years.

In data analyses by Monetate (eMarketer, 2018) on a random sample of 700 million e-commerce sessions, they found that shoppers (6.2%) who don't buy anything had higher engagement rates and were 20% more likely to return to the website later, while 10.5% saw a recommendation and just clicked (Garcia, 2018). They also noted that browsers who engaged with recommended products had a 70% higher conversion rate during sessions while return browsers were at 55%. Bazaarvoice (2018) discovered that online shoppers in the US said that they would stop shopping with a retailer that made poor recommendations of their products. Personalisation and accurate recommendations have also been said to go hand in hand where more than a third of retailers view personalised recommendations as a priority for customer experience (Garcia, 2018).

3.13.5 Types or categories recommended pages to users when browsing

70% of Amazon's homepage are recommendations. Category recommendations offer users products based on their browsing activity and algorithms are created. Product page recommendations are products driven by data. Users receive product selections based on their interests. It's about showing on a more personalised level what they'll love (Morim, 2018).

Recommendations for shopping cart, where more items are pushed to the cart of the shopper, are for online traders to shorten the check-out process steps or remove items that may distract the purchase of consumers. A personalised search landing page ensures product relevance once the consumer searches for a specific product (Morim, 2018). On-site search result recommendation is a page that presents the consumer with relevant items based on similar searched products. This can also be commonly purchased, paired with purchased or popular items. Personalised email recommendations are where you can receive a reminder that your brand has the right products. Consumers still want highly relevant messages tailored to their interests and personal trends, which is a cost-effective way to increase sales. Order confirmation recommendations are where the consumer is encouraged to keep adding to their purchase. Then, of course, recommendations from the consumer's family, friends, social media reviews, influencers, shopping bloggers, colleagues, etc. can come from word of mouth (Morim, 2018).

There are 3 types of relationships that occur in the recommender system which is user-product, where uses have preferences towards specific products or services that they need, the product-product relationship, which is when items are similar in nature by its appearance or description and then the user-user relationship, described as consumers having similar tastes with regards to particular products or services. It might be due to mutual friends, similar ages or backgrounds (Shetty, 2019).

3.13.6 Application to design

Users share and experience build recommendations. While visuals are very important in this process, the design of the product and service presentation is also a pillar of commitment. Recommendations from narratives that can be told in visuals are also extracted (Bradbury, 2017).

Pandey (2020) compiled a list of how recommender systems work from companies such as Amazon, using data from millions of customers which identify the items the customer has viewed and purchased and will recommend new or similar using ratings, buying behaviour and the browsing history. LinkedIn use the data from past experience, using current job titles and endorsements that will suggest probable jobs to users. Netflix uses data and builds user ratings and preferences from the data lists and viewing history and Facebook recommends connections.

3.14 Online and digital advertising

For some researchers, online advertising (OA) is defined as a paid form of mediated communication from a familiar or identifiable source that is used to persuade the receiver to take action now or in the

future. In various editions, Stokes (2008; 2013) explained that OA consists of techniques such as emails, social media, websites and more being applied to be viewed on various devices such as desktops, laptops, tablets and smartphones. OA is an effective vehicle of branding using powerful messages flexible for engagement with products or services. Advertisers are competing all over the world for a share of consumers and should really pay attention to their OA. The communication channels that online advertisers utilise should be adapted to the culture and understanding of the demographics they are targeting. The elements of the design of the ad are also important and how it speaks to the consumer, such as the symbols, text or colours they use. The content is considered to be a benchmark of the OA. The promotional incentives such as for banner ads increase the click-through rate, depending largely on the type of appeal i.e. rational or emotional. If there is too much information, it may overwhelm users. All OA media are unique and advertisers are advised to understand patterns of consumption so that the design messages are best suited to the brand, product or service. Various models, theories and typologies are also used as a guide for the design of OASs such as Smith and Yang (2009). In a survey of a sample of 113 internet users, it was found that OA catches the attention of just over 70% of respondents, 73.4% gain knowledge of various products by engaging in OA. Just over 25% agree that OA is stimulating and 35.6% disagree. However, 69.9% believe that there is creativity in OA (Smith & Yang, 2004; Stokes, 2008; Stokes, 2013; Stokes, 2017; Richard & Curran, 2014; Pooja et al., 2019; Graham & Wilder, 2020).

Researchers have articulated the relevance, importance and benefits of online advertising and its strategies in our day and age (Dwivedi et al., 2020; Horbal et al., 2017; Guttmann, 2019; Low, 2020). Online advertising has seen an evolution in its fairly short history of interactivity with internet users from static banners to ads with audio and animated parts. Currently, a large variety of media can be used for effective online advertising such as social media (Belanche et al., 2019), blogs (Colton, 2018; Mutum et al., 2018), websites (Aydogan et al., 2016; Seyedghorban et al., 2016), email marketing (Chaffey, 2019; Smith, 2019c), interactive banners and pop-ups (Harms et al., 2019) and e-commerce (Khurana & Kaur, 2017) and various other media previously discussed in this chapter. Online advertising has also come under threat in the form of advertising avoidance due to negative attitudes, experience and feelings of annoyance (Hossain, 2018; Elena & Muneta, 2019), irritation (Shin & Lin, 2016; Ijaz & Rhee, 2018; Wang & Genç, 2019; Sabuncuoğlu-İnanç et al., 2020) and privacy violation (Taddicken, 2014; Tucker, 2014; Tran, 2017; Chen et al., 2020; Noor et al., 2019; Bandara & Fernando, 2020). In the context of this study, factors such as design personalisation and the design of OA takes special importance (Shaouf et al., 2016; Appel, 2019).

Among online advertising objectives such as improving brand (products and services) awareness and promotion, the main objectives are to inform, persuade and to remind (Kotler & Armstrong, 2010;

Kotler & Keller, 2012). In more recent times, online advertising methods and strategies are being improved to increase revenue generation and profits (Lockett, 2018). The behaviour of consumers can dictate the flow and design of online advertising and is not limited to one space or medium and can consist of text, images, videos, interactive elements and games. While the engagement with online ads is trackable in most cases such as the number of impressions or clicks on an ad and the number of users that were reached, numeric data cannot explain the attitudes, feelings and opinions consumers have about brands. This leads the study to a valuable opportunity to explore (Stokes, 2018; Raza et al., 2019; Dorie & Loranger, 2020; Nordling, 2020; Zakaria et al., 2020).

3.14.1 Types of online advertising strategies (OASs)

Changing times and technologies have brought with it a myriad of ways for advertisers and marketers to strategize advertising reach online. According to studies, online advertising (OA) consists of many strategies as listed and discussed earlier in this chapter (Stokes, 2018; Bauer, 2019). Among these are social networks, email marketing, paid search, native and display advertising, websites, SEO, PPC, content marketing and much more. Dave (2020) listed 42 trends in marketing that some are suggested to be following and utilising in 2020 by many experts and Stokes (2018) breaks down and explains OA strategies known to be effective. OA efforts can be a mixture of platforms, tools, approaches, technological advancements, etc.

A strategy's intent is to ascertain what the business is all about, and then address the discovered business or brand challenge, or goal. An effective strategy entails making a series of well-informed choices on how to advertise the brand, product or service. The antecedents listed and explored in this study are also employed as part of the strategies applied in engaging millennials in online advertising. Having a better understanding of the antecedents of online advertising avoidance gives online advertisers a better understanding of designing strategies that would engage millennials effectively (Stokes, 2018).

There are different ways in displaying ads online such as the use of banner ads being a graphic image or animation appearing on a website, ushering the user to another platform where they could possibly purchase a product. Pop-ups and pop-unders appear as a new page or in a smaller window of a page being viewed. Floating ads will appear and hover over the content of the page a user is viewing, which will eventually disappear into the page content or have a cross in the corner of the window to be closed by the user. Wallpaper ads are normally stagnant and found in the background content of a page and its chief purpose is mainly visual and for branding. Other forms of ads are CPA (cost per acquisition), flat rates or sponsorships, CPE (cost per engagement), targeting and optimising and

tracking which are related to advertisers paying for the amount of clicks on an ad, the sale of banner space, interaction with ads, etc. (Gailewicz, 2014; Stokes, 2018).

Once advertisers or marketers have set their digital marketing goals, many digital tools and tactics are available. Each tactic or strategy has its strengths. For instance, search advertising can best drive acquisition (gaining new customers), while email is one of the most efficient tools to sell more products to current customers. Other strategies include search advertising, affiliate marketing, video advertising, social media and email marketing. If an online advertising strategy of a business is designed correctly, advertisers can effectively segment and target the population with the consideration of consumers' desires and opinions in the development of strategy (Pikas & Sorrentino, 2014; Stokes, 2018).

3.14.2 Average costs of online advertising (OA)

According to statistics compiled by Wordstream (2020), the average cost of an ad on Google Ads is $2.32 per click on the search network and $0.58 on the display network. The average cost per action in a Google ad search campaign amounts to $59.18. The keywords that are most expensive for Google and Bing ads are $50 or more per click. An average business making use of Google ads could spend between $9 000 and $10 000 per month on OA campaigns. For a Facebook ad the average cost per click is $1.72 and cost per action is $18.68. A CPM on Facebook Ads are around $10 and for Instagram it is closer to $5 (Shewan, 2020a). In exploring the costing for social media, online resources such as blogs have listed various types of pricing and pricing models for Facebook, Instagram, Twitter, YouTube, LinkedIn and Pinterest (WebFX, 2020; Shewan, 2020a).

In exploring a recent rate card from a large and reputable South African publisher, banners range from R5 000 to R12 000 with home page packages amounting to about R35 000. On a sectional page, banners can range from R4 500 to R9 000 and a package for about R16 000. For a newsletter, banners can range from R7 000 to R12 000 or as a combined package amount to R15 000. For special newsletters with an exclusive branding of a business it can cost about R18 000. Cybertorials can range from R4 000 to R8 000 and social media posts from R400 to R1 000 (The Media Online Rate Card, 2020).

In South Africa, Google Ads can accumulate to about R25 to R30 per click. The most expensive keywords in Google Ads cost around $50 or R695 or more per click, which is often a cost charged to big companies with big budgets (Cognite Marketing, 2019).

3.14.3 Revenue growth of online advertising

It has been expected that despite South Africa's slow economic growth, the OA market would grow in 2020, even if it was slower compared to the global average rate (Nardis, 2020). GroupM forecasts that the advertising market would grow by 2% in 2020 to $1.3 billion, even after the decline of 1.6% in 2019. It was further predicted that there would be a 2.4% growth in 2021 and 2.5% growth in 2022 in the local market. In the US there is a substantial share of worldwide advertising which is accounted for by digital first brands. Companies like Alibaba, Amazon, eBay, Facebook, Booking.com, IAC, Netflix, JD.com and Uber are currently $1 billion plus advertisers, accounting for $36 billion in spending during 2018. In studies by Statista (2020), the entire advertising marketing is estimated to be worth R30.4 billion in South Africa in 2019. TV and video ad spend accounts for the largest share around 21%. The internet is noted as the second largest medium used in the country. In the projection of 2018 to 2023 in terms of growth rates, the 1.8% CAGR for TV will exceed the internet's 12.4%, estimating that by the end of 2023, the internet will have exceeded TV advertising for the first time (Guttmann, 2019). For South Africa, advertising spend for digital advertising is projected to reach $722 million in 2020. Social Media advertising is the largest segment of the market with an estimated market volume of $296 million in 2020. 70% of the total ad spend will be generated through mobile in 2025 (Statista, 2020a).

According to the Internet advertising revenue report by PricewaterhouseCoopers for 2019 and the first quarter of 2020, it is noted that there was a 12% increase in growing revenues to $31.4 billion between Q1 of 2019 and Q1 of 2020, while Q1 2018 to Q1 2019 saw a 17.2% increase, 2020 marks the slowest year on year growth since 2010. Largely due to the impact of COVID-19, it is unknown whether advertisers will splash or pull budgets, since so much news websites have been dominated by negative stories about the virus. Spend on internet advertising has still been proven to bring in greater revenues than any other media which was still higher than 2018 at $17.1 billion and 2019 at $124.6 billion (Tennant, 2020).

Mobile growth has been noted as remaining the strongest device increasing its total revenues from 65.1% in 2018 to 69.6% in 2019. While mobile CAGR was 73.8% over the same period, desktop has been growing modestly at about 4.5% CAGR. It was counted that $7 out of every $10 stemmed from mobile purchases, which has made up 69.9% of the revenue share of internet advertising. In terms of formats, digital video has shown the largest growth between 2018 and 2019 at 33.5% i.e. $21.7 billion and has taken the lead across desktop and mobile devices. The Search format drew the highest revenue for Q4 of 2018 and 2019 at $13.8 and $15 billion respectively, followed by banners and video. In 2019, mobile has taken 80% of the device market share. Video has made up 17.4% of online ad revenue and audio advertising 21.2% with mobile device audio making up 79.4% of overall audio

internet ad revenue. Programmatic made up 81% of non-search ads and social media accounts for 28.2% of total internet ads (Tennant, 2020).

Attention is the biggest factor besides cost when it comes to advertising. The intent of advertising is to inform people about your products and services. There are a lot of media for us to do that on. The issue with LSM is that it's not completely accurate. Sure they claim to be accurate, but equate their general understanding of their readership versus the level of knowledge that Facebook has on each user who utilizes the social media platform. At the very least, Facebook knows our age, location, usage of devices, work history and with whom we regularly connect. More importantly, they know our interests and like it. With 16 million South Africans on Facebook, you have instant access to these customers at a percentage of the print cost but at the same time you begin to get a very clear picture of who is actually interested in your products or services (Rockhill, 2018).

The partner at PricewaterhouseCoopers South Africa, Elenor Jensen, said that over the past 2 years almost R1 billion has been added to the worth of online spend, of which almost 80% arose from paid search revenue. Programmatic is still a challenge in South Africa, since concerns have been raised around fraud, leading buyers to become sceptical about their ads being viewed by actual real people (Tennant, 2020).

Facebook as an example

Advertising costs are determined by the target audience, bidding plan, advert relevancy score (comments, likes and shares), landing page quality score (content quality and speed of load and conversion rate). Using video ads and canvas ads as the main OASs has produced a reach of around 15 000 unique people with previous campaigns, which has received more than 1 000 clicks at a cost per click of approximately R1. Compared to the cheapest form of print advertising, flyer distribution (R2 500 for 5 000 flyers), R1 000 on Facebook reaches 10 000 more individuals and obtains 1000 actionable clicks (shows real interest). The comparison is strong. One medium is cheaper, more efficient, more personalised and provides accurate data. The other uses strategies before the internet changed everything. Business owners need to change with the times and be aware of the importance of both offline and online advertising. There are distinctly different reasons to be on either, but using print advertising as your only strategy because that's all you've ever done is a fool proof way to allow your competitors to remove from you the real potential of online business. According to ad spend in S.A., TV was at R19.0 billion (50% share), radio at R5.9 billion (16% share), print at R9.3 billion (25% share), OOH at R1.6 billion (4% share) and digital at R1.2 billion (3% share). According to an evaluation that tracked the campaigns of 17 top brands over three years in South Africa, it was

discovered that digital advertising rate of return led the way at R2.30 per rand spent compared to television at R1.30 and three times that of radio (Adex, 2014; Nielsen South Africa, 2018; Rockhill, 2018).

3.14.4 Online advertising effectiveness

'Response rate' is a term that is used for questionnaires and email marketing, but can be applied to any advertising. It basically means the percentage of people who have seen something and then have completed the desired action. For example, if a survey is sent to 100 people and 20 of them responded, the response rate would be 20%. For online advertising, an illustration would be if 1 000 people saw an ad, and 20 purchased something because of it, the response rate would be 2%. Response rates are also dependent on consumer behaviours, the service types and branded keywords (Cheng et al., 2018).

The efficacy of online advertising is typically measured by (1) generated impressions, (2) number or percentage of click-throughs, or (3) induced sales or conversion rates (Douneva et al., 2016; Zenetti et al., 2014; Feng & Xie, 2018; Ouyang et al., 2019; Strycharz et al., 2019). Advertising effectiveness has been reviewed and studied in various contexts like personalisation, banner ads, timing and placement factors. Studies also look at factors that are decreasing advertising effectiveness such as ad skipping behaviour (Teixeira et al., 2010; Puccinelli et al., 2015; Belanche et al., 2017a; Belanche et al., 2017b; Murillo, 2017; Jeon et al., 2019), time pressure in mobile and other advertising messages (Rau et al., 2014; Sreeram et al., 2017), users' control of advertising performance (Belanche et al., 2017b; Sanne & Wiese, 2018) and irritation of ads (Liu et al., 2012; McCoy et al., 2017; Jeon et al., 2019; Wang & Genç, 2019). Components such as value for users, informativeness, personalisation and using engaging ads are essential for effectiveness (Pikas & Sorrentino, 2016; Rodrigues, 2017; Gaber et al., 2019; Arora & Bhawna, 2020). Researchers also posit that various actors can influence effectiveness of advertising such as cognitive processing of the message, multitasking, advertising clutter, low involvement and even the comparison of advertising formats and their creative components (Goldfarb & Tucker, 2015; Kelly, 2014; Eelen et al., 2016; Bebber et al., 2017; Jagani & Goldsmith, 2017; Willems et al., 2017). If website design and delivery rules are fostered, they will serve to augment the advertising effectiveness and the brand identity will remain safe and sound in the minds of these customers (Hanafizadeh & Behboudi, 2012; Douneva et al., 2016; Garett et al., 2016; Sreeram et al., 2017; Wardhani, 2020).

Researchers further stated that consumer irritation with the use of advertising and the perception of the Internet as an advertisement medium alone may contribute to negative attitudes towards

advertising in online spaces and affect the effectiveness of advertising. They further recognise that negative advertising experiences are likely going to have the greatest effect in terms of advertising effectiveness, especial online and for social media (Anusha, 2016; Aziza & Astuti, 2019; Hamouda, 2018; Belanche et al., 2020; Van den Broeck, 2020; Zhang & Du, 2020). The overall effectiveness of online ads do not entirely depend on the style, positioning or content of the ads alone, since a number of factors play a significant role in generating positive responses from users such as device, online platform, type and frequency of ads, authenticity, personalisation and privacy concern (Almossawi, 2013; Bleier & Eisenbeiss, 2015a; Cornelis & Peter, 2017; Jung, 2017; Jain, 2019; Jeon et al., 2019; Muñoz-Leiva et al., 2019; Truong et al., 2019; Vermeulen et al., 2019; Wang & Genç, 2019).

Findings suggest that the most significant factors in ascertaining the effectiveness of online advertising are ad size, ad style, product advertising and website location. Most of these factors include structural elements such as advertising features, formats and types. Factors that are precise to users, such as their personal propensities, perceptions, and motivation, can also impact the effectiveness of online advertising (Davidavičienė, 2012; Almossawi, 2013; Ketelaar et al., 2018; Mei et al., 2018; Shaouf, 2018; Harms et al., 2019).

3.14.5 Electronic word-of-mouth (eWOM) properties

In more recent times, WOM used in OPs are known as electronic word of mouth (eWOM). Users are able to share opinions, experiences and reviews of brands, products or services with those connected on a specific OP or online community (Ngarmwongnoi et al., 2020). They have also been termed as online customer reviews (OCRs), where researchers found that OCRs significantly influence the customer's intention to purchase and trust in e-vendors, especially when they frequently check OCRs before making a purchase (Stoddad et al., 2015; Ewalda et al., 2016; Filieri et al., 2018; Zhao et al., 2019; Bevan-Dye, 2020; He et al., 2020; Heryana et al., 2020).

In the 2018 Word of Mouth Report, 23% of millennials made a recommendation because they overheard someone raising the product, service, brand or company. Factors stemming from word-of-mouth are experience, building of trust and celebrity endorsements. In the same report, 83% of Americans say that a word of mouth suggestion from a friend or family member gives them the opportunity to buy that product or service (Baer & Lemin, 2018). In a collection of more recent studies, eWOM has been a massive channel for the building of brand reputation and users' reviews on their experience and thoughts on products and services (Barnes, 2015; Lehmann, 2015; Erkan & Evans, 2016; Martínez-Navarro & Bigné, 2017; Zaraket & Vanheems, 2017; Milaković1 & Ivasečko, 2018; Chang & Wang, 2019; Zhao et al., 2019).

eWOM has been explored in the areas of attitudes (Hansen et al., 2014; Gvilli & Levy, 2015), online customer reviewing (Elwalda et al., 2016; Zaraket & Vanheems, 2017; Zhang et al., 2017; Milaković & Ivasečko, 2018; Chang & Wang, 2019; Zhao et al., 2019), adoption in the consumer journey (Ngarmwongnoi et al., 2020), social media and commerce (Barnes, 2015; Tseng, 2015; Erkan & Evans, 2016; Martínez-Navarro & Bigné, 2017; Hirzianto et al., 2019) and influence or effects on consumer behaviour (Husnain et al., 2016). Generally, eWOM has been found to be of large importance in the marketing and improvement of products, services and brand building. These researchers have also found that information is a key factor in social media. The credibility of eWOM is important in product evaluation, pre- and post-purchase and in the evaluation of brands. Millennials (otherwise also known as Gen Y) have shown that they utilise eWOM in the form of recommendations, referrals and from forums coming through their social platforms, since they are particularly involved in giving and sharing.

3.14.6 POP advertising

3.14.6.1 Social media advertising

Social media has the ability to create favourable connections between consumers and brand communities in giving authentic reviews that boost credibility and value (Hassan et al., 2013; Duffett & Wakeham, 2016; Deraz, 2019; Shareef et al., 2019). Although more traditional forms of advertising may be somewhat unreliable, social media platforms' targeting makes it stand out from other forms of online advertisement, such as search, display or in-feed ads and within the conversation of online communities (Fan et al., 2017; Zeng et al., 2017; Huang, 2019). Facebook also appears to have higher click-through rates and lower interaction rates (Hootsuite, 2015).

Collectively, social media is strategically used by brands for raising awareness, brand building and creating a brand story. Due to the accessibility and shareability of social media platforms, brands are able to engage and communicate directly with their customers, other than just broadcasting a message (Schivinski et al., 2016; Dessart, 2017; Halaszovich & Nel, 2017; Vander Schee et al., 2020). Depending on the platform, ads that carry labels such as 'promoted pin' or 'suggested post' can be recognised as social media ads. Advertisers, marketers and even designers need to keep up with evolving ad formats if they want to stay relevant and engaging. Advertising on social media can be used to drive sales and draw attention to products, drive traffic to different websites and other online channels, encourage feet into the store of the brand and many other offline activities (Kantola, 2014; Israel & Oguche, 2018; Newman et al., 2020). It is also an essential part of paid media, if the targeting is done properly and consumers are given access to special offers (Stokes, 2015; Aslam & Karjalioto,

2017). Social media advertising have been explored in areas of consumer attitudes (Aydin, 2016; Zhang & Mao, 2016; Ferreira & Barbosa, 2017; Arora & Agarwal, 2019), Facebook (Naidoo, 2011; Celebi, 2015; Duffett, 2015b; Lee et al., 2018; Belanche et al., 2020; Shareef et al., 2019), YouTube (Dehghani et al., 2016; Feng & Xie, 2018; Zaitceva, 2018; Duffett et al., 2019a, 2019b, 2020), Instagram (Belanche et al., 2020; Gaber et al., 2019), purchase habits (Israel & Oguche, 2018), antecedents such as informativeness, credibility, value and entertainment that improve social media advertising engagement (Haida & Rahim, 2015; Hamouda, 2018; Li et al., 2020b), as drivers of brand engagement (Florenthal, 2019), social commerce (Barnes & Correia, 2016), personalised ads (Van den Broeck et al., 2020) and quite important visual, design or creativity features (Lee & Hong, 2016; Abu-Ghosh, 2018).

As a contribution to this study, researchers have also found users avoiding ads on social media by scrolling over or ignoring ads (Lazauskas et al., 2017; Mattke et al., 2018; van der Goot et al., 2018; Chinchanachokchai & de Gregorio, 2020). Just as on most OPs, privacy concerns and scepticism have also been expressed for social media advertising, causing and even perpetuating avoidance behaviours (Jung, 2017; Yaylagul & Cakir, 2017). This overall view of researchers' conclusions is valuable for this study since social media platforms are popular with millennials.

3.14.6.2 Website advertising

In various ways, websites are at the heart of successful online advertising and marketing. They are often the first place online users go to find information on a brand, is the online home of the brand and the shopping space over which the brand has full control, unlike online social spaces. The design and development of online assets are pivotal to websites, social media profiles and mobile platforms of a brand. There are key processes involved in creating online assets. This would be the appearance, which includes the design style and layout that users see, the planning and development which brings all the components to function on the web. It is a fundamental principle for good design and development to understand online users since they are the people that will be using and interacting with the brands' products or services. The experience of the user becomes central to the design. Websites must be designed so that they can be optimised and accessible for a variety of formats, screen sizes and devices. Website advertising can be found in formats such as interstitials, banner ads as the most popular and prevalent and programmatic strategies such as recommender ads, Google AdWords and more (Anusha, 2016; Stokes, 2017; Gerdman & Nordqvist, 2017; Le & Vo, 2017; Hussain et al., 2018; Choi et al., 2018; Harms et al., 2019; Muñoz-Leiva et al., 2019; Palos-Sanchez et al., 2019).

Researchers have also explored the credibility (Howe & Teufel, 2014; Johansson, 2014), information (Aguirre et al., 2015; Demangeot et al., 2016; Le & Vo, 2017), attitudes (McCoy et al., 2017), consumer behaviour (Demangeot et al., 2016; Jankowski et al., 2019) and design of website advertising (Lin & Hsieh, 2016; Bilro et al., 2018). Researchers have also found that credibility is vital in understanding the effectiveness of web advertising (Choi & Rifon, 2002), attitudes were negatively affected when users had negative perceptions of web ads that were repeated (McCoy et al., 2017), there was a positive attitude towards traditional banner ads that were highly informative in value but negative and irritating towards popup ads and entertainment was not perceived as a significant influence on attitudes (Le & Vo, 2017). Muñoz-Leiva et al. (2019) found that eye-tracking revealed a low level of awareness of banner ads. In exploring attitudes towards web advertisement (ATWA), researchers concluded that informativeness is a highly important factor (Rahimi et al., 2019). Personalisation was also discovered to be pivotal in the influence on behaviour, with creativity, orientation of ads and irritation being an influence on perceptions (Josifovski & Broder, 2016; Stiglbauer & Kovacs, 2019).

According to Storm (2020), for websites to drive the success of businesses, the design does play an important role in consumer engagement and becomes the heart of the brand's online presence. In a list of statistics, 94% of first impressions was found to relate to a business website's design, 75% of the credibility of the website comes from its design, 89% of consumers will switch to a competitor due to a poor user experience, 74% of users are likely to return to a business's mobile-friendly website, 73% of companies are investing in design that will assist their brand in standing out from the crowd, 66% of users prefer to engage with a beautifully designed website if they were given 15 minutes to consume online content, websites that load slowly have led to over $2.6 billion revenue each year, 88% of users spend more time on pages that have videos, 34% of consumers being served personalised content are likely to make an unplanned purchase, 83% of online consumers expect a website to load in 3 seconds or less (Storm, 2020).

The slow loading of websites due to ads increases ad avoidance, encourages banner blindness and slow click-through rates. Users also have access and knowledge on using ad blocking tools and avoiding the viewing of ads on their browsers (Cho & Cheon, 2004; Seyedghorban et al., 2016; Stokes, 2017; Miroglio et al., 2018; Redondo & Aznar, 2018; van der Goot et al., 2018).

Data was collected from 413 students at Marmara University, Faculty of Business Administration. Responses are evaluated via structural equation modelling which enables researchers to offer a model that explain consumer behaviour in online environments. The wants and needs of targeted

online consumers will inform how the values of website advertising are identified and designed. Important consumer information can be retrieved from web advertising (Aydogan et al., 2016).

3.14.6.3 Shopping networks (e-commerce)

Consumer to consumer (C2C) e-commerce (electronic business platform) is where consumers sell products to other consumers. Generally, a C2C business provides the platform for various users to use to interact with each other for mutual benefit. E-commerce platforms are used for shopping purposes, where users can browse and purchase products and can also be called shopping networks or shopping retailers (Stokes, 2017).

A platform where consumers can sell products to one another is known as consumer-to-consumer e-commerce (C2C). The consumers interact with each other for their mutual benefit. A good example of a large scale C2C is Uber, where consumers use a location-based service for transport. Other platforms are eBay, Gumtree, Airbnb and Craigslist, where consumers can interact to sell products or services of mutual benefit (Stokes, 2015; Bhasin, 2020). Nowadays mobile (m-commerce) (Fawzy et al., 2015) and social (social media) (Baghdadi, 2016; Jin & Ryu, 2019; Liu et al., 2019a; Li et al., 2020b; Tran et al., 2020) commerce are also gaining popularity and continues to thrive as social communities grow and payment transaction become more accessible and versatile on mobile (Stokes, 2017; Herrando et al., 2019; Chen et al., 2020).

3.14.6.4 Online video advertising

Video offers an extremely engaging, rich and stimulating experience for online viewers. Since video technology and bandwidth has improved more online consumers are watching video. Users are engaging and creating videos, music, funny clips, reading reviews, watching how-to-do, movie trailers, exciting commercials and even making videos for information, entertainment and education. Online video has become an integral part of the digital world. There is massive potential for brand exposure and interaction for building thriving and competitive communities. According to research users share videos 1 200% more than images and text combined (Kakkar, 2016).

In various studies, video advertising have been found to be engaging, popular and relevant (O'Connor, 2016; Stokes, 2017; Bellman et al., 2020; Sabuncuoğlu-İnanç et al., 2020; Shon et al., 2020). In research conducted by Wyzowl, 92% of marketers believe that video is an important part of marketing strategy in 2020 (Chaffey, 2020e). This has grown from 78% in 2015. It has been predicted that by 2021 online users will spend 100 minutes watching online videos on a daily basis, which has

increased by 19% since 2019. It was also predicted that 99% of marketers will continue to use video in 2020. About 48% of online consumers prefer videos that reflect products and services they are interested in, while a further 43% desire interactivity that would also give them the flexibility to decide if and when they want to view the information or not. At the end of Q3 in 2019, 66% of online video ads were 30 seconds long (Chaffey, 2020c).

In a collection of statistics gathered by Oberlo, the writer (Mohsin, 2020b) noted that in the US, 85% of internet users watched online video content on their devices on a monthly basis (Statista, 2018). The age group consuming the largest portion of online videos was the 25 to 34 year olds, with the males spending 40% more time than females. Hubspot (2018) found that 54% of online consumers desire to consume more brand and business content from those they support. Video is used as a marketing tool by 87% of professional marketers (Wyzowl, 2019). For video displayed from brands, social media is noted as the favourite type of platform and 88% of video marketers are happy with the ROI from video content on such platforms (Animoto, 2018). YouTube is the most popular video-sharing platform used by marketers and advertisers, with 88% strategizing on using it in 2020 and 76% on Facebook (Wyzowl, 2020). Munson (2018) noted that 82% of global online traffic will come from video streaming and downloads in 2022.

3.14.6.5 Animation advertising

Flash (uses the most bandwidth), animated gifs or cinemagraphs are considered to be animations. Animations are also used in banner ads to attract attention and should be considered in the context of which it is placed instead of on its own. The emotive qualities of images and video are combined in animation advertising. While video is considered as an integral part of the online world, it is important for brands to take advantage of the exposure potential and attraction of animation advertising (Stokes, 2017).

3.14.6.6 Web banner/pop-up advertising

Web banners are a form of online advertising that make use of graphic images that appear on a website on desktop or mobile and are displayed for advertising purposes. JPEG or GIF are static formats, whereas HTML5, JavaScript and video are rich media that are more interactive and engaging. Wallpapers, pop-ups, interstitials, maps, native content, floating adverts and sponsored content are types of banners that can be used in different sizes and formats. The upside of banners is that they are measurable and click-through rates can be tracked. The downside is that there is a general irritation and dislike towards them. Banners are also used alongside social media posts, content marketing and search ads along with a call to action (Stokes, 2017).

When users are viewing web pages they may also encounter pop-ups, which are ads that pop up or under the web page being viewed. Due to the onset of audiences being annoyed, pop-up blockers have been created and are now built into most web browsers. This can be problematic for advertisers since their ads become blocked and are not served or viewed by the target audience (Stokes, 2017).

Le and Vo (2017) conducted an online survey with 200 respondents to compare users' attitudes towards traditional banner ads, pop-ups and in-line ads. The constructs of entertainment, irritation and information were explored. While there was a positive attitude towards traditional banners that were highly informative, there was a negative and irritating attitude towards pop-ups, even though they were somewhat entertaining. In-line ads were considered as both informative and irritating.

3.14.6.7 Subscription/email advertising

Subscriptions are a part of e-commerce that is developed to grow and retain business. Subscriptions do well to motivate consumers to the value propositions and community of a company's products or services. There are different stages to the subscription process, which would include a user to sign up, agree to terms and conditions, transactional or payment information, follow-up, confirmation and opting in. As part of best practice, advertisers should include a link that allows subscribers to manage their subscription preferences (Stokes, 2017).

When looking at selling more to existing customers, email is an effective tool. Email advertising is a form of direct marketing that delivers content-based commercial messages to an audience. Emails are highly targeted, cost effective, customisable on a mass scale as well as measurable. This type of advertising has big potential in building relationships with customers through promotional and valuable content. Brands can speak directly to customers using segmentation and targeting to achieve the best reach and engagement. Email advertising can assist in directing more clicks to brand or company websites and social media channels (Stokes, 2017).

3.14.6.8 Apps advertising

"Apps" is short for application, which is software specifically developed for mobile devices and smartphones. There are native apps used for particular tasks and web apps. While mobile apps are generally designed and used for free, they contain a lot of sponsored advertising by brands. Developers also create apps to make an income and can often be required to be paid for. Apps are excellent tools used to connect with online consumers. Numerous companies are releasing their own apps these days, given that consumers spend 90% of their time on mobile apps instead of a browser.

These include games, news, entertainment and social media apps. Some apps have stripped their interfaces such as YouTube and Facebook Lite so it would use less data. This serves as an example that advertisers need to design tailor made experiences for their audiences (Smart Insights, 2016; Stokes, 2017).

Research has demonstrated that online users might check their phones anywhere from every few minutes to at least once an hour. In summary users can spend up to 2.5 hours scrolling through Facebook, swiping through apps and typing texts. Apps such as Uber have their own built-in payment system to make things easier for users. Survey Monkey (2016) listed Facebook, YouTube, Messenger, Google Maps and Play Store as the top five most popular apps in the US in 2016. This summarises apps that are used for utility, social media and entertainment as most popular. An online survey research conducted by the Pew Research Center (2015) discovered that 46% of the respondents use about 6 to 10 apps per week. Some apps are not even kept on devices for a full day. iOS boasts only 3.2% and Android 3.3% of apps being kept after 30 days. There are over 2.5 million apps and users have 17 to 20 apps on average on their devices which means that in order for apps to stand out they need to offer something unique and something that consumers would really want. A branded app is not complete until users can finally view the products on their device (eMarketer, 2015; Newport, 2015; Dscout, 2016; Stokes, 2017).

3.14.6.9 Online game advertising

There are no limits to a specific location or medium when using digital advertising, even in games. An advert may either contain a game or a game contains an advert. Game consoles that are inter-connected are also classified as mobile devices and allowed to carry advertising. Users of all demographics and ages find gaming consoles appealing. Advertisers should design games that people would want to play that will generate links. Advertisers have to make sure that the keywords used in their games and websites link so that when the keywords appear or are used in online communities and talk, they will be linked to the advertising (Stokes, 2017). Games have also been explored in areas of in-game advertising that may allow for more efficient and targeted ads (Hanson, 2017) and adver-games with the advantage of product placement.

3.14.6.10 Shopping blog advertising

Blogs are an excellent way to communicate with journalists, investors, staff, prospective customers and industry members. It is also a marketing tool that proves success in fostering community and encourages immediate feedback from members. Writing convincing content is key to keeping a reader's attention. Where there is value in blog content in the tone and distribution, there is value in blog advertising.

Blogs are platforms where users discuss their likes and dislikes and can be vocal about companies and their products. Analyst blogs are featured by big brands and provide industry data and analysis. Writers run online surveys at a minimal cost, conduct polls and generate forums, which can be used to determine whether a marketing campaign or website was successful. One of the most popular microblogging platforms is Twitter enabling users to publish text updates limited to 140 characters, which can be restricted to a specific community or viewed by anyone. LinkedIn Pulse in another blogging platform, where brands can work with influencers and leverages for marketing (Briggs, 2012; Soediono, 2013; Stokes, 2017).

3.14.6.11 Recommended to you when browsing advertising

Recommended pages or content can appear on various platforms and influence users to consider advice given by their close friends, family and social peers. Users may look for phrases such 'the most popular choice' or 'our top-selling package', which on click, can direct people to the option the advertiser most wants them to take. Mobile can capture 'the social context of our consumption', which means capturing who we are sharing with. If you are using a product like an eBook, for instance, your mobile phone holds information on who you talked to while reading it, who you shared it with and whether you recommended it to a connection that then purchased the item (Ahonen, 2008; Alamdari et al., 2020).

Starbucks plans to expand its app to make personalised recommendations, which will increase in-app purchases. When customers are satisfied with your business, social media makes it easy for them to share and recommend your brand. Because of this shareable nature, social media is a place where content goes viral. This is known as social influence. Users who have regular positive contact with a company are more likely to recommend that company. Customers place a great deal of value on the opinions of their peers and are more likely to look favourably on a brand, product or service if a peer has recommended or praised it. On Facebook, the like button can also be used on websites outside of the Facebook ecosystem, which allows visitors to recommend this site and content easily, and spot if their friends have liked the same content. Current stats say that 50% of B2B buyers use LinkedIn as a resource to inform purchasing decisions, while 76% of B2B buyers use recommendations from their professional networks for whom they wish to work with. In finding video online, a user follows recommendations from others, found through emailed links, social bookmarking and sharing services, or social media such as blogs, Twitter, Facebook, and YouTube. Social sharing and recommendations are also increasingly relevant ranking factors for search engines. In video

promotion, in the same way as with Google's search advertising, you can pay to have your video recommended on YouTube (Delisle, 2017; Newberry, 2020; Stokes, 2017).

3.15 Online advertising avoidance (OAA)

According to the Nielsen Report (2016), 80% of millennials understand that brands need to communicate information on their brands, products and services to the public. 46% of millennials agree that overall ads don't bother them. 74% said only if the content they are viewing is free. Millennials do present both challenges and opportunities to online advertisers. While traditional media are largely shunned, they still spend on average more than three hours a day on their smartphones (Kantar, 2015). In examining the significance of the effect of ad attractiveness characteristics on OAA, advertising characteristics, including size, timing, location and placement, have been discovered to be key predictors and are often depicted with the paragon term 'ad clutter' leading to avoidance behaviours (Cho & Cheon, 2004; Ouyang & Rodners, 2015; Bang & Lee, 2016; Li et al., 2017; Hossain, 2018; Redondo & Aznar, 2018).

3.15.1 Definition

"Consumers aren't blocking ads to block ads. They are standing up to say the current model for online advertising is abusive, and it will not stand" Carthy (2015).

According to social trends for 2016, ad blocking will start to affect social media also. Up to this day, social media has been ad blocking immune, but as technology develops, ad blockers will get smarter and social media platforms like Facebook will have to be ready to fight back. The Internet is a network of interlinked pages of information. Pop-up advertisements are frequent and negative perceptions of these are one of the central issues to be explored in this study. The phenomenon of ignoring, closing, skipping or blocking online advertisements is commonly known as *advertising avoidance*. This study will explore why 'millennials' avoid online advertising. Attitudes are defined as an *"antecedent of behaviour, which means that the attitude occurs before and informs the behaviour towards the object"* (Ajzen & Madden, 1986; Carthy, 2015).

3.15.2 Background

A study exploring television advertisement viewing over 20 years ago noted that viewers walk away from the set when commercials come on. Digital television has presented viewers with systems such as TiVo and personalised viewing options that allow them to avoid the advertisements almost

completely. Today, online broadcasting presents a different way of television viewing (Olney et al., 1991; Saffer, 2006; Stühmeier & Wenzel, 2011).

The Internet is a network of interlinked pages of information. Pop-up advertisements are frequent and negative perceptions of these are one of the central issues to be explored in this study. The phenomenon of ignoring, closing, skipping or blocking online advertisements is commonly known as advertising avoidance. This study will explore why millennials avoid online advertising. Attitudes are defined as an antecedent of behaviour, which means that the attitude occurs before and informs the behaviour towards the object. Researchers warn from their studies, that OAA is problematical as it reduces the possibility of involuntary and spontaneous viewer attention and affects other areas of research, such as the use of advertising stimuli (Speck & Elliot, 1997a; 1997b; Johnson, 2013; Kim & Seo, 2017; Hossain, 2018; van der Goot et al., 2018; Abro et al., 2020).

3.15.3 Models exploring online advertising avoidance

Cho and Cheon (2004) explored three determining factors that influence online ad avoidance among consumers. They are perceived goal impediment, perceived ad clutter, and prior negative experiences.
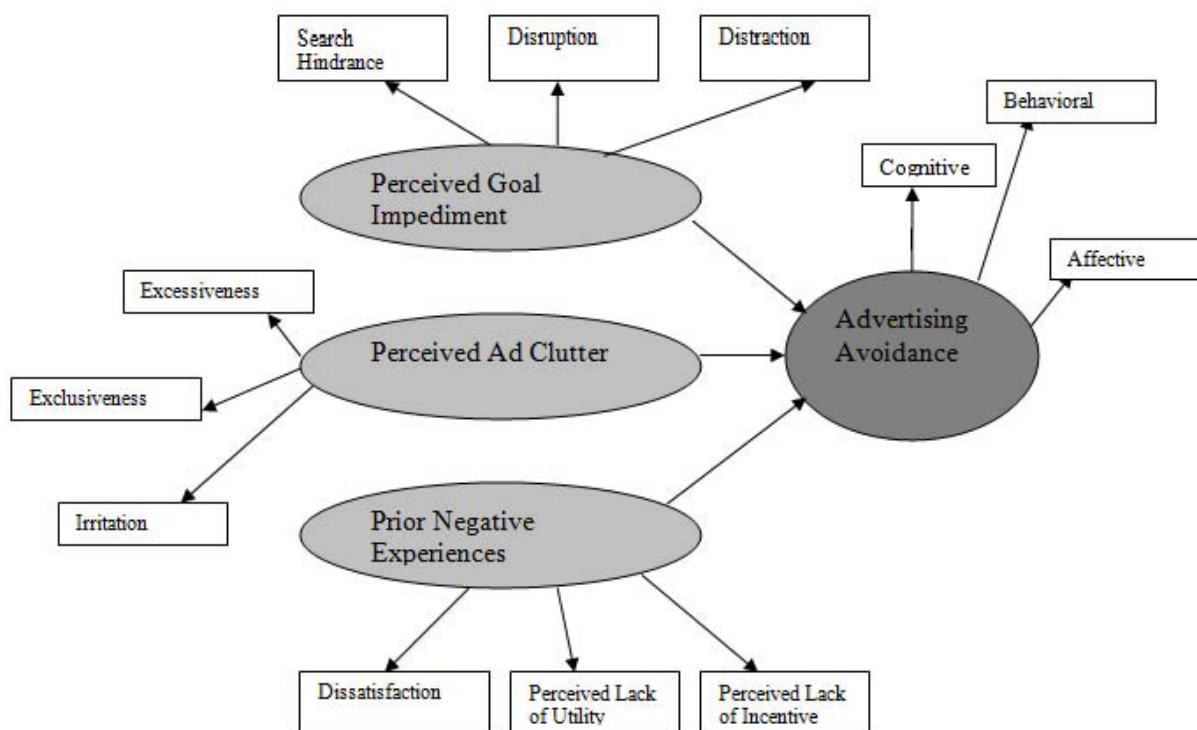
Figure 3.5: Model of Advertising Avoidance Online

Source: Cho and Cheon (2004)

Similarly, researchers have conducted studies on 'why people avoid advertising on the internet' and claim that limited academic research has been conducted on this phenomenon. Their findings suggest that most users avoid online advertisements due to prior negative experience, perceived advertisement clutter and perceived goal impediment, which is when users think that what they are trying to achieve online is being hindered (Cho & Cheon, 2004).

Therefore, they claim, that:

(i) Online advertisers should avoid techniques that employ methods of deception as these decrease consumer trust in a brand;

(ii) Online advertisers should reduce interference of advertisements by looking at the interactive nuances between the consumer and the advertisement; and

(iii) Delivering the right message to the right people at the right time is pivotal (Cho & Cheon, 2004).

These three concepts become relevant for this study, since it will explore the research problem in a sequence addressing:

(i) Online advertising strategy (OAS) targeting millennials;

(ii) Millennials' attitudes towards the strategies currently employed by online advertisers; and

(iii) The formulation of OASs by online advertising agencies targeting millennials

More specifically, they found that people avoid advertising because of how they feel or identify ad clutter. Ad clutter is defined as an excess of advertising media and is consistent with traditional ad avoidance research. Information and learning from experience theories suggest that factors such as cost, value and availability of the content the user desires can be perceived as "noise". This impacts negatively on the judgement, experience and future behaviour of the user (Elliot & Speck, 1998; Hong & Sternthal, 2010; Predergast et al., 2014).

The internet has become a place of consumption experiences, especially in mobile (Holt, 1995; Arnould & Thompson, 2005) which affect the ability of browsing and how the user experiences the flow of content (Hoffman & Novak, 1996; Hoffman & Novak, 2009). If a user has a negative experience for some or other reason, it will be remembered and impact any future influence in optional engagement. This may be indicated by dissatisfaction, not being able to utilise the internet as desired and not receiving any incentive for engaging. Due to these factors users would want to avoid the source of these feelings, thus avoiding the ad. The researchers suggested that advertisers create consumer satisfaction as they engage with ads, increase incentives and utility for when they do click

on banners ads and regulate deceiving copy, spam and forced exposure (i.e. not giving the user a choice to view the ad like a pop-up).

3.15.3.1 Perceived goal impediment

Since millennials are quite goal directed when on the internet, when compared with other media, internet ads are perceived to be intrusive. Various researchers found that consumers may experience feelings of aggravation, negative attitudes or ad avoidance when they feel that their goals have been interrupted. When ads are viewed as 'noise' and hinder the viewing of content on web pages or distract the consumer, they might feel an overall feeling of interference and therefore behave in avoidance. Consumers commonly have feelings of disruption, see the ads as a hindrance in their searches and perceive the ads to be a distraction from their online goals. This was found in numerous studies (Cho & Cheon, 2004; Johansson, 2014; Seyedghorban et al., 2016; Yuan & Li et al., 2017).

3.15.3.2 Perceived ad clutter

Ad clutter can be defined as pop-up ads, banner ads, text links or advertorials that are in excess on a single web page. An excess of these mediums are seen as clutter. They may even feel that ads cause a perception of exclusivity of ads when there are so many. This evokes feelings of irritation that could lead to negative attitudes and subsequent ad avoidance behaviour (Cho & Cheon, 2004; Johansson, 2014; Seyedghorban et al., 2016; Jung, 2017).

3.15.3.3 Prior negative experiences

Information that is gained from experience is also said to influence the degree and rate at which online users' process information. It may also have a direct and strong impact on the attitudes of users. Consumers rely on conclusions that they draw from previous experiences in order to build value and internal attributions about personal efficacy. For consumers prior negative experiences can be associated with a perceived lack of utility and incentive may lead to avoiding the source of the negative experience, in this case, the ad (Cho & Cheon, 2004; Johansson, 2014; Seyedghorban et al., 2016).

Consumers may have a cognitive, affective or behavioural response in order to avoid ads. Cognitive refers to consumers intentionally ignoring ads. Affective refers to consumers reacting emotionally towards an ad, while the actions of consumers that lack strongly in attending to ads are behavioural. These responses can be visible in the forms of scrolling down web pages to avoid banner ads, purging pop-up ads, kicking away from the page that contains the ads, etc. Advertising has evolved from print and below-the-line advertising media to digital and online spaces and platforms. However, online advertising requires a completely different approach from these media. For example, the imagery, font sizes and colour need to be quite different. Motion and navigation also become pivotal in making

up the experience for the user through virtual space (Hollebeek & Chen, 2014; Dessart et al., 2016; Dessart, 2017; Vander Schee et al., 2020; Yousaf et al., 2020).
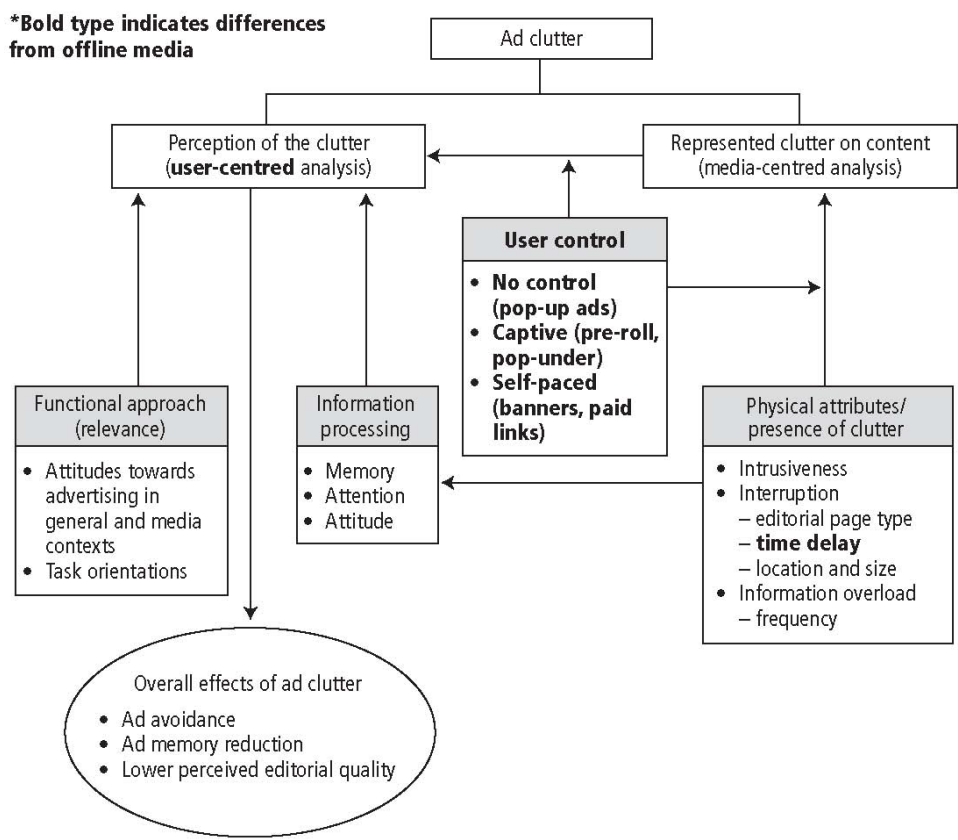
Figure 3.6: A conceptual framework of advertising clutter in online media

Source: Ha and McCann (2008)

In an editorial medium, a large amount of non-editorial information is described as clutter. An avoidance strategy is triggered by advertisements mainly, the consumer exposed initiates a defence mechanism to protect themselves against informational overload. The problem that is identified through this study is that clutter causes irritation and will subsequently cause users to avoid ads completely (Ha & McCann, 2008; Fisker, 2012; Jung, 2017; Hossain, 2018).

While these methods are different and independent from one another, they all may contribute to online advertising avoidance. Targeted advertising can be seen as intrusive and incur negative attitudes to online advertisements since it invades online privacy even though advertisements that are applicable to the content a user is viewing may be congruent (Johnson, 2013; Tran, 2017; Riedel et al., 2018). Privacy is a matter of personal attributes or control and is difficult to sacrifice for the convenience of receiving targeted advertisements. In a study, determinants that affect privacy in personal advertising were measured. There was an increased reactance to advertising, since users experienced a loss of freedom of control. Currently the trends of retailers have come under scrutiny

because of its online advertising practices. For example, for data collection of personalised information, users need to give consent (Chalbi, 2018). In reality, it would take users time from their goal-orientated tasks to divert to this interruption. This exercise from users, previously mentioned above, invokes negative feelings. In this case, the strategy of personalisation in online advertising can be both effective and ineffective (Strycharz et al., 2019).

In a survey study, the respondents agreed that both privacy and ad irritation had a direct positive effect on ad avoidance, but increased perceived personalisation leads directly to decreased ad avoidance. Another study revealed that advertising avoidance was positively related to advertising personalisation. When ads are personalised there is less ad avoidance and privacy was independent from ad avoidance. Advertising avoidance occurs when users' online goals are impeded and they have concern for their online privacy (Baek & Morimoto, 2012; Li & Huang, 2016).

3.15.4 Antecedents

Ad avoidance depends on the characteristics of individuals like their demographics and frameworks such as communication challenges between advertiser and user or the interruption of a goal. Although, there have been claims that users avoid ads cognitively, meaning with intention. Advertising that tracks the online behaviour of users and can deliver tailored content to them is online behavioural advertising (OBA) (Clancey, 1994; Wang et al., 2016b). The list that this study will explore are:

1.   Relevant Information of the ad

2.   Value I will receive from engaging with the ad

3.   Online placement and timing of the ad

4.   Scepticism and credibility of the ad

5.   Privacy and trust towards the ad

6.   Design personalisation

7.   Personalisation of the ad

8.   Ad irritation

9.   Price consciousness

10.   Design of the ad

3.15.4.1 Definition

Antecedents are variables that affect the relationship between another two variables. For example, the antecedent of information can be negative or positive to the relationship between an online advertisement and the user viewing the advertisement. In this study antecedents will be referred to as triggers (also referred to as stimuli in other studies), since their characteristics are able to trigger feelings, emotions, and thoughts and even shape attitudes and eventually behaviour. The antecedents explored in this research are relevance of information, online placement and timing, scepticism and credibility, privacy and trust, value, personalisation, design personalisation, ad irritation, price consciousness and design of the ad. These antecedents influence how users receive, understand, perceive and act upon their encounter with online advertising (Speck & Elliot, 1997a; 1997b; Cho & Cheon, 2004; Ha & McCann, 2012; Levy & Gvili, 2015; Colton, 2018; Hinson et al., 2019; Bevan-Dye, 2020).

3.15.4.2 Previous studies

Timing is an example of an antecedent that can affect the way in which an advertising message is received. YouTube is known to be the world's most popular video streaming and sharing community and the timing of a YouTube in-stream advertisement, before or after the selected video of choice and its duration will initiate a certain attitude and behaviour of a user towards it. Studies concluded that personalised advertising takes time and location into consideration which will influence the receptiveness and responsiveness of a consumer (Barnes, 2003a; Barnes, 2003b; DoubleClick, 2011; ComScore, 2012; ComScore, 2016; Pashkevich et al., 2012; Goodrich at al., 2015). Numerous studies have explored various antecedents in print and online media like websites and social media, especially in the context of advertising avoidance. Some of these antecedents were listed as credibility, ad relevance, brand attitudes, purchase intentions, irritation, privacy concern, online trust, value of advertising, personalisation and more (Bevan-Dye, 2013; Akhter, 2014; Nyheim et al., 2015; Bilgihan et al., 2016; Gvili & Levy, 2016; Murillo et al., 2016; Chiang et al., 2017; Khuhro et al., 2017; Martínez-Navarro & Bigné, 2017; Choi et al., 2018; Colton, 2018; Gironda & Korgaonkar, 2018; Gvili & Levy, 2018; Hamouda, 2018; Price, 2018; Hinson et al., 2019; Mpinganjira & Maduku, 2019; Bevan-Dye, 2020).

Numerous researchers noted that users practice ad avoidance behaviours. Van den Broeck et al. (2018) explored Facebook ad content such as ad placement, stream and side-bar ads and found that among a survey of 253 respondents in Belgium between 25 and 55 years old, avoidance was enacted due to poor ad placement and ads in the message stream. In search engine avoidance (SEA), that the factors of perceived goal impediment, perceived advertising clutter and prior negative experience significantly influences avoidance in a survey to 348 Chinese users (Li et al., 2017; Jagani &

Goldsmith, 2017). In the area of social media, Mattke et al. (2018) discovered that users that are 'unconcerned' have a much lower level of avoidance compared to a 'playful' user and even higher a 'goal-orientated' user. Furthermore, in exploration with 254 Chinese respondents, if information is perceived as overloading them, directly affecting fatigue, dissatisfaction and frustration among users will lead to avoidance (Dai et al., 2020). In brand avoidance studies among 249 respondents in Pakistan between the ages of 20 and 40 years of age, users agreed that they experience unfavourable service experience on social media and that brands and organisations need to give consumers effective and timeous feedback in order to reduce and prevent brand avoidance (Abro et al., 2020). In the same theme among millennials, Knittel et al. (2016) confirmed that the use of music, celebrity endorsers and the ad content contribute to the responsiveness towards online ads. For ads in personal blogs, Mutum et al. (2018) in a sample of 399 respondents concluded that blog users are more responsive towards sponsored posts when blogs are more interactive and carry credibility. Chinchanachokchai and de Gregorio (2020), found that among 693 US respondents on social media platforms (SMPs), agreed that its usage, susceptibility to its influence and input from online social peers have a positive effect on attitudes, concluding that demographics and independent variables didn't have an influence.

3.15.5 Attitudes

3.15.5.1 Definition

Katz's (1974) functional theory suggests four functions of attitudes such as utilitarian or instrumental, ego-defensive, value-expressive and knowledge, which is when an attitude serves an adjective function. Either the individual's level of aspiration raises, or the activities and related attitude no longer can provide the satisfaction they once did. Therefore, when new behaviour is inconsistent with attitudes bringing satisfaction, the attitudes adjust. A functional approach makes an important contribution towards an understanding of the conditions that influence the maintenance and stability of attitude change. In an online context, conditions are shaped by the characteristics of advertisement triggers. Attitude theory guides us to understand the attitudes of millennials.

Focusing on factors that influence attitude formation would be pivotal to study if marketers effectively want to reach mobile millennials in future. Therefore, a comparison of demographics, usage characteristics and online advertising triggers on millennials become important contributions toward the formation of millennials attitudes towards online advertising and pivotal factors of study in this research (Sharp & Bevan-Dye, 2014).

3.15.5.2 Millennials' attitudes in previous studies

In a study, the respondents expressed consistent negative attitudes towards online ads and even closed the ads without viewing them. Statistics of mobile usage and reach in South Africa show that the core audience is becoming younger and earns more than all mainstream media. The largest uptake of mobile Internet access is recorded among young adults between the ages of 31 and 33 years, with an average income of between R13 000 and R17 000 per month. The three most common issues facing every South African mobile user are screen size, the speed of the Internet and the price of data. These are serious factors for marketers to consider since mobile phones with data exchange are used for MMS, e-mail, Mobile Web, Mobile Social and Apps. Generation Y are currently 20 to 35 years old. They are a generation that is 'born green' meaning that they are eco conscious as a norm (Almossawi, 2013; Bilgihan, 2016; Duffett & Wakeham, 2016; Iyer et al., 2016; Lyons, 2016; O'Connor, 2016a; Hwang & Griffiths, 2017; Murillo, 2017; Arora & Agarwal, 2019; Oumlil & Balloun, 2019; Riley & Klein, 2019; Partouche et al., 2020).

3.15.6 Ad blockers

In response to the annoyance consumers experience regarding online advertising, ad blockers were invented. Ad blockers are programs (usually in the form of an app) that people can install on their desktops and mobile phones to prevent advertisements downloading on webpages. Ad blockers reduce the number of advertisements displayed on consumers' desktops and mobile phones (Palant, 2011b; Sandvig et al., 2011; The Economist, 2016). Another reason is the use of ad blocking (or plug-ins) applications. Many users install advertising blockers in their browsers (e.g., Google Chrome and Safari) to automatically block online advertising, preventing online advertising (Jens et al., 2017; Redondo & Aznar, 2018).

According to an Ad Block Report, the main reasons for the use of ad block was interruptive ad formats and virus or malware concerns. As their main motivation, 38% more women than men raised concerns about viruses and malware. 14% more men than women said their main concern was interruption. More than 70% of people wanted more than one reason to use Ad block software as 'most important'. In various studies, apart from security and interruption, the motive of users did not vary considerably according to the demographic segment. Although the privacy of early adopters of Ad block software was a top concern, it is less so for a mainstream audience (Pagefair, 2014; Seyedghorban et al., 2016; PaigeFair, 2017; Rudneva, 2017; Mattke et al., 2018; Worledge et al., 2019).

3.15.6.1 Definition

Ad block is a form of mechanical ad avoidance, which removes adverts from a user's online platform experience. This includes pop-ups, Banner advertising, ads on social media such as Facebook and YouTube. Users of the internet are able to install an extension or plugin on the web browser they use such as Chrome, Firefox, etc. and also, on some smartphones like Android. The most popular browser extensions are Ad Block Plus and ad block. Users have generally become overwhelmed by advertising incurring negative attitudes and thus users turn to adblockers in an effort to browse pages and other OPs without having ads displayed (Hedenblad & Knoflach, 2014; Johansson, 2014; Miroglio et al., 2018; Guttmann, 2020a).

3.15.6.2 Background and history

Ad blocker is a new technology, which helps users' block online advertising through various devices. While advertising avoidance is exercised quite frequently on mobile devices, it has further triggered an increase in further avoidance by installing ad block software. As the name suggests, the technology blocks or prevents ads from being loaded and displayed in a browser. The most common browser extensions used are Mozilla Firefox and Google Chrome, like Ad Block Plus. In 2002, Sorenson created the first ad block extension. The popularity only grew in recent years even though it was available for nearly a decade already. The usage of ad blocker has spread globally at a dramatic pace since 2009. According to various reports and studies, there are a reported 615 million active users of ad blocker on web and mobile devices, according to the Pagefair and Adobe (2015). A staggering 62% of this population are mobile blockers. Online users are unhappy with the copious amounts of advertising that is trying to engage them. 70% of respondents, in research compiled for HubSpot, said that they dislike having ads on their mobile phones. Half of the respondents (50%) reported that they clicked on ads by mistake or were even tricked into clicking and not by intention. Ad block keeps spreading and growing its tremendous popularity due to dissatisfaction of users' everyday online experience (Palant, 2011a; Bilton, 2015; Searls, 2015; An, 2016; Young, 2016; Pagefair, 2017; Miroglio et al., 2018; Redondo & Aznar, 2018; PageFair, 2020; Shewan, 2020b). Ad block has been explored in software used for ad block (Sołtysik-Piorunkiewicz et al., 2019).

3.15.6.3 Usage growth

In recent statistics by Statista, 25.8% of online users were practicing ad block on their connected devices. This roughly relates into about a quarter of paid ads which will never reach its audiences (Guttmann, 2020a).

The growth of monthly ad blockers has grown from 309 million in Q1 of 2017 to 527 million blockers in Q1 of 2019 (Ad Block Report, 2020). In ad blocking usage in the UK from 2018 to 2020, 36% of

respondents in the Statista survey used an ad blocker in 2020 compared to the decrease of 5% from 2018 (Johnson, 2020).

According to the Q3 of the Global Web Index (2018), 42% and 58% of ad blockers were female and male respectively. Most global users (32%) were between 25 and 34 years old. The percentage of users' ad blocking across continents were 46% across North America, 40% across Europe, 45% across Latin America, 47% and 52% across the MEA and APAC regions respectively (Baum, 2019). The top five motivations for users to install ad block was too many ads (48%), ads are annoying or irrelevant (47%), ads are too intrusive (44%), ads contain bugs or viruses (38%) and ads that take up too much of the screen size (38%). In device sharing among ad-blockers, 60% share a personal laptop/PC and 43% share their smartphone.

3.15.6.4 Statistics

An average of 15% of site visitors using ad block were measured in South Africa. The rates of the sites vary depending on its content, for example, tech sites can have block rates of 20% to 30%. It was also mentioned that ad block rates on gaming sites can measure over 50%. Ad block has also made a Pro version available and is used on desktop in South Africa. This is incurring a large financial impact on websites even though the tool provides users with a better online experience. South African websites suffer because they do not get credit for the blocked ads they host. According to the PageFair (2017), millennials is the group with the highest use of ad blocking and is less likely to pay for content without advertisements. Furthermore, researchers noted that many mobile and online users use ad block's installation as a countermeasure to advertisements, ad-fraud trojans or malware.

A research was compiled of 2 987 respondents who completed an online survey in South Africa from December 2016 to January 2017. They found that 13% of users currently use ad blocker due to the reasons that ads are annoying, copious, disruptive, concern users about their security and slow down pages that users visit. 29% have never used an ad blocker because they have not considered installing one, ads do not bother them, they like seeing ads, they do not trust ad blockers, or they want to support local publishers. 47% of users do not know what an ad blocker is and thus 18% will click on an ad if it seems interesting, 17% think ads are annoying, 17% fear getting a virus from an ad and 10% are discouraged from purchasing products that are featured in ads that are intrusive. Generally, 22% of users prefer online ads that are relevant to them, while 15% enjoy that they can support websites without having to pay directly. 15% enjoy supporting local publishers and 11% like supporting independent websites (Staff Writer, 2017).

According to the PageFair (2017), 37% of ad block users were informed by a friend, family or colleague about the software and 27% were informed by the Internet and other forms of media. Men are 34% more likely to use ad block than women, and urban users are 17% more likely to use ad block than rural Internet users. Ad blockers are usually plug-ins for several browsers or apps that can only be installed without cost or user registration (PageFair, 2017).

3.15.6.5 Types or categories of ad blocker

Ad Block Plus, the world's first and biggest ad blocker, is known for blocking ads, disable tracking and block domains known to spread malware. Ad block itself has no functionality until you state what to block by adding an external filter list. Apple has also designed and released Ad blocking Apps which are popular among Apple devices' mobile users. According to Cook (2019), the 10 most popular ad blocking apps were downloaded around 600 000 times during the first week after the update (Carollo, 2015; Marshall, 2015; Olsson et al., 2017; Ad Block Plus, 2018' Cook, 2019).

Ad Block Plus was launched in 2006. It is free to install and has been downloaded over 300 million times. It blocks various types and formats of advertising such as banners, video, pop-ups, ads in flash games and users' tracking. Pop-ups are the largest drivers of ad block adoption according to 88% of the respondents in a study. Consumers are aware of and feel threatened by the infringement on their online privacy, especially when there are third-party tags which can lead to fraud and scam (Corey, 2016; Teads, 2016; The Economist, 2016; PageFair Ad Block Report, 2020).

3.15.6.6 Application to design

Researchers believe that a manner to curb or deal with ad block is to look at means to control ad avoidance. To lower the said intrusiveness of ads by users, research showed that the higher the perceived value of the ad, the lower the level of feeling intruded. Ads should be screened when users are switching between browser tabs or during breaks. The ads should be placed with the relevant user content and should be entertaining, interesting, important and should have value in engagement (Edward et al., 2002; Teixeira, 2014).

Even though some ad formats are strongly rejected by ad block users, others have a significant preference. 77% of surveyed ad block users stated that some ad format was acceptable. A preference for static banner ads was expressed by 52% of these ad block users, while 35% prefer skippable video ads. 31% of ad block users surveyed, distrusted video ads that were not skippable, while 23%

disliked audio ads for auto play. Interruptive ad formats are therefore the primary cause of user frustration, while non-interruptive formats are widely accepted, such as static banner ads (PageFair, 2017).

3.16 The digital agency

3.16.1 Definition

Digital marketing is directed and data-driven, the information depth available enables advertisers to get the right message at the right time to the right person at the right time (Pittman, 2019). An effective digital marketing campaign may incorporate many different types of media, including audio, video, and copy, and a variety of different specialists are needed to get the job done well. Media channels utilised by agencies are:

1.   Content Management

2.   Design

3.   Digital publishing

4.   Social media

5.   Copywriting

6.   Mobile marketing

7.   Analytics

8.   Business/marketing strategy

What is digital about it? Bud Caddell defines 'digital' as a "participatory layer of all media that allows users to select their own experiences, allowing marketers to bridge media, gain feedback, iterate their message, and gather relationships". In other words, digital is a way for people to explore content and concepts and to connect and understand customers (Caddell, 2013; Stokes, 2018). The digital agency is where online advertising strategies are developed. This is the reason why this research will be posing questions to online advertising strategists in the context of online advertising avoidance antecedents, particularly focusing on the design of the ad and design personalisation.

3.16.2 Statistics

The number of agencies trading most (61 to 80%) of their video, display and mobile budgets through programmatic purchases has nearly doubled (video: 21% to 39%; mobile: 18% to 39%; display: 19 to

39%) since 2017. For publishers, the majority (61 to 80%) of their programmatically sold mobile and video inventory has also doubled since 2017, while the display has seen a lower increase (video: 8% to 20%; mobile: 28% to 39%; display: 10% to 16%) (Fonnler, 2017).

45% of advertisers and publishers and 67% of agencies said that less than 20% of their programmatic trading budget was spent on native advertising. 37% of publishers, 21% of advertisers and 13% of agencies said that native advertising accounted for 0% of their programming budget. In research noted by Vatash (2018), with over 4,000 respondents from industry, 11% said they were a digital-first organisation, 15% said that digital permeated all their marketing activities, 45% said that digital permeated most of their marketing activities, 20% said that digital marketing is very much separate, and 9% did not know (Vatash, 2018).

In a survey of approximately 2 500 agency respondents, in exploring the single most exciting opportunity for the organisation or its clients, 15% said that it was optimising the customer experience, 14% it was data-driven, 14% said it was creating compelling content, 6% was using automation, 9% was using video for brand engagement, 9% used multichannel marketing, 10% used social media, 6% was utilising AI, in the form of bots to drive campaigns and experiences, 5% was using connected devices and audience tracking, 4% was reaching and understanding mobile customers, 4% was engaging audiences in virtual or augmented reality and 4% said none of the above (Vatash, 2018). In investigating design and creativity, agencies that describe themselves as 'design-driven' are 69% more likely to have significantly exceeded their business goals. 84% agree that design driven companies outperform other businesses, 77% concede that creativity is highly valued in the agency, 73% concur that they are investing in design to build the brand, 65% agree that their design approach is consistent across their offline and digital platforms, 61% have customer experience designers, 61% use the tools they need to remain consistent in their design approach and 51% agree that they have the right workflow in achieving the design advantage. The survey showed that almost under three-quarters (73%) of respondents say that their businesses invest in design to distinguish their brands. Compared to these studies, it would be interesting to explore the responses from online advertisers in question to their development and design of online advertising strategies targeting millennials (Vatash, 2018; Artwork Adobe, 2018).

3.16.3 The digital agency

According to researchers, a digital agency is characterised as a company providing screen-based products and services with creative, strategic, and technical development. A full digital agency can provide clients with marketing search engines, online advertising, web design and development, and

consulting on e-commerce (Eckhardt & Arvidsson, 2015; Heerkens, 2017; O'Connor et al., 2018). Digital agencies use state-of-the-art systems to assist their existing customers and to acquire new customers via channels that are yet to be explored. These agencies target mainly online audiences, whether they are traditional media, social media, pay per click, responsive web design, or mobile devices. These agencies use techniques such as web analytics to monitor and examine consumer behaviour. In addition, they are responsible for monitoring, modifying and creating online advertising campaigns. These campaigns are used together with different demographic groups to identify and target different regions. How they develop online advertising strategies technically and creatively are important for the success of engagement with online users (Nyilasy et al., 2013; McKinsey & Company, 2015; O'Connor et al., 2018; Farooq & Pashaev, 2020).

3.16.3.1 Benefits of a digital agency

Compared to the traditional ad placement method, the choice to go online and advertise in partnership with a digital agency proves to be quite cost-effective. These agencies serve to provide a total solution, creating integrative advertising proposals to promote the brand or product of a business. The well-established agencies are secure to invest in. It's because you're going to be fully aware about what you are getting into and there's a strong chance your competition could do the very same thing. While the two types of agencies work with the same goal, they penetrate their audiences with multiple platforms and methods in rather various ways. To reach their targeted markets, traditional advertising agencies use strategies such as direct mail, billboards, product placement, coupons, print, radio and television ads. The capability to fully grasp their costumers is one limitation that has plagued traditional advertising firms (Du Plooy, 2012; Farooq & Pashaev, 2020).

Digital advertisers now have access to web analytics in different ways, enabling their audiences' behaviour to be tracked. Marketers can learn a great deal from understanding what kind of content they like, what they interact with, and even what they buy. This type of valuable information makes it possible to customise future advertising specifically to a demographic or even an individual person (Porteous, 2018). Suggett (2020) research outlines pairing of digital and traditional where they recommend examples such as print and display in running an ad in a newspaper of publication and in an online version on different platforms. Thereafter transit and mobile where ads are displayed on a bus stop or roadside and then the same ads can be optimised for mobile campaigns. Another would be TV and programmatic where ads run on TV and are also condensed for a digital video format that cold run on a website or social media platform. Lastly, a billboard and banner could be used where the ad that runs on the banner can be transformed into moving graphics or the message broken into segments that can run clearly on a website (Suggett, 2020).

3.16.3.2 Challenges of the digital agency

In various reports digital agencies have been found to experience many challenges in the advertising sector. According to the Advertiser Perceptions survey results of 300 marketers, the top challenges advertisers face is reaching potential customers meaningfully and compellingly and measuring accurately and reliably the results of the survey. The nature of communication has drastically changed over time and has largely influenced the "what" in which agencies develop advertising to communicate messages about products and services of brands especially in social media. Many challenges have risen and are still on the rise such as the adoption of strategies that are results-orientated, ads that will be more relevant, are more consumer-centric, creative teams that are more agile and production that is more streamlined and specific. Due to these challenges, agencies have suffered profits and layoffs (Mangold & Faulds, 2009; Marketing Charts, 2017; Artwork Adobe, 2018; Burzler, 2018; Deloitte Survey, 2020).

There has been extensive discussion on how ad agencies need to change due to this changing environment. Sheehan and Morrison (2009) highlighted the creative challenges that are faced by the ad industry and pinpointed four big challenges for the advertising industry in messaging design, consumer engagement, social media integration, and creative talent and skill sets development. Based on the challenges faced by advertising agencies. The researchers contended that agencies must move beyond the 'mass message' paradigm and acknowledge the importance of one-to-one interaction and consumer interactions. This thesis has explored millennials' engagement with online advertising strategies in a time of online advertising avoidance among millennials in Cape Town. While there is an investigation of ten OAA antecedents, there is a particular focus on the design of the ad and design personalisation (Ngwainmbi, 2016; Artwork Adobe, 2018). Considering the present study on OAA antecedents that influence the design and development of OAS, this study will further enquire from online advertisers about the challenges they have in designing OASs to engage millennials in online advertising. The researcher will further share how online strategists have been dealing with OAA in the agency setup as well.

3.16.4 Summary

In this chapter we defined and discussed preferred online platforms in terms of the definition, background and history, usage growth, statistics, types or categories and application to design of each platform. The platforms discussed were social media, consisting of Facebook, Twitter, Instagram and Snapchat. Following this, we looked at e-commerce websites, shopping networks, video such as YouTube, animations, web banners or popups, subscriptions for email including online movie services, news, music and entertainment, apps users install, games, shopping blogs and content users recommended among each other. Then the researcher reviewed online and digital advertising

generally and in South Africa and its types followed by a deliberation on strategies including its costs. The researcher expanded on advertising effectiveness and its factors proceeding with a list of advertising types such as social media, website, e-commerce, video, animation, web banner or popup, subscriptions, apps, game, shopping blog, recommended information advertising. After this, the chapter continues with online advertising avoidance and its definition, background, models developed and used in the study of OAA, antecedents of OAA and their definition and studies conducted previously. After, the researcher explains attitudes and its definition, attitudes of millennials in previous studies, ad blocker and its definition, background and history, usage growth, statistics, types or categories and application to design. This follows a discussion on the digital agency and its definition, statistics, types such as traditional and digital, benefits of the digital agency and its challenges. The digital agency is the general space where OAS are developed, and individuals are put into teams to design engaging OA. The people that make up the digital agency also make up the sets of key informants used in this study.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

The development and escalation of the design of online advertising (OA) have caused many challenges for online advertisers. In light of exploring the phenomena of online advertising avoidance (OAA), this research explores OA strategies which have been said to generate negative attitudes of millennials found by various researchers (Cho & Cheon, 2004; Wen et al., 2009; Kelly et al., 2010; Chang et al., 2012; Ha & McCann, 2012; Chang et al., 2016). As the researcher explores the knowledge and experience of millennials and online advertising strategists (OASTs) towards OA, the current state and possible improvement of online advertising strategies (OAS) used to reach and engage millennials are addressed (Taken-Smith, 2011).

The chapter launches with a review of the objectives of the research, scope and perspectives, along with the research approach followed in the study. The focal point of the chapter is a research methodology utilised to collect and analyse data to establish the attitudes of millennials towards OA in relation to OAA antecedents (Cho & Cheon, 2004; Tanyel et al., 2013; Duffett, 2015b). An online survey and a focus group with millennials is triangulated with a set of key informant interviews with OASTs.

The research design and methodology section comprise a description of the selection of participants and respondents, data collection and analyses methods. The chapter concludes with trustworthiness and validity of both the quantitative and qualitative phases, limitations, delimitations, costs and ethics of the study.

4.2 Research objectives

The objectives of the research shape and focus the purpose of the study. They indicate the goals and will guide the researcher in the quantitative and qualitative phases of the study (Creswell & Clark, 2017). The objectives of this research are:

To ascertain the effect of OA design on OAA antecedents among millennials.

To determine the influence of the usage characteristics of design-related OAA antecedents on the attitudes of millennials.

To establish the influence of demographic characteristics of design-related OAA antecedents on the attitudes of millennials.

To explore whether Millennials have positive or negative attitudes towards the OA on POPs.

To explore if online advertisers improve OAS in order to engage millennials successfully.

4.2.1 Quantitative purpose statement

The primary objective of the quantitative phase of the study was to explore the attitudes of collegiate, working, or both types of millennials towards the design of OASs using their preferred online platform (POP). The survey also assists in determining the relationship of these OAA antecedents to each other, especially those that are graphic design orientated (design personalisation and design of the ad) and in relation to millennials' usage and demographic characteristics.

The secondary and tertiary objectives of the quantitative part of the study was to explore the influence of the usage characteristics and demographic factors of design of the ad and design personalisation antecedents on the attitudes of millennials, respectively.

4.2.2 Qualitative purpose statement

The primary objective of the qualitative section of the study is to firstly identify OASs that engage millennials through its design and technical elements, by investigating their online preferences in a focus group and secondly, to explore online advertising strategist's (OASTs) knowledge, practice and expertise on the design elements of OAS that are engaging to this cohort through key informant interviews.

The secondary objective was to explore the "why" question of millennials' attitudes. Literature has concluded the reasons for positive and negative attitudes because of various reasons. The tertiary qualitative objective is to explore the "how" question which addresses possible approaches to improving or changing components of their online advertising strategies with success.

In summary, the overall objective for this research was to explore the antecedents of OASs considering the phenomena of OAA to identify the design characteristics of the OASs employed in engaging millennials and the influence it has on their attitudes towards online advertising across their POPs. We also sought to investigate the influence of usage and demographic characteristics on the use and implementation of OASs in the context of the OAA antecedents explored (Duffett, 2015b; Brown, 2016; Towner & Lego, 2016).

4.3 Scope of the study

Millennials and OASTs in Cape Town were included in the study. The study primarily focuses on exploring OASs engaging millennials in an era of the phenomena of OAA on various platforms. These platforms are social media, websites, shopping networks, video, animations, web banners, pop-ups, subscriptions (email), apps you install, games, shopping blogs and ads recommended to you (the user) when browsing. This is cross-examined with ten OAA antecedents, namely, relevant information, value, online placement and timing, scepticism and credibility, privacy and trust, personalisation, design personalisation, ad irritation, price consciousness and design of the ad.

An online survey was included for distribution among millennials between 18 and 35 years old at collegiate, working level or both. A focus group consisted of five millennials and six millennials were interviewed via semi-formal (conversational) interviews. Key informant interviews were conducted among seventeen online advertising strategists working in Cape Town-based advertising agencies providing online advertising services.

OASTs are primarily responsible for directing the design of online advertising components that make up strategies to engage millennials. Their experience and best practice is pivotal to what this research would conclude. These key informants work within the current digital advertising industry and are familiar with trends and emerging technological and digital advances. Agencies that are niche and digital are the focused context from which OASTs are selected, in other words, they are either advertisers, strategists or account planners that work directly with designers to formulate the makeup and placement of the OA Traditional advertising roles and applications such as print and large format design will fall outside of the scope of this study.

The research is exploratory-descriptive as the researcher explores the attitudes of millennials and current OASs, the 'what online strategists say will work' and what 'millennials say work for them'. This research also adds to a deeper description of millennials as a target audience. This is a valuable contribution to the fields of OASs, OA, millennials' attitudes and behaviour towards OA and the phenomena of OAA, instead of only further explanation and replication of this scope of research (Babbie & Mouton, 2001).

4.4 Research perspective

A paradigm (or worldview) is the set of principles that guide the research course of action. It represents the value and beliefs in a certain discipline and this guides how the problems of the research are solved. A particular paradigm is associated with a certain methodology employed to conduct research,

which the researcher follows in order to stay relevant to their field. Paradigms can also suggest complimentary perspectives and can therefore be different arrows that point as the situation requires or demands. The researcher is also a millennial and has had her own experience of engaging with online ads. While she is independent of and does not affect the subject of the research, her relation to the study must be kept in mind (Guba, 1990; Gratton & Jones, 2010; Babbie & Mouton, 2011; Galehbakhtiari & Tahmours, 2015; Deraz, 2019).

This study follows two sets of paradigms in the two phases of the study, which offers insights into quantitative and qualitative exploration, understanding and analysis of the participants' perspectives. The researcher had close interaction with millennials and OASTs to gain insights that would form an understanding of millennials' attitudes and experience towards OA and OAST's best practice in formulating OASs. An interpretivist (phenomenological) paradigm suggests that the researcher is constantly committed to a better understanding of the participants ' characteristics and social environments. The researcher endeavours to establish a rounded view of millennials' preferences and experience of OA and the views of the OASTs pertaining to this said, 'challenging cohort' (Miles & Huberman, 1994; Howe & Strauss, 2000; Maree, 2007).

The researcher divided the study into two phases enable the use of the most optimum research tools in order to effectively answer the research questions. Since a target audience and an OAST works in tandem, the quantitative phase made use of an online survey to explore the current 'what' of the world of millennials and the qualitative phase probed further into the 'how' and 'why' aspects of the research. While the paradigms of positivism and interpretivism may stand in opposition to each other, together they assist in building a more holistic understanding of the research problem. Therefore, the study makes use of quantitative and qualitative instruments known as mixed methods research. Mixed method researchers do not just aim at accurately representing a type of reality but inquire how the research can be an asset of utility. In a mixed method approach a phenomenon can be measured and then explored or explained (Rorty, 1999; Radwan, 2009; van Reijmersdal, 2009; Feilzer, 2010; Creswell & Clark, 2011; Hsu et al., 2018; Deraz, 2019).

In this study, a phenomenological research type was best suited to the context of millennials by intending to explore their experiences of OA and how and why they have developed their present attitudes toward it. It is millennials that interpret OA and platforms, create content, give meaning to engagement, define, rationalise and justify their daily decisions in engaging and/or purchase decisions (Creswell, 2007; Babbie & Mouton, 2008; Lee et al., 2009; Yin, 2011; Babbie, 2010; Yin, 2011; Tingley, 2016).

4.4.1 Positivist paradigm

A positivism paradigm aims to evaluate the social world objectively. The positivist paradigm that is informed by realism departs from the understanding that there is one reality explained by science. It is objective and based on precise observation that is verifiable using quantitative tools. In this approach, the researcher made use of an online survey that will produce objective and factual answers on the attitudinal responses of millennials in the context of usage and demographic factors of OAA and its antecedents. In this phase, it is the facts that will tell us about millennials' attitudes. This approach provides control, is precise and has objectivity. The researcher adopted this approach when conducting the online survey to millennials (Bogdan & Biklen, 2003; Gratton & Jones, 2010; Edirisingha, 2012; Aliyu et al., 2014; Irshaidat, 2019).

4.4.2 Interpretivist paradigm

An interpretivism paradigm aims to understand and describe human nature. An interpretivist paradigm can also be called a phenomenological approach seeking to explore and explain the essence of an individual's experience and the way that they make meaning of particular phenomena, in this case, OAA and its antecedents. There can be multiple realities constructed socially where values are an integral part of life. For interpretivist researchers the truth is context dependent. In this study the researcher is a Millennial and becomes part of the research as an interpreter of a cohort that she herself forms a part of and endeavours to understand the meaning of their responses. This kind of approach seeks to understand and interpret the meanings of OASTs and their experience of OASs used to engage millennials, instead of predicting or generalising the cause that so many other studies have concluded. In this study, detailed information expresses the realities experienced by the OASTs and the design of OASs in an era of OAA (Carson et al., 2001; Phothongsunan, 2010; Edirisingha, 2012; Aliyu et al., 2014; Irshaidat, 2019).

4.5 Research approach

The responses of the key informants for the interviews and focus group provided the researcher with data that was collated to draw conclusions that can best answer the research questions. These will produce themes and patterns through an inductive data analysis process (Denzin & Lincoln, 2005; Creswell, 2007; Radwan, 2009; Njie & Asimiran, 2014; Herzog et al., 2019). In the qualitative segment of the study, the researcher explored how OA affects the social world of millennials and vice versa, including how they feel and how OA affects the pattern of their everyday life. In applying the specifications of Peshkin (1993), qualitative research helps gain new insights and discover new concepts in the context of millennials interacting with OA and OASTs designing strategies to engage them. There are various reasons for this design approach (Babbie & Mouton, 2001; Mason, 2002;

Creswell, 2007; 2009; 2013). In the context of this study, the researcher uses this approach because:

(i) A deeper understanding can be gleaned on why millennials avoid OA

(ii) OASs can be better understood

(iii) Millennials can discuss which OASs they prefer OASTs to use

(iv) The researcher can understand the basis on which OASTs formulate OASs

The researcher considered the study based on the following assumptions:

(i) Millennials have negative attitudes towards OA

(ii) Millennials are predominantly engaged with their POPs on mobile devices

(iii) OAA antecedents are preventing Millennials from engaging with OA

(iv) OASs can be vastly improved to engage millennials by improving the design of OA

4.5.1 Quantitative approach

Quantitative research employs methods that measure data mathematically, statistically, or numerically through surveys, questionnaires and polls. A researcher expressed that it is the random selection of a big sample size of respondents. Its aim is to understand what, where and when of human behaviour with an aim to learn about its various aspects. Once the necessary data is collected, it is then analysed and visualised into charts. A survey is useful for gathering a large amount of significant data in order to make assertions about a specific phenomenon, specifically in this study, online advertising avoidance. A survey was determined to be the best choice for systematically collecting quantitative information. With this method, the researcher was able to determine millennials' attitudes and use towards OA and OAA antecedents resulting in OASs. The researcher was able to gauge descriptive trends of demographic characteristics and usage factors (Babbie, 2010; Creswell, 2014).

This sort of investigation centres on the collection of numerical data and then generalising over bunches of individuals that can clarify a certain sort of phenomenon. It is subjective in nature and generates a variety of ideas about a research problem. There are two types of quantitative inquiry. In this study, a descriptive approach rather than an experimental approach was taken. This means that the researcher measured the attitudes of millennials to find out 'what is'. The researcher is able to describe the event by tabulating, organising and depicting the data, often making use of graphs and

charts to aid the reader into an understanding of the data distribution (Borg & Gall, 1989; Babbie, 2010; Spector et al., 2014).

Quantitative research can be explained as "the means for testing objective theories by examining the relationship among variables which in turn can be measured so that numbered data can be analysed using statistical procedures". Methods of quantitative research are concerned with human behaviour and is explained within a framework exploring social structures in which the type of behaviour will occur. There are three parts to the quantitative analysis of the online survey, which were data organisation, interpretation, and explanation (Flick et al., 2004; Creswell, 2009; Callegaro et al., 2015).

4.5.2 Qualitative approach

The qualitative approach to research looks at the world with an interpretive view, taking a natural approach to questioning a topic. Researchers believe that while the data becomes a series of conversations, field notes, photographs, interviews and even representations, the researcher attempts to make sense of things in its natural setting by making sense of the meaning people bring to them. It is described as discovering and gaining an in-depth understanding of the characteristics of a culturally specific and contextually rich setting, while some said that it is a process of inquiry aiming to understand social phenomena in the natural setting. It concentrates more on the 'why' question than the 'what' and depends on the experience of human agents, qualities of their experiences and the meanings that they formulate, assign or attach to certain ideas or practices (Patton, 2002; Denzin & Lincoln, 2005). The second phase of this study adopted a qualitative approach through key informant interviews with OASTs, interviews and a focus group with millennials.

4.6 Research design

The research design is a type of inquiry, which may follow quantitative (numerical), qualitative (text) or mixed methods approaches and is the outline of how the study is conducted step by step. Even though a mixed method approach has been challenging to define and exercise, researchers believe that it still has rich benefits towards studies exploring specific phenomena. There is opportunity to grow a deeper understanding and perspective of the nature of the topic. This can be categorised as convergence design in studying a problem by looking at properties and objective aspects of a study and then applying it qualitatively to understand and describe the subjective aspects (Ponce & Pagán-Maldonado, 2015; Hughes, 2016; Almeida, 2018). In this study, a mixed method approach is exploratory in nature and used to obtain insights of complex problems and align them. The most used techniques in qualitative research are interviews (structured or semi-structured), field observation and focus groups. Quantitative research uses controlled experiments and surveys. This research adopts a sequential explanatory design where the data collection and analysis move from a quantitative to

qualitative phase. Online methodologies are allowing researchers to capture more nuances and unique experiences of populations and sub-populations in innovative and new ways (Wright, 2005; Toomela, 2008; Willis, 2011; Ponterotto et al., 2013; Almeida et al., 2017; McKim, 2017; Hilde & Kampen, 2018).

A research design is an investigation plan in which inquiry is conceived, executed and how the discoveries are eventually compiled. It can also be explained as a proposal or approach moving from the fundamental philosophical assumptions to stipulating the variety of respondents, the techniques for collecting data and the data to be analysed. In order to provide a complete plan that details the methods used, a research design helps the researcher to collect and analyse data. A researcher may consider an exploratory, descriptive or causal research design. In the quantitative phase of the research, a descriptive design will be followed. Quantitative design emphasises the use of predetermined response options and formal questions constructed in a survey questionnaire and are administered online to a large sample. This section of the study is considered to be more descriptive since the research is based on quantifiable information. In this section, the attitudes of millennials towards OAA antecedents are described with reference to usage characteristics and demographic factors (Mouton, 2001; Maree, 2007; Pride & Ferrel, 2007; Hair et al., 2013).

Empirical investigation of research employs descriptive and exploratory designs. Research that describes the characteristics of individuals and even a group of people that share the same or similar behaviour is descriptive in nature. Investigating through the experience of millennials and online advertisers in how they gather knowledge, generate ideas, adopt or reject engagement or strategy, and how they make meaning from it helps us understand this world better (Babbie & Mouton, 2001; McDaniel & Gates, 2006; Iacobucci & Churchill, 2018).

In this particular research, the interaction between millennials and their counterparts are social and the data collection qualitative. Previous research and statistics as mentioned in the review of the literature (Chapter 4) testifies to the fact that the world of millennials and media is mobile, social and constantly communicative. Therefore, the research epistemologically positions itself to interpret the social interaction of OASs with millennials. Ontologically, the researcher explored if OA shapes the reality of millennials or if millennials shape the design OA. The exploration of this view will become significant for OASTs in realising the way in which they design OASs.

4.7 Research strategy

4.7.1 Descriptive

This type of research is intended to paint a picture of how a situation naturally develops, especially in this research where millennials are very social and present online in how they engage in product, service or brand discussions with their communities (Knupfer & McLellan, 2001; Burns & Grove, 2003; Blumberg et al., 2008; Hair et al., 2009; Pawar, 2014; Reddy, 2017; Goldfarb & Tucker, 2019; Savage, 2020). Even though it could be complex, it may be used to make a judgment, develop theories or to justify a current practice. In this discourse, a descriptive type of research was used to sketch an understanding of millennials' attitudes towards OA, their reasons for OAA and the employment of OASs to engage millennials. Studies in social media (Shabnam et al., 2013; Dehghani & Tumer, 2015; Silvia, 2019), effectiveness of internet ads (Osewe, 2013), personalised ads (Nyheim et al., 2015), impact of advertising strategies (Kaur & Hundal, 2017) and online purchase (Ketabi et al., 2014) related to this topic and used this approach.

4.7.2 Explorative

This type of research does not draw conclusions on its research questions in order to answer generally to an entire population, instead it sheds light on the issues that immediately affects a small group of participants that are purposively selected and interviewed in depth (Hirschman, 1989; Silverman, 2005; Taddicken, 2012; Hedenblad & Knoflach, 2014; Njie & Asimiran, 2014; Ouyang & Rodgers, 2015; Mattke et al., 2017). Polit et al. (2001) surmises that exploration is undertaken when a new zone is researched or more is required to be discovered about a phenomenon and factors relating to it. In this exploratory study, the research aims to gain further insight into the phenomenon of OAA and how it affects millennials who are generalised to exercise. This is an opportunity to interpret responses from online advertisers in their experience of effective OASs and the characteristics of OAA antecedents that may improve engagement.

4.8 Selection of respondents for the quantitative phase

The population is the general body of individuals from which the sample is drawn and explored in order to make conclusions. The population consists of millennials who practice OAA and have negative attitudes towards OA on various platforms due to the hindrance of their online goals. It is necessary to give enough thought to the sampling design when conducting primary research. To ensure the collection of data represents the target population fairly, a sampling design directs the researcher in the correct steps to be taken. In this research, millennials were selected according to a criteria set by the guide of previous research and delimitations by the researcher (Welman et al., 2005; McDaniel & Gates, 2006; Malhotra et al., 2006; Hair et al., 2013; Belk, 2017; Leavy, 2017; Ahmed, 2019).

4.8.1 Online survey population

It was important to zone in on clusters of millennials within the population. The cost of data collection can be reduced by quota sampling. Thereafter, the researcher identified areas in order to include the most representative number of millennials possible by selecting a cross-section of the population. Millennials are known for their extensive and intensive use and connectedness to mobile access and applications, SNS (social networking sites) and ubiquitous devices (Henrie & Taylor, 2009; Black, 2010; Shambare et al., 2012; Smith, 2012). Since it is difficult to study an entire population, an appropriate sample needs to be selected. A sample is a population subset, which the researcher selected using guidance from literature to further select a sample frame in the CBD of Cape Town (Gates & McDaniel, 2008; Yin, 2011).

As a cross-section, millennials are reached at a college or university level, but also those employed which according to statistics is 31.7% of the age group 15 to 35 years old. The units were drawn using multi stage sampling (quota and convenience) among a number of different groups. The researcher identified a major tertiary institution (Cape Peninsula University of Technology), two youth groups and millennials working in corporate organisations to select from (Birn, 2004; Du Plooy, 2009; Fourie & Kerr, 2017).

The working sample was selected by convenience sampling, where the researcher and the research assistant sent the online survey link to connections on WhatsApp, Facebook and in an email. In a more passive approach, this method may especially attract youth respondents due to the feeling of ownership. In an active approach, the researcher comes into direct contact to recruit individuals to participate through personal accounts and online platforms on social media. The researcher and research assistant used a combination of both approaches (Bortree, 2005; McDermott & Roen, 2012).

Table 4.1: Summary of sampling

Target population	Millennials between the ages of 18 to 35 years old that actively use their ubiquitous devices as part of their daily routine in online communication and goals on their preferred online platforms (POPs).
Sample frame	Millennials residing in Cape Town CBD and surrounding areas.
Sampling unit	Millennials who engage with OA through their POPs using various devices.
Sampling techniques	Non-probability, quota and convenience.
Time period	2017 to 2018 (move from 2017/2018)
Extent	Cape Town CBD and surrounding areas
Sampling Size	3 500

Table 4.2: Sample profile summary

Where?	Who?	How?
University	Cape Peninsula University of Technology	Online access
	Engineering Department	Online access
	Business Management	Online access
	Health & Wellness Sciences Applied Sciences	Online access
	Education	Online access
	Informatics & Design	Online access
	Applied Sciences	Online access
Youth group	X2 Church groups: Kuilsriver and Bellville	Online access
Corporate	X4 Companies that employ millennials	Online access
Sales person	Manages a data base of millennials seeking jobs	Online access

4.8.4 Sample method

It is pivotal for any researcher to have a sample plan that outlines possible respondents, determines the procedures for selecting the sample and sample size (Hair et al., 2013). According to Zikmund and Babin (2010), sampling is a procedure where the researcher draws conclusions from information retrieved from a section of the population. There are two major types of sampling which are probability and purposeful (non-probability). In this study the researcher applied the approaches most applicable to the nature of the study. In this case, the quantitative phase of the study utilises probability sampling, due to a large portion of the population where the results can be generalised. Quota sampling, based on a profile containing characteristics of millennials in order to have a degree of variety, was applied for selecting millennials since the researcher has ease of access to students at the university (Greener, 2008; Kumar, 2011). In both techniques, the researcher was purposive in the choice to answer the questions of the study. Convenience sampling was utilised, since the sample was chosen based on how easily accessible they are through the tertiary institution. The institution also had WIFI so the students had easy access to the online survey through their devices and could complete it with ease. Millennials have their own set of characteristics as individuals and as a cohort. The sample is also chosen according to a quota method, making sure that the sample fits the criteria of millennials in identifying the relevant characteristics as representative of the population (Creswell, 2014; Leavy, 2017).

4.8.5 Sample size

A larger number of respondents in quantitative research generally results in more accurate results. It is advantageous to make use of large sample sizes in quantitative studies, especially in the use of a

survey. Over 26.5% of the South African population consists of millennials. For the study to be statistically valid in terms of applying a random sample, the researcher needs to have a confidence level of 95%, consider a 5% margin of error and a response distribution of 50%, which would bring us to a minimum sample size of 384. Furthermore, the researcher aimed for more and reached much higher because of online convenience. The larger sample size also ensured that the cross-analysis between dependent and independent variables yielded meaningful findings and was statistically valid (Dawson, 2007; Creswell, 2014; Stephan, 2018).

4.8.6 Sample frame

The online survey respondents consisted of millennials between the ages of 18 and 35 years old from different levels of education, income, status, etc. They were included as a primary source in exploring attitudes towards OASs in light of the phenomenon of OAA. The researcher targeted 4 specific groups of millennials according to the criteria discussed below. They had already filled out an online survey and understood the crux of the study (Dawson, 2007; Creswell, 2014; Stephan, 2018).

4.8.7 Sample unit

This consists of millennials across ethnic and racial groups, 18 to 35 years old, low to high income and class (LSM 4-7) and may be students (full or part-time) and employed (or both) or unemployed (Dawson, 2007; Creswell, 2014; Stephan, 2018).

4.8.8 Sample errors

The size of the sample as well as the difference between the population and the sample values give errors an opportunity to emerge. A larger sample generally reduces errors, as well as the sampling method (Hair et al., 2009). There can be an under or over representation of various variables in the sample causing systematic errors divided into measurement and design components. The researcher needs to make sure that there is careful planning in selecting the sample in order to avoid design errors from transpiring. There are three types of measurement errors (Kent, 1993; Wiid & Diggens, 2009).

Firstly, when a respondent does not know how to answer questions, it may either be due to misunderstanding the question or be dishonest by ticking inappropriate blocks. The online survey contained multiple choice questions and then scale-type questions (no open-ended questions) to measure the attitudes of millennials, which reduces incorrect answers. Furthermore, a pilot survey was initiated in order to, as far as possible, remove possible misinterpretations or misunderstanding of questions as millennials would fill it in online on their own or among peers.

Secondly, online surveys received that were incomplete were left out of the data analysis process and did not count as a script. The online survey was sent to over 5 000 millennials fitting the profile of the sample to be accessed through any ubiquitous device connected to the internet via a link. Respondents were given a choice to participate. They could either complete the online survey voluntarily or refrain from completing it. Collection ended at a specific date after which online surveys in the system were then filtered.

Thirdly, a twofold check process was initiated by coding the data manually. The online surveys were printed, numbered and coded, where errors could be rectified for any errors (for example incorrect codes, numbering, missing variables, checking that all questions were answered). Errors were detected via statistical software such as Statistical Package for Social Sciences (SPSS) in conjunction with hard copies. The research population consisted of millennials at collegiate and working level in Cape Town CBD, selected according to the criteria for respondents and eligible to participate in the online survey.

4.9 Selection of participants for the qualitative phase

4.9.1 Key informant interview population

The researcher started by using the Google search and used the phrase *"Digital Advertising Agency Cape Town".* From the search results, the agencies listed were explored. The researcher looked at persons with the title of online strategist and contacted them via email requesting their time for an interview. The researcher included a short summary on the nature of the study (refer to Appendix B). Key informants have specialised information and would therefore enrich objectives of the study (Narayanasamy, 2009).

4.9.2 Key informant sample frame

The selection frame for the study included online advertisers, strategists, head designers, digital directors, marketers, or account managers essential to working or practicing consultation in the digital or online sphere of advertising in Cape Town. They are the developers of strategy. The researcher will interview appropriate experts or key informants to discuss their current OASs and approaches targeted at millennials in the online environment.

The researcher contacted 24 agencies in Cape Town, as of 30 February 2018, 17 OASTs agreed to participate in the study and appointments were secured for an interviewing session. Leedy and Ormrod (2010) has suggested a size of 5 to 25 informants. All of these interviews were usable in collating data to answer the research questions. Due to the fact that the unit of analysis was

homogenous for OASTs, this allowed for a sensible exploration of OASs using the specific lenses of OAA antecedents.

The main criterion in selecting the applicable interviewees was that they would need to:

1.   Have a background knowledge in online and digital advertising and marketing.

2.   Be currently employed/ practicing as an online advertiser or strategist in a digital or online agency or independently.

17 online strategists agreed to participate in the study. They were from the following advertising agencies.

Table 4.3: Online advertising strategists' profile

No.	Agency Name	Type of agency	Code
1	Zoom Advertising (Ogilvy Cape Town)	Digital and Print Retail	M1
2	Hitch Digital Media	Full Service Digital Agency	M2
3	Reach Digital	Digital Marketing	W1
4	Quirk	Digital Marketing	G1
5	Yellow Door Collective	Digital Marketing Agency	A1
6	Native Media	Digital Marketing	E1
7	Digital Fire	Website Development and Online Marketing Agency	TCN1
8	Utopia Creative Agency	Advertising Agency	T1
9	Utopia Creative Agency	Advertising Agency	JS1
10	Utopia Creative Agency	Advertising Agency	JH1
11	Utopia Creative Agency	Advertising Agency	J2
12	Mark 1 Media	Digital Advertising Agency	K1
14	NotNorm Advertising Agency	Advertising Agency	K1
13	HoneyKome	Full Service Digital Media Agency	M1
15	Eight Thinking	Media Consultancy	JB1
16	Ripple Digital	Digital Agency	P1
17	iBay	Full Service Digital Agency	N1

The researcher decided to interview all 17 online strategists, since they all responded positively and confirmed to engage in face-to-face interview appointments.

4.10 Selection of participants for focus group

Millennials are actively involved in various platforms engaging different brands, especially through social media, influencing their habits in communication and buying. Although they did not grow up using all of the platforms used today, their adoption of technology and services are purposeful. They are not fickle, yet they are market-savvy and are always looking for the best offer with best price and value. They are loyal to brands where they are given a reason to be and are rewarded (Williams, 2011; Mobolade, 2016; Schivinski et al., 2016; Vespsa, 2017; Frey, 2018; Newman et al., 2020).

4.10.1 Focus group population

These participants consisted of millennials that expressed availability to be further questioned by the interesting session they encountered in filling out the online survey. Six participants were selected with the following titles and their names have been coded using their initials:

Table 4.4: Participant profile 1

No.	Age	Occupation	Code
1	22 years old	Civil Engineer	S1
2	31 years old	Scientist	W1
3	30 years old	Graphic Designer	JA1
4	26 years old	App Designer	MA1
5	25 years old	Amazon Software Developer	C1
6	32 years old	Woolworths Women's Retail	Facil1

Several millennials were also interviewed as key informants in a conversational capacity. They were unable to attend the focus group but agreed to be asked the same question as posed to the participants in the focus group on the day. Five millennials were individually interviewed:

Table 4.5: Participant profile 2

No.	Age	Occupation	Code
1	29 years old	Teacher	SU1

2	28 years old	Investment Analyst	JA2
3	27 years old	Copy Editor	NA1
4	27 years old	Avid online shopper	JE1
5	28 years old	Online strategist	JO1

4.11 Data collection instruments

Primary data is data that is assembled for the first time and has not been interpreted or considered by anyone. Secondary data refers is information that has been collected, interpreted and previously analysed, but can be relevant to the study underway (Babbie, 2010; Remler & van Ryzin, 2015). The current research used primary data consisting of the transcribed interviews and focus group discussion as well as the statistics and quantified data from the online survey. There was also specific secondary data that mapped out the problem statement from literature sources consulted. A method is a way of gathering data (Lincoln & Egon, 1985; Creswell, 2007; Yin, 2011). A mixed method approach consists of both quantitative and qualitative techniques of gathering data as is appropriate and most fitting to fulfil the research purposes and answer the research questions. The researcher will use the following methods:

1.   Online survey (millennials)

2.   Key-informant interviews (Online strategists)

3.   Focus group discussion (millennials)

4.   Key-information interviews (millennials)

4.11.1 Online survey

In this phase of the study, data was collected from an online survey. According to Creswell (2014), a survey provides a numerical description of the trends of the topic, opinions and especially attitudes of the sample of that population. In this instance, a cross-sectional survey was selected to explore the attitudes of a sample of millennials where the data is collected at one point in time. The online survey was distributed using an online tool called Foureyes, that would provide the researcher with a shorthand link to send across online platforms such as Facebook messenger, WhatsApp, email and SMS (Nesbary, 2000; Fowler, 2009; Krueger & Casey, 2009; Fink, 2012; Sue & Ritter, 2012).

Surveys propose several important benefits. The whole population can be well represented and is a low-cost method of gathering primary data. The likelihood of surveyor bias is reduced because the same question can be answered by several of the respondents. Additionally, calculation of closed-

ended responses is an easy and straightforward process. In addition, web surveys are increasingly completed on tablets and smartphones which differ from traditional PCs in important ways because they are smaller, have touch-screens, are portable, etc. Thus, different recommendations may be needed when these mobile devices are used by at least some respondents (Callegaro, 2010; Peytchev & Hill, 2010; Wells et al., 2013; De Bruijne & Wijnant, 2014; Revilla et al., 2016; Queirós et al., 2017; Singer & Couper, 2017).

A survey is a quantitative technique in gathering numeric data, which explains patterns, interconnections or correlations. This datum is used to design a criterion for the respondent selection and to validate representativeness of the population under study. The online survey was distributed across a broad spectrum of millennials, to ensure that a diverse population is reached. A number of at least 384 respondents is a good starting point for cross-analysis and generation of sub-categories to ensure representation, although 24 respondents have been found to be sufficient by some researchers. The online survey questions will consist of 7 items (OAA antecedents) with a 5-point Likert scale using closed-ended questions, a set of questions regarding demographic factors, usage characteristics and an open-ended question (Maree, 2007; Dolowitz et al., 2008).
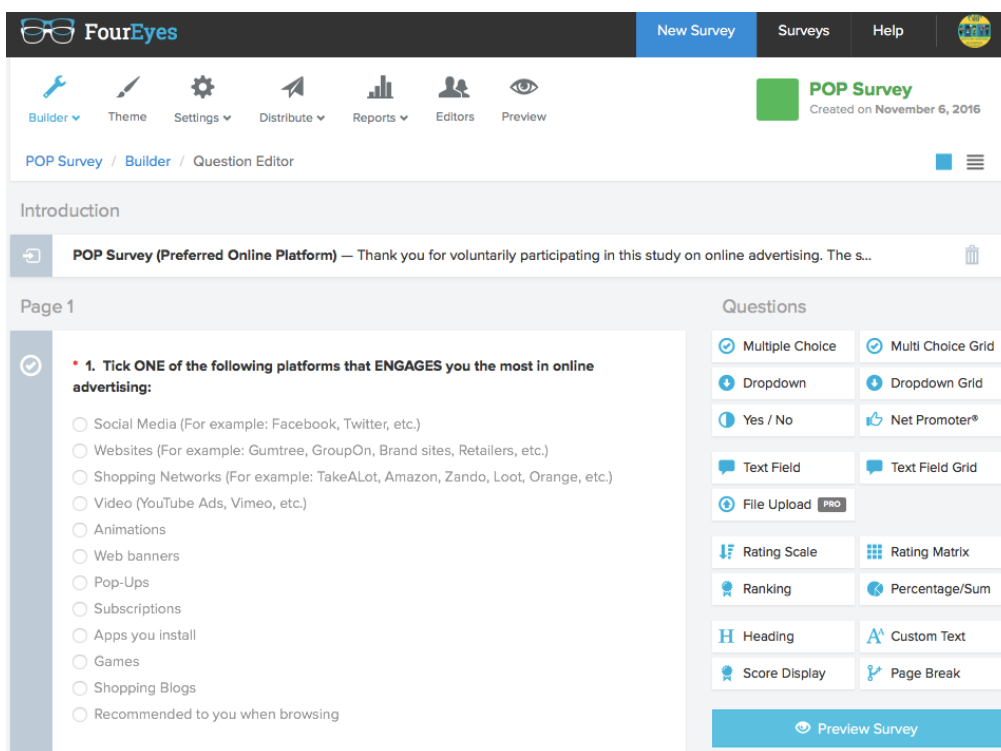
For this study, the Literature Review (Chapter 3) guides us to select the population between the ages 18 and 35 years old. While an age demographic makes the population too large to study, the population is categorised into representative groups at university, in the community, in youth groups and in the corporate working spaces. For distribution of the online survey, a sampling is utilised over a period of two weeks via online platforms such as Facebook messenger, WhatsApp, email and SMS links. Online surveys are stored onto the online database and printed for analysis. The research instrument, in terms of structure (order) and the types of questions (e.g. Likert scale), would also be discussed under this section, as well as semi-structured interview guides.

A survey is a systematic method of retrieving information from a sample or collection of subsets of units. The units form part of a population and the method serves the purpose of constructing a quantitative description of that population. Surveys are used to reflect on the attitudes, opinion, and beliefs and even behaviour of a certain population. The success of the survey relies on the closeness of respondent's answers to what is happening in reality. The researcher will follow a descriptive survey type which makes use of numerical and graphical methods to summarize or describe the phenomena. Online data gathering is just as reliable and valid as the traditional pencil-and-paper method. Researchers believe that surveys have a number of advantages such as low cost, higher response

rates than paper surveys, greater accuracy and less effort to administer since the growth of internet resources. Altogether the system collected 3 534 online surveys, but after cleaning up the data, only 3 430 were usable (Morris et al., 2003; Avedian, 2014; Fricker, 2017).

The introduction starts by thanking respondents, stipulating an idea of how long it might take to fill out (10 to 15 minutes), reminding respondents that their participation is confidential and that the data for the online survey will be utilised for academic purposes. The online survey was divided into three sections namely (POP refers to Preferred Online Platforms):

1.   Usage characteristics of POPs

2.   Demographic factors of millennials

3.   POP statements using a Likert Scale

Screenshots of FourEyes system used to capture all completed online surveys

Question 1 lists popular POPs used as strategies to engage users in OA. This question required millennials to select one platform and answer the rest of the online survey according to the platform they had selected. This would set a positive framing of the online survey. The following platforms were listed: social media (Facebook, Twitter, etc.), websites (Gumtree, Group On, Brand sites, retailers, etc.), shopping networks (TakeAlot, Zando, Superbalist, etc.), video (Vimeo, YouTube, etc.), animations, web banners/pop-ups, subscriptions (email), apps you install, games, shopping blogs, recommended to you when browsing and other.

Question 2 lists devices that users utilise when browsing online. Respondents were given the options of PC, laptop, mobile/smartphone, tablet and other.

Question 3 dealt with how often millennials engage with advertising on their POP.

Question 4 asked millennials to reflect on how often they share advertising on their POP.

Question 5 asked millennials how many hours they spend on their POP.

Question 6 suggested strategies that cause them to mostly engage on their POP. Here the OAA antecedents were listed. It is these OAA antecedents that would further question the key informants and focus group participants since they are the key area of the study (refer to Appendix A).

Section 2, Question 7.1 – 7.7 dealt with the demographic factors of millennials.

Section 3, Question 8 listed the OAA antecedents with Likert scale statements for each item. This section contained questions regarding respondents' attitudes towards OASs of their POPs. Ten OAA antecedents within studies on the phenomenon of OAA were noted.

4.11.2 Measurement Scales

Relevant information of the ad included 5 items that were adapted from several authors. This scale includes the version of the term also cited as informativeness. These items were adapted to included design to be relevant to the study. The right message was adapted from Ducoffe (1996) and Wang and Sun (2010a). In the understanding of information on ads, the items from Ducoffe (1996) and Cadet et al. (2017) were adapted. Product/service information scales were drawn from Ducoffe (1996) and later on Cheoux-damas et al. (2014) demonstrated online ads' usefulness in its items. Informativeness scales were adapted from Wang and Sun (2010b) and to understand products/services better. Relevance of ad to content and information featured to specific needs was taken from Smith et al. (2008) and in later studies from Cadet et al. (2017) and Karmakar and Webster (2018).

Value I will receive from engaging with the ad consisted of 6 items that were listed for the value of online ads factoring in design. Ducoffe (1995) formulated the importance, value and usefulness of ads as well as Liu (2012) in exploring SMS advertising. In later studies, Cadet et al. (2017) designed scales for importance and usefulness on Facebook pages. Kumar et al. (2018) designed scales encompassing effectiveness of online ads in detailing, recalling, recognising, finding it attractive and spurring users on to purchase after seeing it. In the production of offers that suit the consumer, an item was adapted from Kim et al. (2018). In designing customised offers that suit the consumer, Gaber (2012) listed items in a study on Facebook advertising, while Xu (2006) addressed personalisation in mobile advertising, where the concept of customization is also explained as tailoring offers to a specific customer. In later studies, Kaniewska-Seba and Pilarczyk (2014) developed a statement on online ads matching needs and interests.

Online placement and timing of the ad had 5 items that were adapted from Cho and Cheon (2004). POPs (preferred online platforms) were included as a factor in the scales for this study since we are examining online advertising strategies targeting millennials.

Scepticism and credibility of the ad consisted of 7 items that were adapted from several authors and design included as a factor. Advertising scepticism items were taken from Prendergast et al.

(2009) in traditional media. Several of the items were collated and negatively phrased for a different picture from the actual one framed by the online ad. Objective and exaggerated items were adapted from the same study. Believable, convincing and credible items were taken from Liu (2012) and Yang et al. (2013). Choi and Rifon (2002) has an item on manipulation which have been phrased in this study using the word misleading.

Privacy and trust towards the ad included 4 constructs that were adapted from studies by Nyheim et al. (2015) that explored the misuse of personal data, safety of information, data used without permission as well as third party sharing to companies. Data sharing was also explored by Baek and Morimoto (2012) and Bleier and Eisenbeiss (2015a) in exploring personalisation banner ads.

Design personalisation had 2 items that were adapted from previous studies on personalisation and design. The item was constructed to include the design of the ad which would encompass constructs developed from Cyr et al. (2006) and Cyr (2008) alongside personalisation adapted from Xu et al. (2008) as tailor-made and personalised ads and in later studies Li (2016), Matz et al. (2017) and De Keyzer et al. (2018) was used as a reference to the design of ad as being personalised and tailored to them.

Personalisation of the ad included 4 items that were listed for the construct and were adapted in exploring the design of online ads. Personal information given for advertisers to match needs were retrieved from Merisave et al. (2010) in a study exploring contextual mobile ads and in an item used by Xu et al. (2008) in measuring personalised content in mobile ads. Tailor-made ads were adapted from Baek and Morimoto (2012), Xu et al. (2008) and Unal et al. (2011) in mobile advertising. Another personalisation scale included the mention of preferred online platform adapted from Baek and Morimoto (2012) and later studies have used Li and Huang (2016) to highlight uniqueness. Ads adjusted to preferences were adapted from Xu et al. (2008), Baek and Morimoto (2012) describing contents that are tailor-made, unique, customised and matching need encompassing the word preferences from Karmakar and Webster (2018). Li (2016) was used as a reference to the design of ad as being personalised and tailored to them.

Ad irritation consisted of 7 items that were listed for this construct and were altered to include the aspect of design in online ads. Irritation was adapted from Morimoto (2012) in the context of personalisation in advertising avoidance, then Fennis and Bakker (2001) in being exposed to copious amounts of ads and the style and tone of ads by Edwards et al., 2012. Chaouachi and Rached (2012) conducted a study on SMS advertising using items alluding to and describing perceived deception, as well as Unal et al (2011) in mobile ads. In later studies, the items were also framed and applied in looking at Facebook pages (Cadet et al., 2017) and customer loyalty (Iqbal & Siddiqui, 2019).

Annoying ads were adapted from Yang et al. (2013) in mobile ads as well as Fennis and Bakker (2001). Later studies were conducted by Li and Huang (2016) in exploring online behavioural advertising. Intrusiveness was adapted from Speck & Elliot (1997) in studies on print and broadcast media, Varnali et al. (2012) and Yang et al. (2013) in studies on mobile advertising. Ads being everywhere was adapted from Tsang et al. (2004) in mobile advertising and in later studies by Salem (2016). Ads described as both disruptive from Ducoffe (1996) and Haq (2009) were later also described by Feng and Xie (2018) as messy. Unwanted pop-up ads were adapted from Cho and Cheon (2004) in exploring advertising avoidance and Lim and Ting (2012) in online shopping sites.

Table 4.6: Summary of studies - Measurement scales

Table Measures for online advertising avoidance antecedents adapted from various authors			
Constructs	**Description**	**Items**	**Source**
Relevant Information	Online ad information assists in receiving the right message about the product/service	RI1	Ducoffe (1996); Wang & Sun (2010)
	Online ads facilitate the understanding of new product/service information	RI2	Ducoffe (1996); Cadet et al. (2017)
	Online ads provide useful information on products/services	RI3	Ducoffe (1996); Cheoux-damas et al. (2014)
	Online ads are effective in helping to better understand the information on products/services	RI4	Wang and Sun (2010)
	Online ads provide relevant to the content I'm viewing	RI5	Smith et al. (2008); Cadet et al. (2017)
Value	Online ads are important	V1	Ducoffe (1995); Liu et al. (2012); Cadet et al. (2017)
	Online ads are valuable	V2	Ducoffe (1995); Liu et al. (2012)
	Online ads are useful	V3	Ducoffe (1995), Liu et al. (2012); Cadet et al. (2017)
	Online ads are effective	V4	Kumar (2018)
	Online ads work together with me to produce offerings that better suit me	V5	Kim (2018)
	Online ads interact with me to design offerings that meet my needs	V6	Gaber (2012); Xu (2006); Kaniewska-Seba & Pilarczyk (2014)
Online placement & timing	I expect online ads to disrupt the reception of desired content	OPT1	Cho & Cheon (2004)
	I expect online ads to intrude on my search for information	OPT2	Cho & Cheon (2004)
	I expect online ads to disrupt viewing of content	OPT3	Cho & Cheon (2004)
	I expect online ads are excessive	OPT4	Cho & Cheon (2004)
	I expect online ads are invasive	OPT5	Cho & Cheon (2004)

Scepticism & credibility	Online ads present a different picture from the actual product or the service	SC1	Prendergast et al. (2009) (negatively phrased)
	I feel that online ads are exaggerated	SC2	Prendergast et al. (2009)
	I feel that online ads are not objective	SC3	Prendergast et al. (2009)
	I feel that online ads are not believable	SC4	Liu et al. (2012); Yang et al. (2013)
	I feel that online ads are not convincing	SC5	Liu et al. (2012); Yang et al. (2013)
	I feel that online ads are misleading	SC6	Choi & Rifon (2002) (manipulative)
	I feel that online ads are not credible	SC7	Liu et al. (2012); Yang et al. (2013)
Privacy & trust	I am concerned about the potential misuse of personal data	PT1	Nyheim et al. (2015)
	I fear that my information has not been stored safely	PT2	Nyheim et al. (2015)
	I feel uncomfortable when my data is shared without permission	PT3	Baek & Morimoto (2012); Nyheim et al. (2015)
	I feel my personal information given for transaction on my POP will be compromised to a third party	PT4	Bleier & Eisenbeiss (2015a); Nyheim et al. (2015)
Design personalisation	I feel that the design of the online ads is tailored to me	DP1	Xu et al. (2006); Cyr et al. (2006); Cyr (2008); Li (2016); Matz et al. (2017); De Keyzer et al. (2018)
	I feel that the design of online ads is personalized to me	DP2	Xu et al. (2006); Cyr et al. (2006); Cyr (2008); Li (2016); Matz et al. (2017); De Keyzer et al. (2018
Personalisation	I would be prepared to spend time providing my personal details (a user profile) to make online advertising to better match my needs	P1	Merisavo et al. (2007); Xu (2007)
	I think that personalized advertising on my POP enables me to order products that are tailor-made for me	P2	Baek & Morimoto (2012); Xu et al. (2006); Unal et al. (2011)
	This personalized advertising on my POP makes me feel that I am a unique customer	P3	Baek & Morimoto (2012); Li & Huang (2016)
	I prefer ads that are adjusted to my preferences	P4	Baek & Morimoto (2012); Xu et al. (2008)

Ad Irritation	I feel that online ads are irritating	AI1	Yang et al. (2013); Morimoto (2012); Fennis & Bakker (2001); Edwards et al. (2002)
	I feel that online ads are deceptive	AI2	Ünal et al. (2011); Chaouachi & Rached (2012); Cadet et al. (2017)
	I feel that online ads are annoying	AI3	Yang et al. (2013); Li & Huang (2016); Fennis & Bakker (2001)
	I feel that online ads are intrusive	AI4	Speck & Elliot (1997); Varnali et al. (2012); Yang et al. (2013); Li & Huang (2016)
	I feel that online ads are almost everywhere	AI5	Tsang et al. (2004); Salem (2016)
	I find that most online ads are messy	AI6	Ducoffe (1996); Haq (2009)
	I am often irritated by unwanted pop-ups in most online ads	AI7	Cho & Cheon (2004); Lim & Ting (2012)
Price consciousness	I get better value for my money in brands advertised online than in unadvertised brands	PC1	Mojsa & Rettie (2002); Schlosser et al. (1999)
	I click on the online ad that has the best value for money	PC2	Lichtenstein et al. (1993); Bakewell & Mitchell (2003)
	I compare the price-offer with all other aspects of the brand or product on the online ad	PC3	Rousseau & Venter (1995)
	I will click on the online ad if the price-offer is advantageous to my budget	PC4	Lichtenstein (1993); Nagle & Holden (1995)
	I usually buy online when products or services are on sale	PC5	Rousseau & Venter (1995); Lichtenstein et al. (1993)
Design of the interface (ad)	The design of the online ad must be attractive	DI1	Cyr et al. (2010); Smith et al. (2007)
	The design of the online ad must be easy to understand	DI2	Schrepp & Olschner (2013)
	The design of the online ad must be easy to navigate	DI3	Cyr (2008); Garett et al. (2016)
	The design of the online ad must not access links I do not expect	DI4	Guardia (2015)
	The design of the online ad must be good	DI5	Schrepp & Olschner (2013)

Price consciousness included 5 items that were developed using various studies. Consumers get more value in advertised brands (Schlosser et al., 1999; Mojsa & Rettie, 2002). Lichtenstien et al. (1993) and Bakewell & Mitchell (2003) developed ads with value for money, while Rousseau and Venter (1995) and Lichtenstein (1993) developed scales for price consciousness. Nagle and Holden (1995) developed items on price sensitivity. These were adapted to factor in the word budget as the researchers explain the concept of price-quality and price fairness. Rousseau and Venter (1995) and Lichtenstein et al. (1993) designed items that are on sale.

Design of the ad had 5 items that were listed for the design of ads engaging online millennial consumers. Smith et al. (2007) and Cyr et al. (2010) were adapted for attractiveness, Schrepp and Olschner (2013) were used for ads that were easy to understand, while Cyr (2008) and Garett et al. (2016) in later studies, were adapted for navigation. Guardia (2015) spoke to unexpected links and Schrepp and Olschner (2013) described good ads and in later studies Li (2016), Matz et al. (2017) and De Keyzer et al. (2018) were used as reference for the design of an ad as being personalised and tailored to them.

4.11.3 Key informant interview guide

The interview process allows the interviewee to share rich descriptions of their knowledge, experience and more importantly, the OASs used to engage millennials (DiCicco-Bloom & Crabtree, 2006). A small number of respondents will undergo a personal and direct interview which explores the perspective of their ideas, experience, knowledge and perspective (Malhotra & Birk, 2003; Boyce & Neale, 2006).

In order to keep all three of the instruments related, the interview guide was formulated on the basis of the online survey questions. This type of interview guide contains both structured and unstructured sections with open and standardised questions (Walliman, 2017). The aim of the interviews was to get the opinions of OASTs on the same content as the millennials. Since POPs are also strategy types used by OASTs it made sense to inquire their point of view for triangulation in the comparative analysis (refer to Appendix C).

The introduction states the title of the research as well as the researcher information. The researcher states that the online survey was viewed by all the key informants to give them a thorough background of the questions to be probed in their interview. The interview was divided into 2 sections consisting of questions derived from the POP online survey and conversational questions.

Questions derived from the online survey stated the following (refer to Appendix A):

Question 1 explored which of the POPs engage millennials the most.

Question 2 enquired about online platforms used in the marketing mix.

Question 3 asked about online platforms millennials use when browsing on their POP.

Question 4 investigated OAST's why according to their experience and knowledge.

Question 5 discussed millennials engaging on their POP.

Question 6 looked into millennials sharing OA on their POP.

Question 7 examined what causes Millennials to engage the most on their POP.

Question 8 requested OASTs to elaborate on why any of these are important to consider in OASs.

Question 9 surveyed demographic factors of the LSM that engages and shares OA the most.

Question 10 obtained comments on OAA antecedents that affect the engagement of millennials with OA.

Question 11 ascertained about the academic models to design OASs that engage millennials?

4.11.4 Focus group interview guide

The focus group method has become a popular form of data collection in qualitative study. Several researchers concluded that they are flexible, relatively quickly to analyse and considered inexpensive to organise and execute. A focus group consists of a group of participants affected by the same issue under study, in this case the issue being online advertising (Debus, 1986; Debus, 1990). Focus group interactions are a useful tool for discussing peoples' differing experiences of a phenomenon. It is also defined as *"an unstructured, free-flowing interview with a small group of people".* As a qualitative data collection method, it invites discussion amongst participants to share their views, feelings and experiences in this case, of OA and why they avoid it or not. The people in the group may or may not have the same reaction or attitude to the phenomenon, and this can be explored in depth to make meaning. New and valuable thoughts and responses are able to emerge in such interactions, among focus group participants, the researcher and facilitator. In this exploratory focus group, participants' opinions and thinking is stimulated on a specific topic. This interpretation uses expectancy-value theory as well as the theory of reasoned action (Beyea & Nicoll, 2000; Sekaran, 2000; Fern, 2001; Zikmund, 2003; Stokes & Bergin, 2006; Nagle et al., 2011; Yin, 2011; Ochieng et al., 2018).

The facilitator was well informed and given a broad scope of the problem. The research questions and the objective of the research were well explained so that the facilitator and the researcher could formulate an approach to presenting the probing questions to the participants. According to researchers, the moderator may prepare some stimulus material (in the case of this study the probing questions were projected and accompanied with sub-questions and real-life and relatable examples that could assist the millennials in reflecting on their own experience). The facilitator used visuals as well as bold statements or words to get the participants to give their feedback. Participants' feedback was in the form of putting their answers down on sticky notes. The session was recorded by a camera

resting on a tripod fixed towards the participants. The researcher could also observe their non-verbal cues without getting involved in the focus group discussion. The questions posed to the participants were framed and modelled for the context using the quantitative online survey as a guide and respondents were all free to have an equal voice and response of their choice to all the questions (Liamputtong, 2011; Nind & Vinha, 2016; Harvey & Holmes, 2012; Dilshad & Latif, 2013; Conrad & Alvarez, 2016).

Among some of the characteristics of a good moderator (in this study we use a facilitator), Hair et al. (2003) said that effective moderators should possess:

1.   Personality – people and communication skills.

2.   Be able to maintain attention throughout the session.

3.   Be organised and keep to the outline of the focus group.

4.   Be objective by not letting their personal opinion influence the discussion.

5.   Listening is key to be able to paraphrase effectively if needs be.

The guide was based on the online survey and key-informant interview guide questions. This was done in order to keep congruency in the data collection process in order to bring different views to the research questions.

4.11.5 Millennials' conversational interview guide

Several millennials that filled out the online survey showed more interest in the study and enquired on the researcher's other methods of data collection in an answer to the research questions. The researcher shared the objectives of the study with the interested respondents and started conversations with them. Soon the researcher realised that there was probing into the study and decided to take notes and ask conversational questions to get more information on their preferences and experience of online advertising. This moved into a formal focus group setting with a specified venue, date and time that was convenient and central for all.

4.12 Quantitative analysis

Quantitative research can be explained as "the means for testing objective theories by examining the relationship among variables which in turn can be measured so that numbered data can be analysed

using statistical procedures". Methods of quantitative research are concerned with human behaviour and are explained within a framework exploring social structures in which the type of behaviour will occur. There are three parts to the quantitative analysis of the online survey which were data organisation, interpretation and explanation (Flick et al., 2004; Creswell, 2009; Callegaro et al., 2015).

4.13 Reliability

Reliability is the consistency of a set of measurements of a measuring instrument. The reliability of a construct determines whether the measurements of the same construct give the same values. A reliability assessment of the attitude scales was undertaken by utilising Cronbach's Alpha (α) and composite reliability (CR). An item analysis of all the questions for each construct will produce a Cronbach's α and CR values, which provide a measure of reliability of the tested construct. The calculated Cronbach's α values that are above 0.8 are indicative that the construct's reliability is good. Values between 0.6 and 0.8 suggest that reliability is acceptable, whereas any value that is below 0.6 is considered unacceptable (Wiid & Diggins, 2013). Refer to Chapter 5 (Table 5.2) for the reliability results of this study.

4.14 Validity

Discriminant and convergent validity is used to demonstrate that the multiple measures of any construct are related generally and then more specifically more to each other than against other constructs, even when the two measurement methods are similar. Another pivotal aspect of research is its validity. Validity is measured by the truthfulness of the research according to its results and is high when the empirical results are in line with the theoretical framework (Joppe, 2000; Carlson & Herdman, 2012).

Convergent validity was assessed by considering the average variance extracted (AVE). The AVE of the online advertising strategy attitude scales should all be greater than 0.5 (refer to Table 5.2 in the following chapter for the results of this study), which is indicative of convergent validity. Discriminant validity was assessed by utilising AVE for each scale, which must be larger than the squared correlations between the scales. Refer to Table 5.3 in Chapter 5 for the validity results of this study (Fornell & Larcker, 1981; Bagozzi & Yi, 1988).

4.15 Qualitative analysis

4.15.1 Data Coding

Coding is a technique that helps the researcher "discover" (from the Greek) as an exploratory problem-solving that does not need a formula. It assists the researcher in linking data to the idea of the research question. Coding enables the researcher to group and then organise the data into categories. The researcher records perceptions, experiences, reflections and observer's comments. The researcher then frames the meaning, intentions, motives, beliefs, rules and values shared by the participants. This is also a filing technique employed by researchers to learn from and understand relevant patterns and explanations. The codes generate categories which also get summarised into themes (refer to Appendix E) (Lincoln & Guba, 1985; Hammersley & Atkinson, 1995; Richards & Morse, 2007; Theron, 2015).

In research that is qualitative, a coding described as, "a word or short phrase that symbolically assigns a summative, salient, essence-capturing, and/or evocative attribute for a portion of language-based or visual data." The researcher assigns codes that are emergent from the data (inductive analysis) or that are based on pre-identified themes or categories (deductive analysis). Inductive analysis builds theory from the data, a grounded theory approach and this aligns with a phenomenological orientation that seeks to make meaning from individuals' experiences of phenomena. ATLAS.ti assists in coding the video log data from the focus group interview and further coding and analysis of the individual recorded interviews with key informants. It is acknowledged that, being embedded in the research process, the researcher's perceptions may influence the codes selected for analytic purposes and that there will be an element of subjectivity in the analysis of the data, although rigorous analytical processes will ensure the findings are as objective as possible. Audio and video from interviews are recorded and transcribed. The transcripts must be analysed by the researcher using an iterative strategy. Coding for the first stage identifies the ideas. These ideas are further clustered creating categories and then subcategories. Final coding uses a selective process to identify the story that starts to emerge (Strauss & Corbin, 1990; Pope & Mays, 2006; Saldaña, 2009).

4.15.2 Data analysis

Analysis entails the scrambling of data into patterns, relationships and trends, whereas interpretation uses the findings to support or refute existing information. The analysis process usually commences with a data preparation process. Data validation, coding and editing and data entry and tabulation are steps for consideration. This preparation takes the raw data and helps the researcher to convert it to usable and coded data that can be analysed. Analysis allows the researcher to thus evaluate the answers received by the respondents and then uncover the relationships between the variables under study in order to draw conclusions. The researcher made use of SPSS to calculate the frequencies and descriptive statistics. They also conducted an exploratory factor analysis on the Likert scale items to measure the attitudes of millennials towards OAA antecedents and its outcome (Hair et al., 2013).

After the interviews, the audio recordings were written out and analysed, so the gathering of and its analysis data gathering took place one after the other. Each interview transcription was compared to the audio recording following the typed text while listening to the recording. There were small editing changes made to the written interviews containing typographic errors. To ensure confidentiality, the names of the interviewees were coded. This refers to portions of text being identified and then grouped. The coding process was initiated with open coding, which manages large amounts of text into subdivisions that can further be grouped. This was done via repetitive reading of the data text, as well as listening to the audio recordings (Hair et al., 2009).

One set of codes referred to names of the agencies and one to the participant. The data was further transcribed into codes, which were then categorised into themes. The process of transcription was iterative until all the ideas were saturated. Axial coding allowed that some of the codes first used were then joined into larger categories that listed multiple codes. The data was analysed through the lens of a conceptual framework constructed from multiple studies that have explored OAA antecedents and the attitudes of millennials. The researcher has also applied the expectancy-value theory and theory of reasoned action in terms of exploring the attitude beliefs and behavioural intentions towards the design of OASs. The present study's research questions, objectives and conceptual framework informed the coding system. A portion of the coding was inductive, meaning that the codes developed from the data (Hair et al., 2013; Burns & Bush, 2014).

4.15.3 Online survey analysis

Basic frequency graphs and tables, as well as means and standard deviations were used to describe the data. A generalised linear model (GLM) was utilised to consider independent (usage and demographic characteristics) and dependent (design personalisation and design of the ad) variables. The GLM (based on Wald's Chi-Square distribution) enabled the researcher to ascertain whether the observed frequencies differed significantly from the projected frequencies. The post ad hoc Bonferroni pairwise comparisons were used to highlight the significant differences for the design of the ad and design personalization attitude scales (dependent variables) in terms of usage characteristics (independent variables) of online advertising and demographic factors (independent variables) (Cilingirturk & Turanli, 2014).

IBB SPSS and IBM Amos were utilised to conduct exploratory and confirmatory factor analysis to ascertain the attitudinal scales' factor loadings, average variance extracted (AVE), Cronbach's α and CR. Structural equation modelling (SEM) analysis were used to test the hypothesized associations

between the design personalisation and design of the ad attitudinal responses versus the relevant information, value, price consciousness, credibility and scepticism, privacy and trust, personalisation, online placement and timing and ad irritation. However, the SEM goodness-of-fit statistics must adhere to various threshold measures in terms of overall measurement model fit, which include: relative chi-square (χ^2) or degrees of freedom (df) < 3.000-5.000; root mean-square error of approximation (RMSEA) < 0.08-0.10; normed-fit index (NFI) > 0.90; Tucker-Lewis index (TLI) > 0.90; comparative fit index (CFI) > 0.90; goodness-of-fit index (GFI) > 0.90; and standardised root mean square residual (SRMR) < 0.08 (Hooper et al., 2008).

4.15.4 Data analytic framework of qualitative research

4.15.5 Content analysis

Content analysis is appropriate in qualitative research where environments of human social activity and interaction through conversation can be interpreted into data. This data is content recorded through the key informant interviews and observation of the focus group. Analysis of content was used to process data from in-depth interviews to classify keywords, differences and similarities that aided the researcher to grasp their meaning. The researcher was able to identify the key themes and sub-themes emerging from the data with the use of content analysis. There were several critical steps involved with the process of content analysis. The first task was to identify the major themes from the respondents ' detailed explanations for each of the interview questions (Ritchie et al., 2013; Neuendorf, 2016; Wildemuth, 2016).

4.15.6 Transcription

This is the process of creating a written record of what the participants have said word for word (Driscoll, 2011).

Section of key informant interview transcript. Iteration 1 of coding process (Appendix G):

Natassha: thanks for seeing me

Natassha: state name/position/what you do at your agency

M1: Head of performance, analytics and insight, what does that mean? All paid media that clients will spend comes to my department as well as any of the chatting and nemesis reporting thereof of website and any data/digital data .

Natassha: explain context to mike of the study and the questions will be coming from

M1: from the Eurocentric context.... our context is so different

Natassha: how are we different?

M1: when you look at Simon Sinek's definition.... summarizations.... I find that might be from a US perspective, didn't really affect us in the African perspective.).. for instance schools.... he said that they are being awarded for participation in some of our schools that's not the case.... for certain pockets within SA, but on a general SA level I think all schools do that there's ways it may be more prevalent in the US, some of the areas I think

US vs. SA. perspective.

Natassha: Millennials what do you experience on the platforms you think they tend to engage with the most: platforms: SM/websites/shopping networks/videos/animations/popup stuff/apps?

PLATFORMS

M1: platforms... the most ubiquitous one.).. mobile devices and what their form and they've grown up digital first, so any digital channel they'll be on,... so for instance and they would be grown up with a mobile device in their hands so from a mobile perspective anything that runs from a mobile brand.so I would say its more device level than a platform level. I think platforms can come and go but a device will stick around longer so for instance this month something is hot.

PLATFORMS/ DEVICES.

Natassha: so you are saying that if its on my mobile its good for me.

M1: yeah its good and if it appeals to whatever your need is.... it works for instance lets look at snapchat.it hits the perfect spot, it meets a need, the kids adopt it.... if it will be around in the next 10 years its debatable

PLATFORMS: SNAPCHAT.

Natassha: do you think it would be around?

M1: I'm sure it will be around but they going to have to adapt it

— PLATFORMS

Natassha: engaging and sharing/time spent on platforms with the engagement of Millennials with advertising, where do you see this sitting, what is happening in this areas? Are Millennials engaging with advertising?

ENGAGEMENTS SHARING

MILLENNIALS ENGAG ADS OWN

M1: yes they are.... yes I think they are absolutely.).. as far as what's resonating often is when they.... they don't like the blanket approach (Natassha: what does that mean?) they don't like t be spoken to if its got no relevance to them and its not just true for Millennials its true for everybody they just more.).. they just easier to voice and they will share it and they will be more.../ be quicker to criticize to see quicker through the bull shit and not afraid to say so, there's a reservation about so from a feedback perspective, from a brand-product perspective its growing because they know they'll cut the crap they will tell you what they like what they don't like

MILLENNIALS' PARENT.

4.15.7 Code List

Maintaining a list of codes provides an analytic opportunity to organise it iteratively into major categories and subcategories. In order to keep the analysis coherent, the final number of major themes or concepts should be held to a minimum even though there is no number to keep to as a standard such as Lichtman's five to seven central concepts and Creswell's five to six major themes (Saldaña, 2009; 2016). I would like to incorporate the question I ask myself throughout all the coding and data analysis phases to this list, "What strikes you?" Creswell (2007) reports that a code may arise from information collected that is not only anticipated, but also surprising, uncommon, or thematically interesting. For example, the way that design personalisation as the tenth antecedent has emerged from data gathering.

Appendix H: Phrases grouped under themes with colour codes (methodology chapter)

ZOOM ADVERTISING		
Theme	**Phrase**	**Construct**
Approach	How the real world and online world is linked	
	Retailers are to enhance the customer experience	
	facilitate what consumers want	
	How are we making purchase easier, accessible?	
Accessibility	Consumers to purchase routinely using an online platform	REPUTATION → BRAND
Reputation	customer experience and the share-ability that social media has created	COMPETITION
Platforms	Reputations are more important and fragile than they used to be	
	You compete with yourself and your competitors	
Reputation management	Guzzle (Allows you to compare products)	
Brand equity	They are better, cheaper or more valuable	INFLUENCE → EXPERIENCE
Advertisers attitude	Comparisons are big in marketing arena	→ STORY
Comparison of	what the consumers are saying about your brand	
competitors	"Onfluencers" What is the 'onfluence' of the brand	
	We all have our own social graphs	
	I can influence if I experienced the brand personally or not	
	manage reputations	
	thriving of the brand but the survival that is on the line	
	It is not about a good or bad experience, its about delivery and positivity	
	it needs to be extraordinary	
	you are being compared to your competitors on a perpetual basis	
Approach	Mistake in industry is the approach	HOW = PLATFORM
Stories	Digital and online media is a channel not an approach	WHY = BRAND.
	Stories: its HOW we tell the story = BRANDS + CONSUMERS = WHO FOLLOWS ?	
	Brand: Analyze: What is beneficial: Create story around those aspects: Connect to the consumer	
	Consumer-centric: What is interesting: Interests: Create Story around interests	
	Links to the brand and how to connect brand to the story	
	Media is only a method of delivery	
	make it so much more personalized	
Power of choice	Inter-generational transfer of information: Mother to daughter	

UTOPIA AGENCY		
Theme	Phrase	Construct
Platforms Engagement Functionality of platforms	It entirely depends on the type of engagement in terms of what you want to get out of it	
	on a night out. Like you can use things. Zomata or the Google places kind of apps	
	Where its peer-evaluated and peer-reviewed	
	someone else's experiences : people use their apps like Zomata	
	choosing to look at things other peoples opinions.... such as celebrities or people that you would like to follow I think social media like twitter or instagram. Or FACEBOOK would be the way to go.	
	someone's actual thoughts and how they want to share their measurement.... Social Media would be better	
	most brands nowadays are using the SOCIAL MEDIA that's available to them to basically cover places where they're not getting the most engagement out	
	brands nowadays use the FACEBOOK/twitter to cover up holes in their own strategy	
	its kind of the thing you can tailor to whatever kind of market you want to speak to.	
	Uber is a good app and its works and it functions and its going to get you setup	
	evaluated kind of stuff.... app store/Google play reviews more that SOCIAL MEDIA	
Millennial's world view	we in the situation where the world is kind of been left in a strange space	
	Millennials mind set is to rather taking this as the status quo.... you go off and you fix it.	
	a problem and I'm going to go solve it attitude.	
	you'd have people who are actually engaging with people and having fully fledged arguments and stuff and trying to solve problems....	
	social change aspect is something that really engages with Millennials	
	this cool generation where you can fix social issues	
	With someone in like Dubai. Or in China. Or anywhere else in the world. You can have a conversation with them where before	
Sharing advertising Timing on social media	12 o clock in like the afternoon when people are on lunch is when people are most likely to be looking at their SOCIAL MEDIAs or just as they have woken up in the morning so like 8 and 12 are the 2 peak hours in terms of when people are looking at SOCIAL MEDIA	online timing
	problem with that. Because its a double edged sword.is that. Because more people are looking	

Table 4.7: Antecedent colour codes

1.	Orange	Relevant information
1.	Blue	Value
1.	Purple	Price consciousness
1.	Green	Scepticism and credibility
1.	Red	Privacy and trust
2.	Grey	Personalisation
		Design personalisation
4.	Pink	Online placement and timing
5.	Yellow	Ad irritation
6.	Turquoise	Design of the ad

4.15.8 Triangulation

Data from different methods (interviews and documents) of data collection can be compared to assist in establishing congruence. This exercise adds credibility to the conclusions drawn from exploring the phenomena when quantitative and qualitative data is collated.

Walliman (2017) notes that comparative analysis is used to compare past or present or parallel situations or data to identify similarities and differences from which interpretations of the data can be made. Data will be compared from surveys, focus group interviews, individual interviews and web

analysis until themes and categories are saturated. Researchers explain that qualitative data produces a lot of words just as quantitative data generates a collection of numbers. Data is collected, described and then summarised using methods of coding. Assigning codes to data allows first order sorting of the material, and the coded material can then be grouped into categories and then into themes. Through this process, relationships and disjuncture between data are identified and these patterns can be described and interpreted to make meaning of the data. An analysis structure is suggested as follows:

The researcher familiarised themselves with the data by listening to all the audio of the key informant interviews and focus group. Following this, the audio was transcribed into text, which the researcher then read through and reviewed. The data was then indexed and grouped for easy identification. The process of coding was then initiated, where the researcher identified themes and categories. This was developed until all the data was saturated and refined. The themes and categories were compared with literature and comparisons were made with existing knowledge and previous research conducted on the same or similar themes and categories. The data was then also analysed through the lens of the expectancy-value theory, theory of reasoned action and UGC. The triangulation design discussed aims to gather data that is complimentary and yet distinct in looking at more than one perspective or angle of the same topic. This data can be integrated to be able to analyse and interpret the findings. In this study, we made use of multiple sources such as an online survey, key informant interviews and a focus group, using various data sources to test an argument (Silverman, 2005; Creswell & Clark, 2007; Lacey & Luff, 2007; Hesse-Biber & Leavy, 2011).

4.16 Trustworthiness of the research

The significance of this study demands the attention of OA in a South African context. Without this kind of contribution to the field of marketing and possibly e-commerce, online advertisers might lose revenue, lose clients, or even shut down. If OA declines, then the Internet can no longer be free. There might be a loss in jobs or even a loss of product and service revenue. Only 95% of the data interpretation process is part of the formulation of conclusive study. It is important for a researcher to note the trustworthiness of the findings, data analysis and conclusions of the qualitative phase of the research. Researchers advise on some techniques to enhance the validity and trustworthiness (Miles & Huberman, 1994; Maree, 2007).

1.   An online survey, then key informant interviews and a focus group yielded quantitative and qualitative data respectively. The effective strategy of triangulation has assisted to improve the findings.

2. Independent researchers such as supervisors had an active role in scrutinising the online survey and interview guide for the key informants and focus group participants. This was used as an initial start for deductive themes increasing capacity of trustworthiness.

3. The techniques mentioned facilitated the control of researcher-bias throughout the study.

4. It was important for the researcher to discover the unique experiences, attitudes and insights from the point of view of both online strategists and millennials, thus the conclusions could not be generalised, and this contributed to the study's validity.

5. The researcher made use of quotes from the participants that are phrased within context to illustrate the researcher's points.

6. Anonymity and confidentiality were maintained throughout the study.

4.17 Costs

FourEyes is a free online platform used to design and distribute online surveys through a link that can be sent on numerous platforms such as social media, email, SMS, etc. There were only two costs incurred, namely a reward to the research assistant for time taken to assist the researcher in sending the link to the convenience sample and printing of the online surveys. No money was spent on software, postage or other parties involved in data gathering or capturing.

4.18 Ethics

Ethics must be considered in any type of research, especially in social and health studies, that may immediately affect humans. Ethical principles are put in place to primarily protect research respondents and to keep a guide of "doing no harm". Each participant gives his or her informed and voluntary consent before filling in the online survey. The information of all respondents is kept confidential and is not shared. The only person having access to the data is the researcher. All respondents must be competent to make an informed decision prior to participation. The respondent is made aware that the survey is completely voluntary and that their data is to be used as part of the research study (Flicker et al., 2004; Wang & Doong, 2010).

Good research is about agreement and cooperation between the researcher and participants of the study as well as a mutual trust and acceptance from the side of the researcher. Ethical considerations are of pivotal importance for all research and can be explained as beliefs or a moral distinction about what is wrong or right. The researcher applied for and obtained permission from the Cape Peninsula University of Technology to distribute the online survey to students enrolled in 5 faculties of the

university. The OASTs and millennials were informed about why the research was being conducted, the process for their participation and their rights throughout the study. They have the right to privacy and harmlessness, where they are able to refuse participation or to answer any of the questions, also to stop the interview if it became too lengthy. The participation was voluntary, withdrawal could be requested at any time without facing consequences and they were at no risk of harm. The online survey would take no longer than 10 to 15 minutes. The interviews were no more than 30 minutes each and the focus group session was an hour. There were no questions that were extremely sensitive in nature (for example, human rights issues, religion, drugs etc.). The demographic information included and required for the study, which they had full right to share or not were gender, age, income, marital status, population group and education (Saunders et al., 2009; De Vos et al., 2011; Bhattacherjee, 2012).

Participants had the right to confidentiality meaning that the identity of the participants would be kept and treated confidentially. Therefore, all responses were completely confidential. For the coding process, participants agreed that their initials could be used by the researcher. Participants in the study had the right to full disclosure about the research process, so that they were fully educated about the purpose of the study to assist them in deciding if they wanted to participate or not. They were explained that their data would only be used for academic purposes. They were also welcomed to request the outcomes of the final study (refer to Appendix C).

4.19 Summary

In this chapter the researcher started off with an introduction moving into the research objectives which are to explore the effect of OA design on OAA antecedents among millennials, to explore the influence of the usage characteristics of design-related OAA antecedents on the attitudes of millennials and to explore the influence of demographic characteristics of design-related OAA antecedents on the attitudes of millennials. Following this, the quantitative and qualitative statements were made, after which the scope of the study, research perspective and paradigms were discussed. The approach of the research was explained for both quantitative and qualitative phases of the study with a deliberation on gaining a better understanding of OAA and attitudes with regards to millennials and the design of the OAS. The research design follows mix methods from both approaches. The research strategy is descriptive and explorative in nature. The researcher describes the selection of participants for both phases of the study, including its population, sampling, sample method, sample size, sample frame, sample unit, sample errors. This is listed for the online survey, key informant interviews with OASTs, and focus group with millennials. The interviews with millennials followed the same procedure since they were the same participants from the focus group. The researcher then discusses the origin of the scale items used for the design of the OAA antecedents (relevant

information, value, online placement and timing, scepticism and credibility, privacy and trust, design personalisation, personalization, ad irritation, price consciousness and design of the ad) in the online survey. An overview of the key informant focus group and millennials' conversational interview guide was explained. This was followed by an explanation of quantitative analysis and the reliability, validity, coding and data analysis such as the online survey analysis of the study. The researcher also discusses the content analysis, transcription procedure including the code list, triangulation, the trustworthiness of the research, its costs, ethics and limitations.

CHAPTER 5: FINDINGS

5.1 Introduction

A total number of 3 534 online surveys were completed by millennials over a wide range of demographic characteristics within the cohort, and 3 430 questionnaires were retained for the statistical analysis. The online survey consisted of three sections. The first section dealt with the usage characteristics of millennials with their POPs (preferred online platforms), on which they go about accomplishing their online or communicative tasks. The second section dealt with the demographic characteristics of the millennials and the third section focused on the attitudinal responses according to 10 online advertising avoidance (OAA) antecedents drawn from literature investigating OAA.

Hence, this chapter also discloses the findings regarding the OAA antecedents that formulate the overall attitudes of millennials towards online advertising (OA) through engagement of their POPs. These descriptive findings are graphically depicted and described in the chapter. In the qualitative section, the researcher interviewed a total of 17 individuals working in or freelancing for a digital agency. While some of these individuals filled the position of online strategists, others were art directors and account managers. The questionnaires focused on their experience and knowledge of millennials and the design of online advertising strategies (OAS). A focus group was also conducted consisting of nine individuals in various professional and/or student capacities. The questions were aimed to probe their preference and attitudes towards online advertising as they experience it daily. Following this, the researcher further questioned six inquisitive millennials on their preferences and engagement with online ads on POPs.

Cronbach's Alpha co-efficient, composite reliability, construct significance, standard deviations and mean values for the attitude scales of millennials towards OAA antecedents are tabulated and described. This is followed by an outline of the Generalised Linear Model (GLM), Wald's Chi-Square distribution and the post ad hoc Bonferroni pairwise comparisons to highlight the significant differences for each attitude scale (dependent variables) in terms of usage characteristics (independent variables) of OA and demographic factors (independent variables).

Qualitative research will use research goals to guide the way the researcher treats the research process. Qualitative researchers explore, describe and then compare literature and findings. The

millennials' attitudes are explored by means of an online survey; the "why" of their attitudes are described through the focus group and compared to the responses of key participants in the interviews. In this research, we explore the influence and design of OAA antecedents on millennials' engagement with OA. Qualitative inquiry presents an opportunity to explore the meaning and value it will add to millennials' online engagement considering the phenomenon of OAA (Bernard & Ryan, 2010; Boeije, 2010).

After conducting the key informant interviews, reading through the raw data is important to get an initial grasp of how it addresses the research questions. Following a few readings of the data, the researcher will initiate the stages of qualitative analysis. Coding is a mechanism that can start to label and organise the data, in order to produce patterns that can be grouped beneath categories (Gläser & Laudel, 2013).

5.2 Quantitative findings

5.2.1 Usage characteristics of online advertising

5.2.1.1 POP engagement

It was important to establish which type of POPs engaged millennials with online advertising, since online spaces are inherently part of the lifestyle of millennials (Howe & Strauss, 2007a; Howe & Strauss, 2007b).
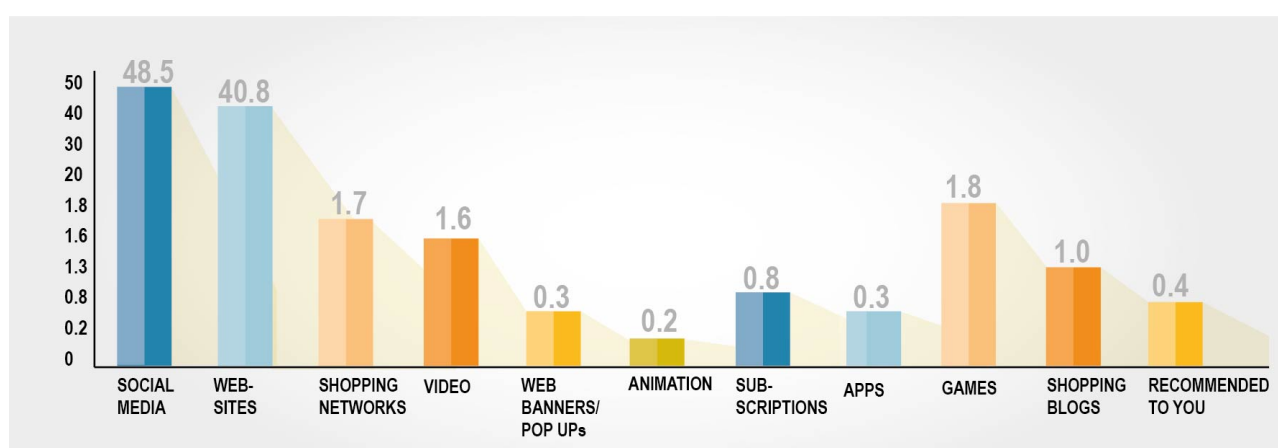
Figure 5.1: POPs engagement frequency

A large percentage of the respondents selected social media as the most frequent platform of engagement with online advertising (48.5%) and websites as the second most popular POP (40.8%).

5.2.1.2 Preferred POP devices

The purpose of this question was to establish which devices millennials prefer when browsing preferred online platforms.
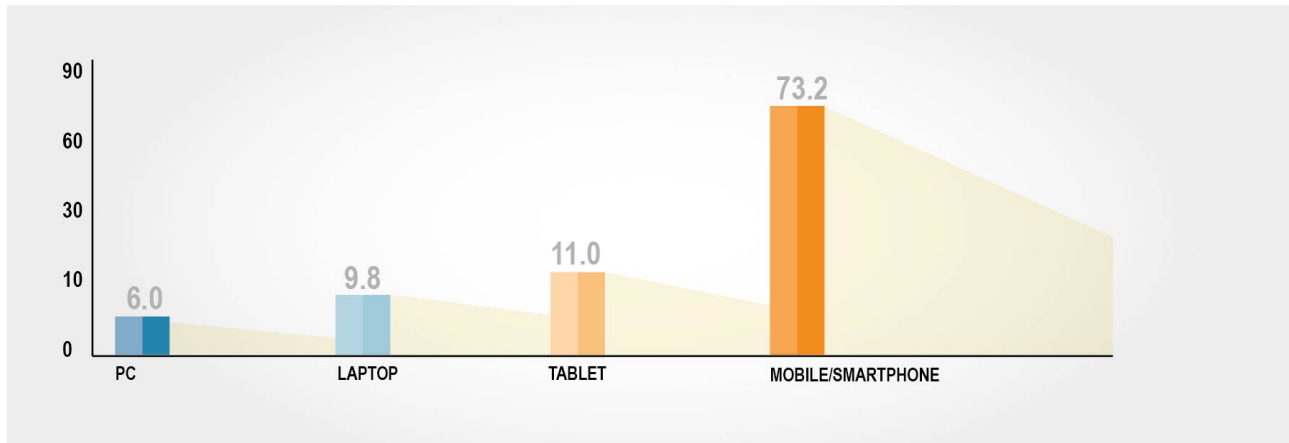
Figure 5.2: POPs devices frequency

73.2% of respondents accessed their POPs via mobile phones, while 11.0% use their tablets, 9.8% use their laptops and 6.8% utilise PCs.

5.2.1.3 POP advertising engagement

It was pivotal to investigate how often millennials engage with OA on their POP so that cross analysis could be conducted to establish if these independent variables had a significant impact on the different attitudinal responses.
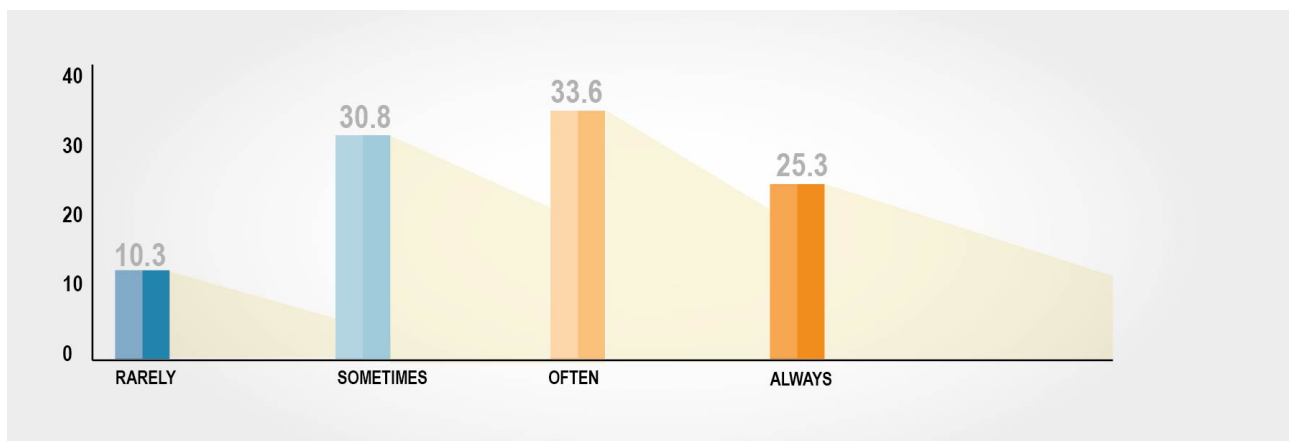
Figure 5.3: POPs advertising engagement rate

A combined majority of respondents had been actively engaging with OA on their POP with 33.6% and 25.3% often and always engaged respectively. 30.8% sometimes engaged on their POP and 10.3% of respondents rarely.

5.2.1.4 POP advertising sharing

Sharing online advertising provides insight into the interest and relevance of OA to millennials.
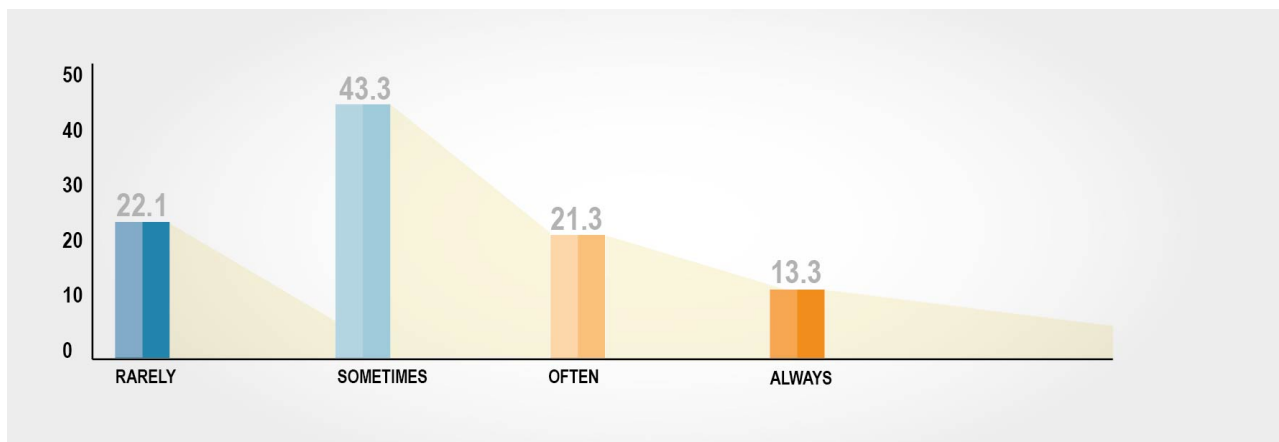
Figure 5.4: POPs advertising sharing frequency

While 43.3% of millennials sometimes share advertising, 22.1% and 21.3% rarely and often share, respectively, 13.3% always share advertising when browsing on their POP.

5.2.1.5 Hours spent per day on POPs

It was essential to establish the amount of time spent by respondents each day when browsing on their POP.
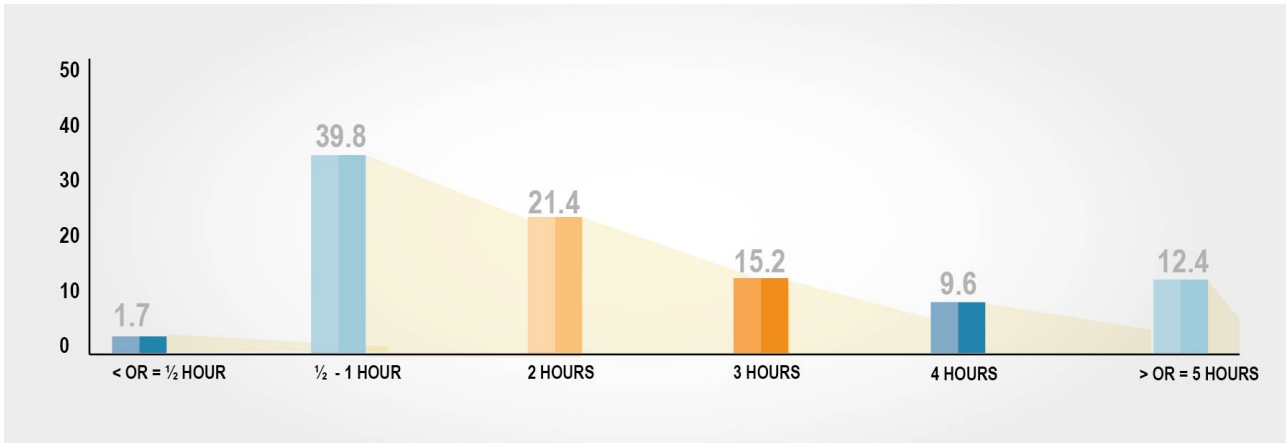
Figure 5.5: Hours spent per day on POPs frequency

39.8% of respondents spent 30 minutes to an hour on their POP, 21.4% spent 2 hours, 15.2% spent 3 hours, 12.4% spent 5 hours or more and 1.7% spent 30 minutes per day browsing on their POP.

5.2.1.6 POP engagement factors

In this study, online advertising avoidance constructs were used to determine millennials' attitudes towards OAA. It was significant to establish how important these constructs were for millennials' engagement with OA.
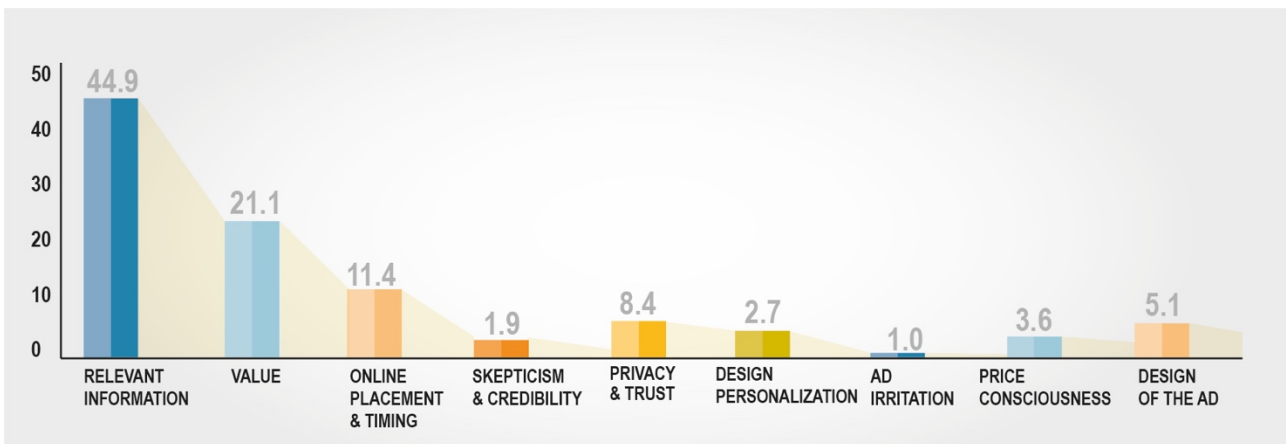
Figure 5.6: POPs engagement factor frequency

44.9% of millennials indicated that "relevant information of the ad" causes them to engage with online ads, 21.1% will engage if they will receive "value" from engagement, 11.4% preferred "online placement and timing of the ad", 1.9% engaged if the ad had low "scepticism and credibility", 8.4% found "privacy and trust" to be a cause for engagement, 2.7% engaged if the ad was "personalized"

or "design personalized", 1.0% would engage if they experienced "ad irritation" towards the ad. 3.6% were "price conscious" as a reason for engagement and 5.1% preferred the "design of the ad".

5.2.2 Demographic characteristics

This section graphically displays the sample's demographic characteristics. It was pivotal to establish the importance of these constructs for millennials' engagement with OA.

5.2.2.1 Gender

The gender of respondents was important to establish to check whether there was a significant influence on attitude responses.
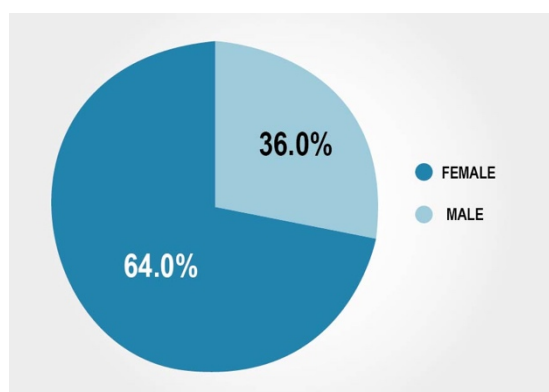
Figure 5.7: Gender frequency

The total respondent sample comprised of male (36.0%) and female (64.0%) respondents.

5.2.2.2 Age

It was imperative to ascertain the age of respondents since a cross examination will be conducted to determine whether there was a significant difference between the attitudinal responses among the different age groups.
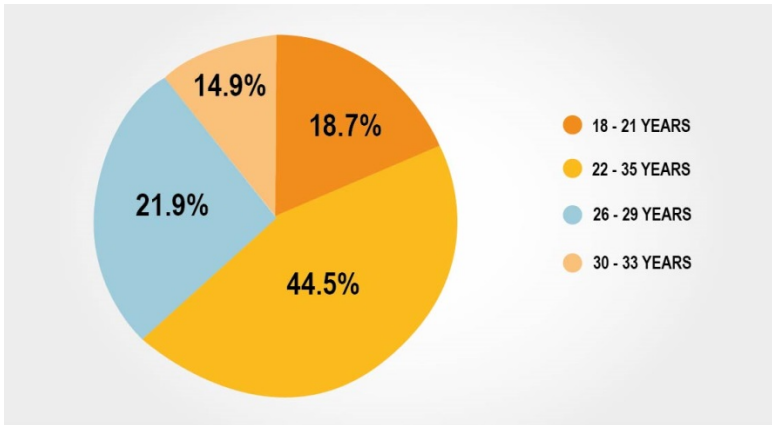
Figure 5.8: Age frequency

The 22- to 25-year-olds represented near half of the sample (44.5%), the 26 to 29 and 18 to 21 year olds constituted 21.9% and 18.7% respectively. The 30 to 33 age group consisted of 14.9%.

5.2.2.3 Marital Status

This question was asked to establish the marital status of the respondents. The marital status will be used to conduct a cross analysis to determine whether this has a significant influence on attitude responses.
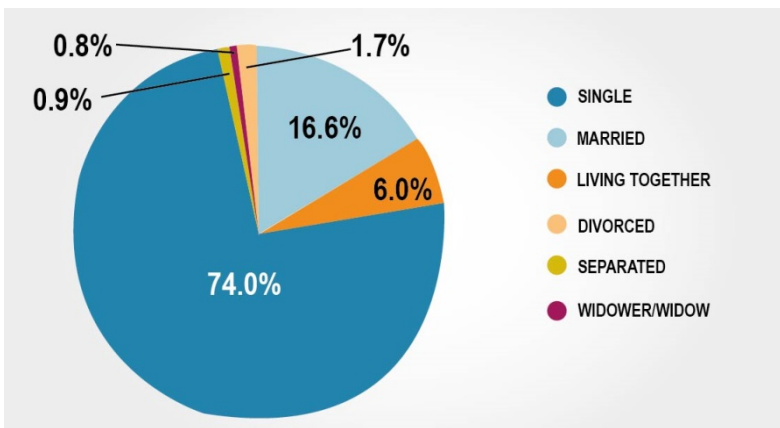
Figure 5.9: Marital status rate

A majority of millennials were single (74%), followed by married (16.6%), living together (6%), divorced (1.7%), separated (0.9%), and widowed (0.8%).

5.2.2.4 Education

It was important to establish the educational level of respondents since a cross examination will be conducted to determine whether education has an influence on the attitude responses.
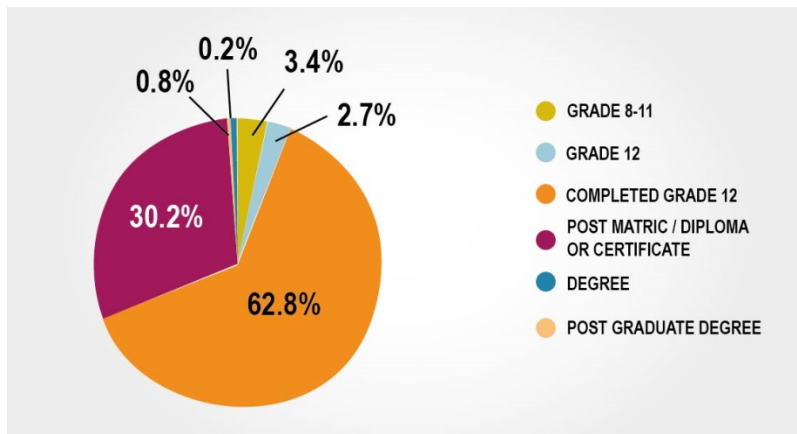
Figure 5.10: Education prevalence

The greatest number of respondents completed a matric diploma or certificate (62.8%), whereas those with a post matric diploma or certificate were at 30.2%, grade 8-11 (3.4%), 2.7% did grade 12, 0.8% a post-graduate degree and 0.2% of the sample, a degree.

5.2.2.5 Employment status

It was crucial to establish the employment status of respondents since a cross-examination will be conducted to determine whether employment had an influence on attitudes.
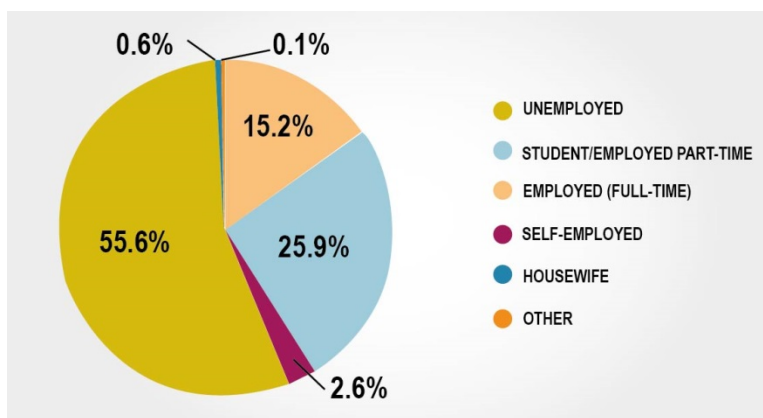
Figure 5.11: Employment status incidence

More than half of the sample of millennials (55.6%) was unemployed, 25.9% were students employed part-time, employed (full-time) millennials accounted for 15.2%, self-employed (2.6%), housewives (0.6%), and undecided respondents consisted of 0.1%.

5.2.2.6 Population group

It was important to determine the population group of the respondents since a cross analysis will be conducted to determine whether race had an influence on the attitudinal responses.
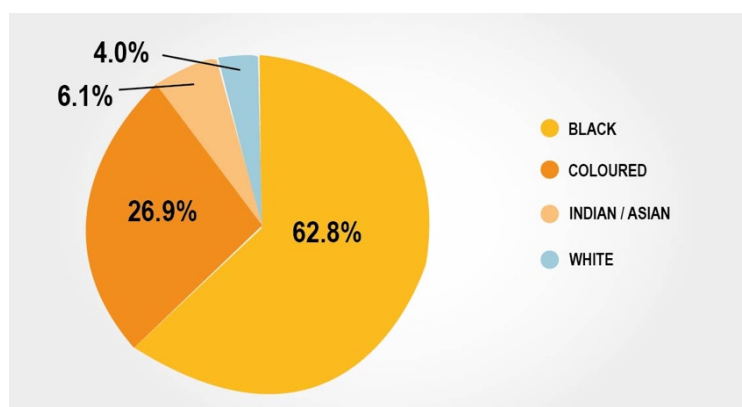
Figure 5.12: Population group frequency

A majority of the respondents were Black (62.8%), 26.9% were Coloured, Indian/Asian (6.1%) and White accounted for 4.0% of the sample of study.

5.2.2.7 Monthly personal income

The income of millennials will be used to conduct a cross-analysis to determine whether there was a significant difference in terms of attitudes. In the survey, it was noted that millennials could reference their allowance or stipend from parents or guardians as an income.
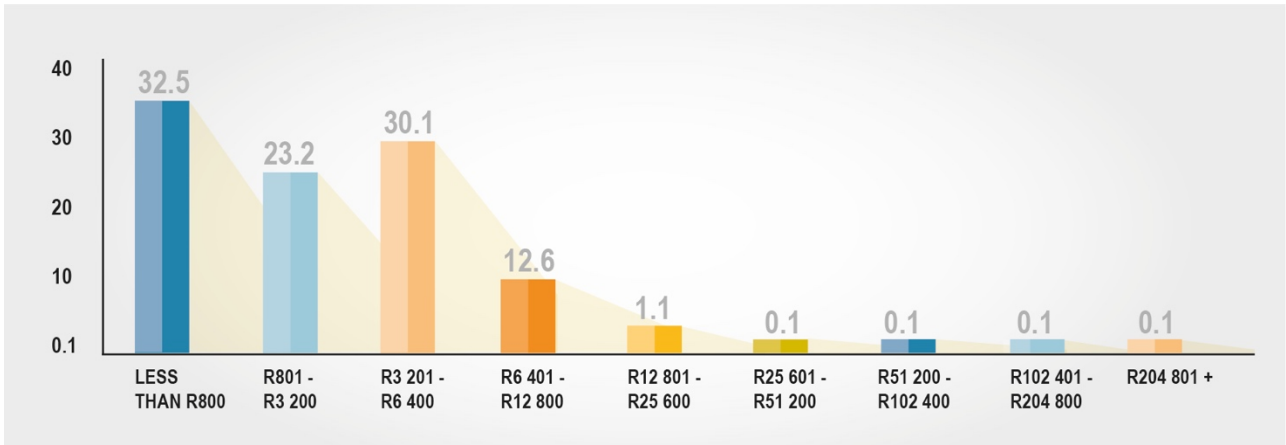
Figure 5.13: Income group frequency

32.5% of the respondents earn less than R800 per month, 23.2% earn between R801–R3 200, 30.1% earn between R3 201–R3 200, 12.6% earn between R6 401–R6 400 and groupings of R25 601–R51 200, R51 201–R102 400, R102 400–R204 800 and R204 801+ were 0.1% or less.

5.2.3 OAA attitudinal responses towards POP

Ten attitudinal constructs derived from studies investigating the phenomenon of online advertising avoidance, were explored in this study.

5.2.3.1 Relevant information

Five Likert scale statements were utilised to establish the scale for the influence of design on relevant information regarding the POPs by computing the weighted average.
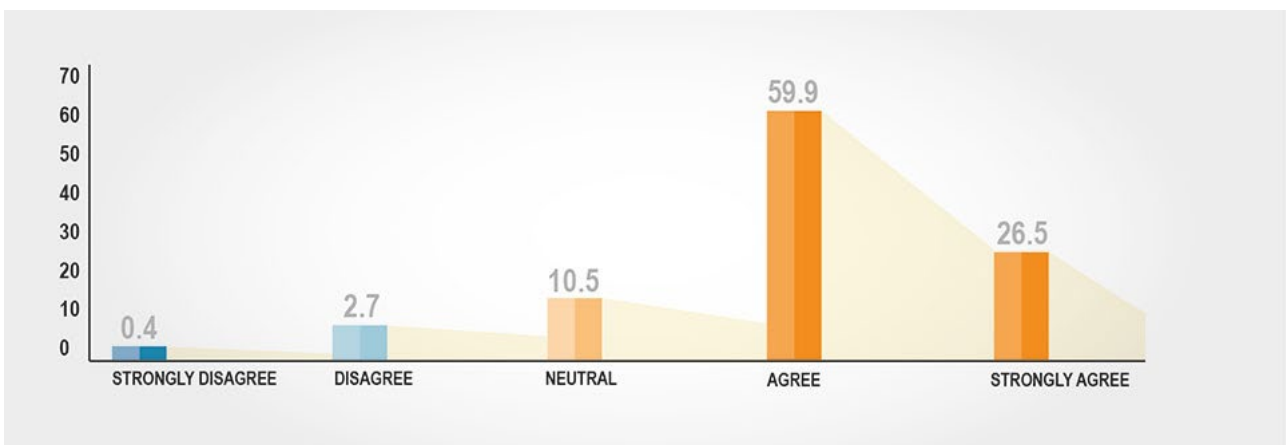
Figure 5.14: Relevant information frequency

86.4% of respondents agreed (agreed and strongly agreed) that the design of relevant information played a role in their engagement with the design of OA. 3.1% disagreed (disagreed and strongly disagreed) that relevant information did not play such a pivotal role in their choice to engage with OA.

5.2.3.2 Value

Six Likert scale statements were employed to explore the scale for the influence of design on value millennials receive from engaging with the ad regarding their POPs by computing the weighted average.
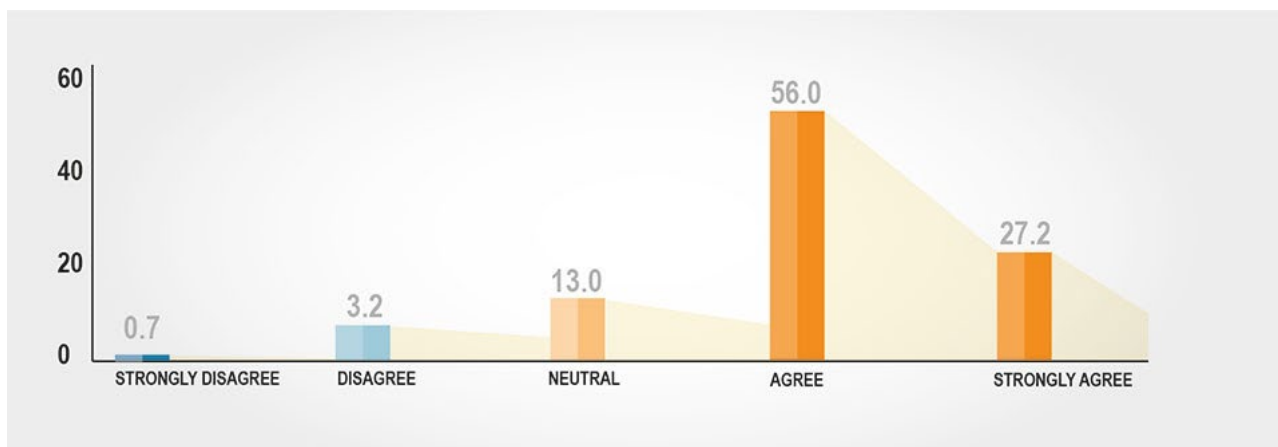
Figure 5.15: Value frequency

83.2% of respondents agreed (agreed and strongly agreed) that the value placed on the design of OA is important for their engagement with it, while 3.9% disagreed (disagreed and strongly disagreed) that receiving value from engagement with online ads was not pivotal.

5.2.3.3 Online placement and timing

Five Likert scale statements were used to demonstrate the scale for the influence of online placement on the ad regarding the POPs by computing the weighted average.
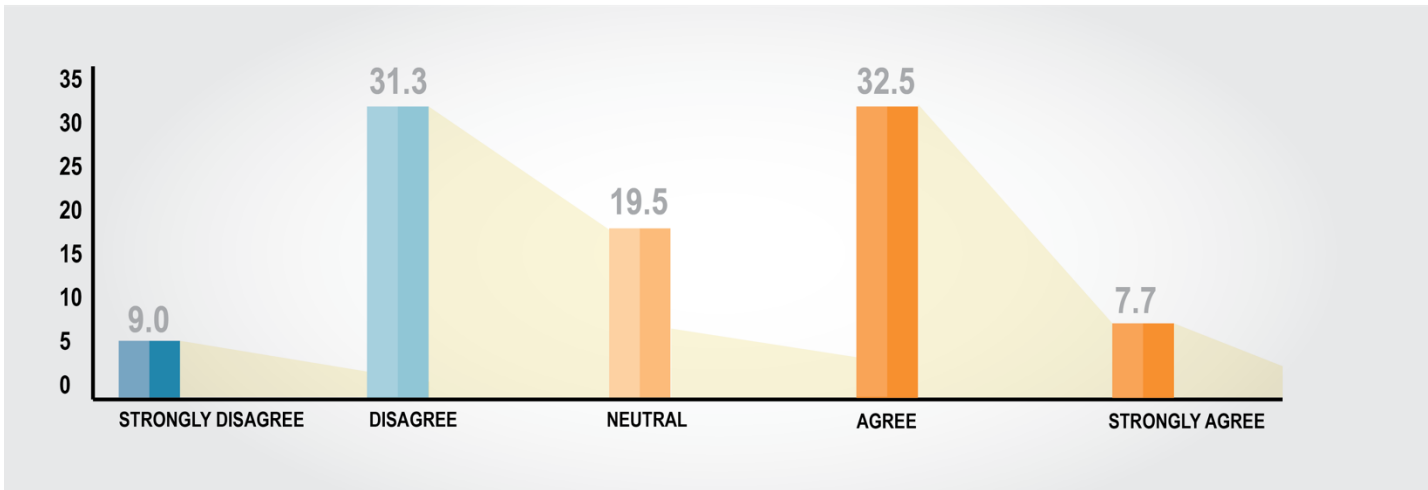
Figure 5.16: Online placement and timing frequency

40.2% of millennials agree (agree and strongly agree) that online placement and timing of the design of OA are considered before engagement, whereas 40.3% disagreed (disagreed and strongly disagreed).

5.2.3.4 Scepticism and credibility

Seven Likert scale statements were used to determine the scale for the influence of scepticism and credibility on the ad regarding the POPs by computing the weighted average.
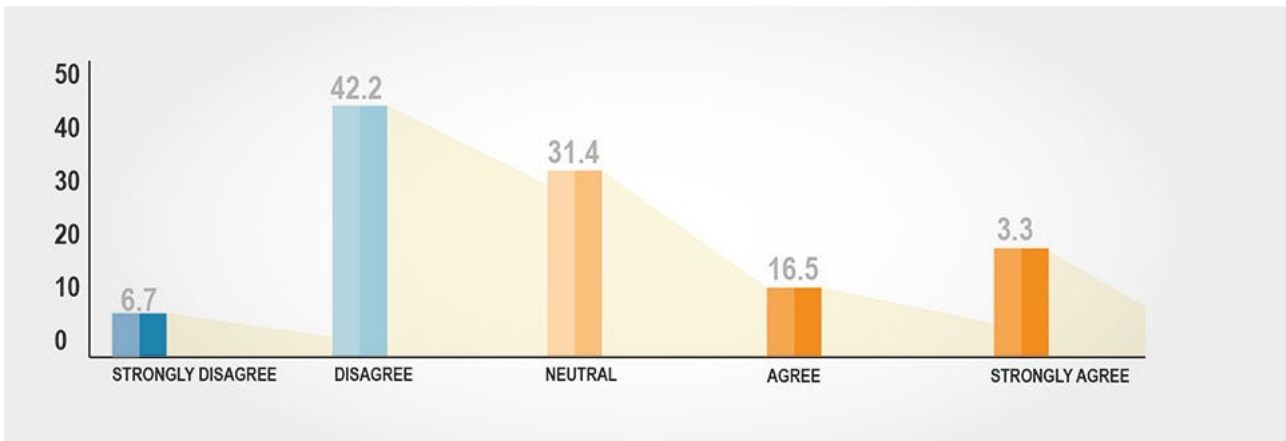
Figure 5.17: Scepticism and credibility frequency

19.8% of millennials agreed (agreed and strongly agreed) that they are sceptic or feel that the design of online advertising lacks in credibility, while 48.9% disagreed (disagreed and strongly disagreed) that they did not have scepticism against the design of OA or felt that the ads were not credible.

5.2.3.5 Privacy and trust

Four Likert scale statements were utilised to establish the scale for the influence of privacy and trust on the ad regarding the POPs by computing the weighted average.
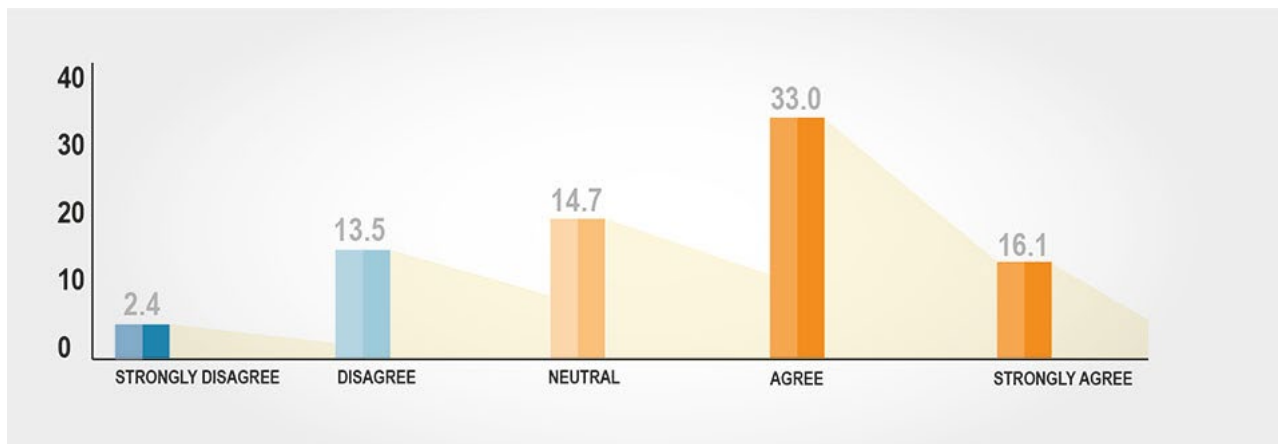
Figure 5.18: Privacy and trust frequency

49.1% agreed (agreed and strongly agreed) that they felt that their privacy or trust was being breached when engaging with OA, while 15.9% disagreed (disagreed and strongly disagreed).

5.2.3.6 Design personalisation

Two Likert scale statements were employed to substantiate the scale for the influence of design on personalisation regarding the POPs by computing the weighted average.
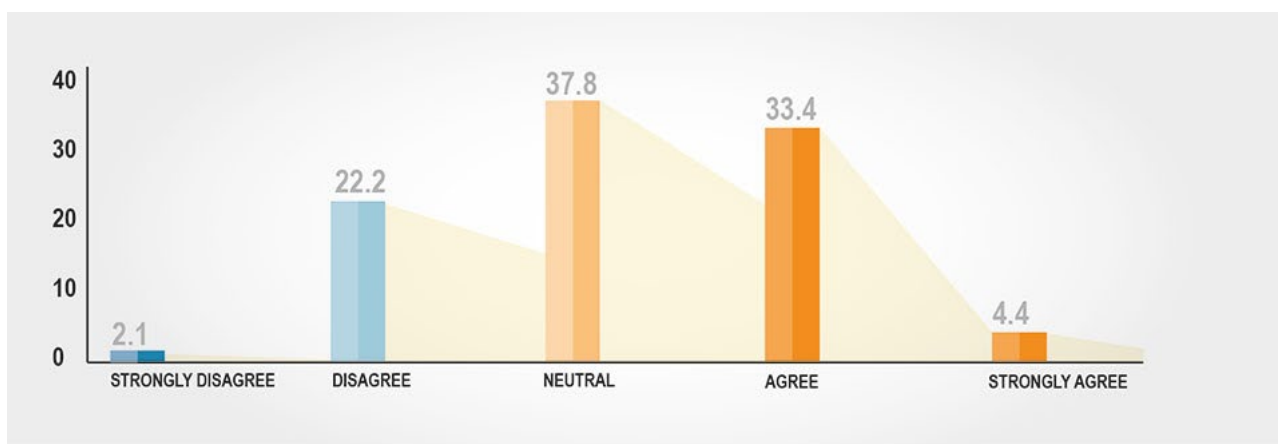
Figure 5.19: Design personalisation frequency

37.8% of millennials agreed (agreed and strongly agreed) that design personalisation of online advertising affected their preferences. 24.3% disagreed (strongly disagreed and disagreed) that design personalisation did not affect their engagement with OA.

5.2.3.7 Personalisation

Four Likert scale statements were employed to substantiate the scale for the influence of personalisation on ads regarding the POPs by computing the weighted average.
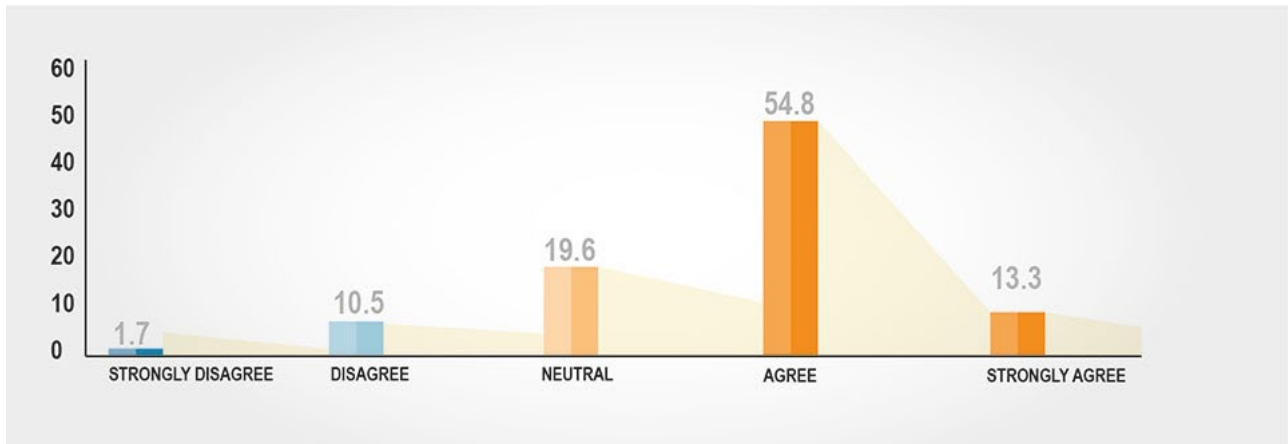
Figure 5.20: Personalisation frequency

68.1% of millennials agreed (agreed and strongly agreed) that personalisation of online advertising affected their preferences. 12.2% disagreed (disagreed and strongly disagreed) that personalisation of online advertising did not affect their choice to engage with OA.

5.2.3.8 Ad irritation

Seven Likert scale statements were used to consider the scale for the influence of ad irritation on the ad regarding the POPs by computing the weighted average.
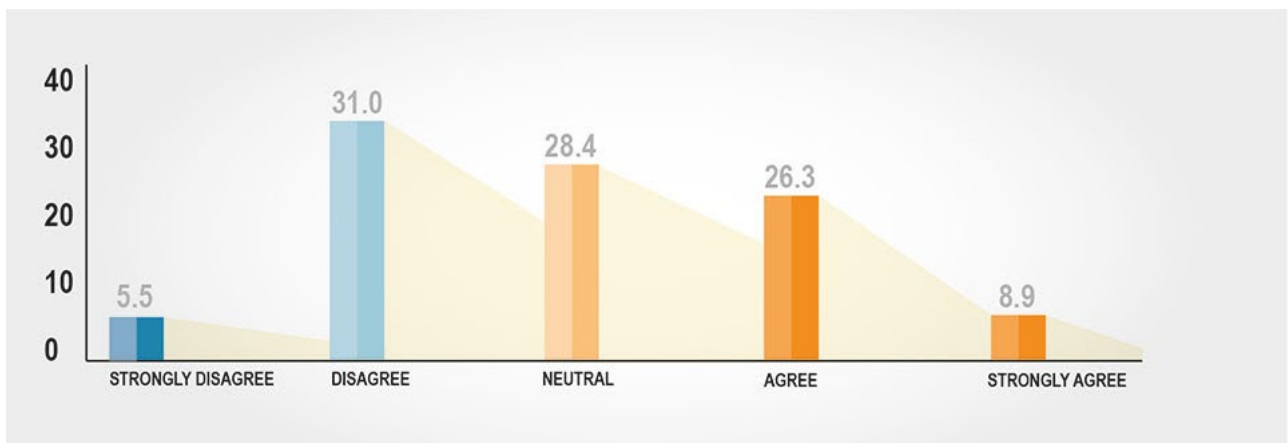
Figure 5.21: Ad irritation frequency

36.5% of millennials disagreed (disagreed and strongly disagreed) that OA was irritating, while a 35.2% agreed (agreed and strongly agreed) that it was not.

5.2.3.9 Price consciousness

Five Likert scale statements were made use of to show the scale for the influence of price consciousness on the ad regarding the POPs by computing the weighted average.
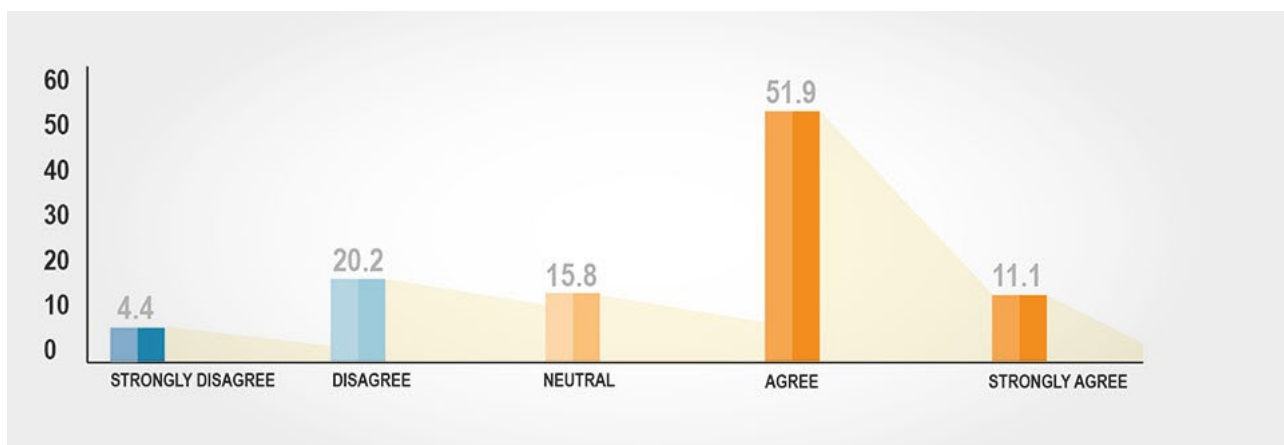
Figure 5.22: Price consciousness frequency

63% of respondents agreed (agreed and strongly agreed) that the monetary value or price offers of OA play a pivotal role in their choice to engage with the ad other than 24.6% that disagreed (disagreed and strongly disagreed).

5.2.3.10 Design of the ad (Interface)

Five Likert scale statements were utilised to establish the scale for the influence of design on design of the ad regarding the POPs by computing the weighted average.
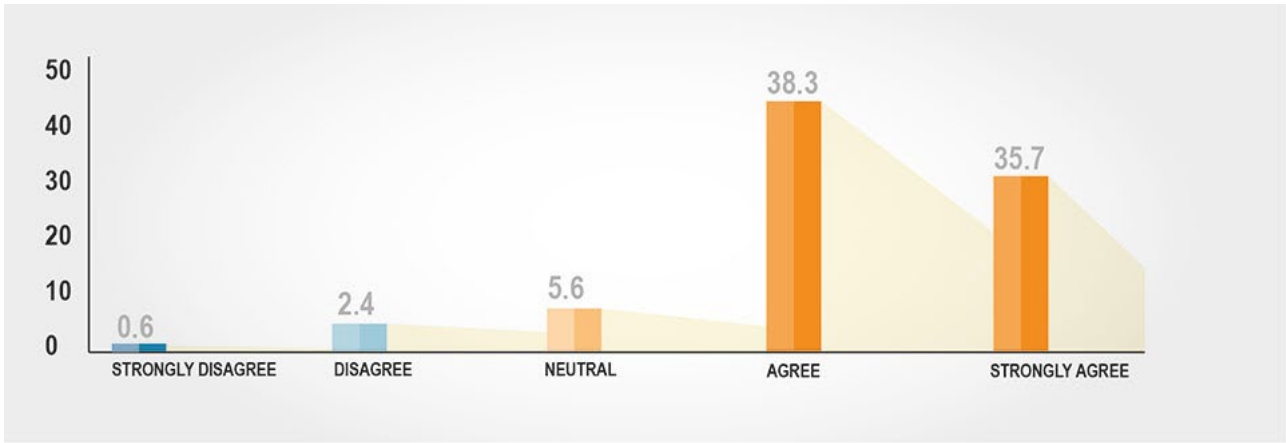
Figure 5.23: Design of the ad frequency

74% of millennials agreed (agreed and strongly agreed) that the design of the ad played a role in their choice to engage with the OA, while 3% disagreed (disagreed and strongly disagreed).

5.2.4 Attitudes towards POPs

Millennials engage with online platforms to fulfil a certain goal. Interaction with an object formulates an attitude in a user according to attitude development theory (Katz, 1980). It is necessary for us to explore the influences of OA constructs on the attitudes of millennials.

Table 5.1: OAAs attitudinal response scales (mean, SD)

Attitude construct	Mean	SD	*p*
Relevant information	4.08	0.505	0.001*
Value	4.06	0.567	0.001*
Online placement and timing	3.11	0.758	0.001*
Scepticism and credibility	2.75	0.692	0.001*
Privacy and trust	3.53	0.707	0.001*
Design personalisation	3.16	0.783	0.001*
Personalisation	3.53	0.558	0.001*
Ad irritation	3.02	0.723	0.001*
Price consciousness	3.72	0.606	0.001*
Design of the ad	4.24	0.566	0.001*

* $p < 0.001$

The descriptive analysis of the ten attitudinal constructs produced mean values as depicted in Table 5.1. Based on the mean computed scores, millennials generally displayed predominantly positive

attitudes towards engagement with OA on their POPs, except for the negatively phrased constructs, which included *scepticism and credibility* and *ad irritation*. The GLM (based on Wald's Chi-Square distribution) ascertained that there was a significant difference for all OAAs attitudinal response scales (refer to Table 5.1).

5.2.5 Reliability and validity

Exploratory and then confirmatory factor analysis (CFA) was conducted to empirically assess the online advertising strategy attitude scales regarding reliability and validity via SPSS and Amos. For this study, Cronbach's α ranged from 0.709 to 0.858, thereby displaying acceptable to good internal consistencies (refer to Table 5.2). Furthermore, the reliability of the scales was also assessed using composite reliability (CR) scores, which have suggested minimum values of 0.70 (Bagozzi & Yi, 1988). The CR scores ranged from 0.787 to 0.898 for the online advertising strategy attitude scales, which also reflect good internal reliability. Convergent validity was assessed by considering the factor loadings and average variance extracted (AVE). The factor loadings of the online advertising strategy attitude scales ranged from 0.536 – 0879, and AVE ranged from 0.500 – 0.649, which were all greater than 0.5 (refer to Table 5.2) and exceeded the prescribed minimum level of 0.5 and is therefore indicative of convergent validity (Bagozzi & Yi, 1988). Discriminant validity was assessed by utilising the square root AVE for each scale, which must be larger than the correlations between the scales (Fornell & Larcker, 1981). The square root of AVE for the online advertising strategy attitude scales were all larger than the correlation values (refer to Table 5.3).

Table 5.2: OAA attitude scales reliability and convergent validity tests

Scales	Items	Factor loading	AVE	CR	Cronbach α
Relevant information (INFO)	INFO2	0.818	0.522	0.843	0.787
	INFO1	0.780			
	INFO3	0.749			
	INFO4	0.671			
	INFO5	0.568			
Value (VAL)	VAL2	0.852	0.544	0.876	0.841
	VAL1	0.802			
	VAL3	0.783			
	VAL4	0.685			
	VAL5	0.659			
	VAL6	0.614			
Online placement and timing (OPT)	OPT3	0.872	0.598	0.879	0.829
	OPT2	0.861			
	OPT1	0.830			
	OPT4	0.715			
	OPT5	0.536			
Scepticism and credibility (SC)	SC4	0.850	0.550	0.894	0.858
	SC5	0.768			
	SC3	0.764			
	SC6	0.752			
	SC7	0.725			
	SC2	0.715			
	SC1	0.596			
Privacy and trust (PT)	PT3	0.818	0.519	0.808	0.728
	PT1	0.807			
	PT2	0.677			
	PT4	0.546			
Design personalisation (DP)	DP1	0.838	0.649	0.787	0.709
	DP2	0.771			
Personalisation (PER)	PER3	0.773	0.516	0.809	0.727
	PER5	0.730			
	PER4	0.729			

	PER6	0.636			
Ad irritation (AI)	AI3	0.847	0.552	0.894	0.858
	AI4	0.822			
	AI1	0.811			
	AI2	0.775			
	AI6	0.707			
	AI7	0.650			
	AI5	0.537			
Price consciousness (PC)	PC2	0.802	0.500	0.832	0.752
	PC3	0.746			
	PC4	0.706			
	PC5	0.675			
	PC1	0.588			
Design of the ad (DES)	DES2	0.879	0.641	0.898	0.844
	DES3	0.869			
	DES1	0.811			
	DES5	0.793			
	DES4	0.625			

Table 5.3: OAA attitude scales discriminant validity tests

Scales	SC	AI	VAL	DES	OPT	INFO	PC	PER	PT	DP
Scepticism and credibility (SC)	**0.742**									
Ad irritation (AI)	0.592	**0.743**								
Value (VAL)	-0.216	-0.209	**0.737**							
Design of the ad (DES)	-0.088	0.055	0.323	**0.801**						
Online placement and timing (OPT)	0.079	-0.056	0.131	-0.058	**0.773**					
Relevant information (INFO)	-0.114	-0.090	0.547	0.334	0.056	**0.723**				
Price consciousness (PC)	-0.013	0.011	0.291	0.328	0.068	0.277	**0.707**			
Personalisation (PER)	-0.171	-0.164	0.376	0.357	0.167	0.300	0.426	**0.719**		
Privacy and trust (PT)	0.337	0.453	-0.015	0.263	-0.112	0.052	0.140	0.064	**0.721**	
Design personalisation (DP)	0.149	0.071	0.129	-0.053	0.122	0.078	0.143	0.124	0.025	**0.805**

5.2.6 Structural equation modelling (SEM) analysis

The SEM goodness-of-fit statistics resulted in a good overall measurement model fit: (χ^2/df = 1.844; RMSEA = 0.016; NFI = 0.980; TLI = 0.985; CFI = 0.990; GFI = 0.983; and SRMR = 0.029. A common method bias (CMB) test was utilised to compare the unconstrained common method factor (CMF) model to the constrained common CMF model. The χ^2 test between the aforementioned CMF models resulted in a significant difference at p < 0.001. Hence, unconstrained CMF model was retained due to the shared variance. The Cook's Distance test revealed that no respondent displayed irregular tendencies; therefore, the full sample was kept. The attitude scales were evaluated through a multi-collinearity test to consider if the measures were overly correlated. The design personalisation and design of the ad attitude measures (i.e., the two independent variables of the SEM model) were greater than 0.1 and the variation inflation factors less than three, which shows that there was not unnecessary correlation between the attitude scales. The SEM analysis standardised path beta coefficients (β), significance (*p*) and variance are depicted in Figure 5.24.
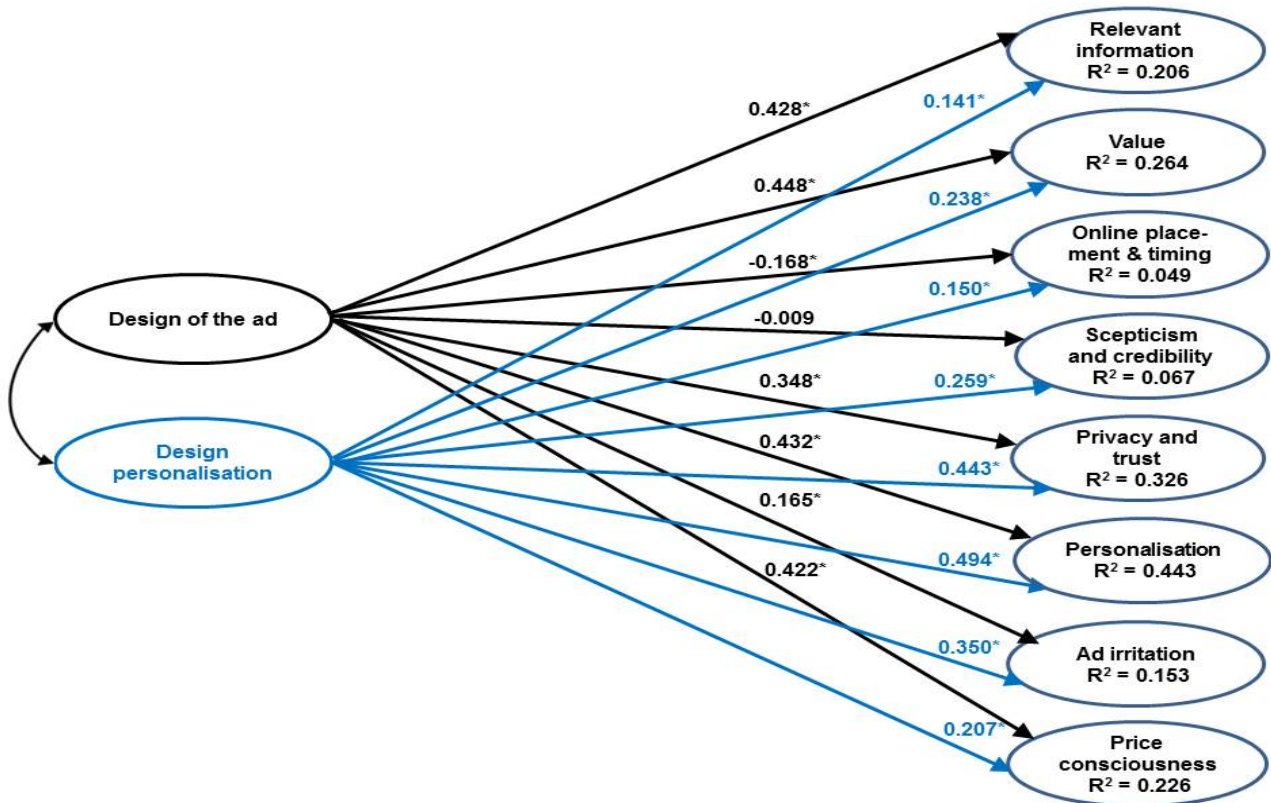
Figure 5.24: SEM analysis

*p < 0.001

The path coefficients ascertained that design of the ad had a significant positive effect on relevant information ($\beta = 0.428$, $p < 0.001$), value ($\beta = 0.448$, $p < 0.001$), privacy & trust ($\beta = 0.348$, $p < 0.001$), personalisation ($\beta = 0.432$, $p < 0.001$), ad irritation ($\beta = 0.165$, $p < 0.001$) and price consciousness ($\beta = 0.422$, $p < 0.001$) attitudinal measures among millennials owing to their preferred online platform. Conversely, the design of the ad resulted in a negative association with online placement and timing ($\beta = -0.168$, $p < 0.001$) among millennials due to their preferred online platform. Therefore, H1a, H2a, H3a, H5a, H6a, H7a and H8a were supported. However, scepticism and credibility ($\beta = -0.009$, $p > 0.001$) resulted in no significant difference, so H4a was not supported.

The path coefficients established that design personalisation had a significant positive effect on relevant information ($\beta = 0.141$, $p < 0.001$), value ($\beta = 0.238$, $p < 0.001$), online placement & timing ($\beta = 0.150$, $p < 0.001$), scepticism & credibility ($\beta = 0.259$, $p < 0.001$), privacy & trust ($\beta = 0.443$, $p < 0.001$), personalisation ($\beta = 0.494$, $p < 0.001$), ad irritation ($\beta = 0.350$, $p < 0.001$) and price consciousness ($\beta = 0.207$, $p < 0.001$) attitudinal measures among millennials due their preferred online platform (POP). Therefore, H1b, H2b, H3b, H4b, H5b, H6b, H7b and H8b were supported.

Additionally, the design of the ad and design personalisation explained 20.6% of relevant information's variance, 26.4% of value, 4.9% of online placement & timing, 6.7% of scepticism & credibility, 32.6% of privacy & trust, 44.3% of personalisation, 15.3% of ad irritation, and 22.6% of ad irritation variance.

5.2.7 Influence of usage characteristics and demographics on OAA design-related attitudinal responses

The GLM, Wald's Chi-Square distribution and post ad hoc Bonferroni pairwise comparisons were used to establish and reveal where the significant differences were between respondents' design of the ad and design personalisation attitudinal scales (dependent variables) of millennials towards their engagement with online advertising in Cape Town, and their usage characteristics (independent variables) and demographic characteristics (independent variables).

5.2.7.1 Design personalisation attitudinal responses

Personalisation is a means for advertisers to serve tailor-made advertising specifically on the ground of their online click behaviour in terms of preferences and personal online tastes (Lavie & Tushman, 2010). This section of the results indicate that millennials take a preference to the entity of design, as a visual construct stimulating their choice of online advertising engagement.

Table 5.4: Influence of usage characteristics and demographic factors on design personalisation attitudinal responses

Independent variables	Wald's Chi-Square	Df	p
POP engagement	13.334	11	0.272
Preferred POP devices	4.600	3	0.204
POP advertising engagement	4.559	3	0.207
POP advertising sharing	16.529	3	0.001*
Hours spent per day on POPs	8.946	5	0.111
POP engagement factors	23.308	8	0.003**
Gender	6.014	1	0.014**
Age	3.054	3	0.383
Marital status	7.230	5	0.204
Education	6.419	5	0.268

Employment	5.859	5	0.320
Population group	14.789	4	0.005**
Monthly income	6.993	8	0.537

* *p* < 0.001

** *p* < 0.05

No significance differences were yielded for POP engagement, devices, often engage, hours spent, gender, age, marital status, education, employment and monthly income.

POP advertising sharing (*p* < 0.001): Millennials who always (M = 2.74; SE = 0.58), sometimes (M = 2.65; SE = 0.155) and often (M = 2.68; SE = 0.155) share online advertising showed the most positive attitudes towards personalised design than those who rarely (M = 2.54; SE = 0.155) shared.

POP engagement factors (*p* < 0.05): Users who engage with online advertising if they will receive value (M = 2.70; SE = 0.156) and can trust (adjust their privacy) (M = 2.75; SE = 0.159) online ads showed more favourable attitudes than if the personalised online ads are not relevant (M = 2.57; SE = 0.154).

Gender (p < 0.05): Male (M = 2.69; SE = 0.154) users showed a higher preference towards personalised design than female (M = 2.62; SE = 0.154) users.

Population Group (*p* < 0.05): Black (M = 2.85; SE = 0.145), Coloured (M = 2.77; SE = 0.144), Indian/Asian (M = 2.81; SE = 0.153) and White (M = 2.81; SE = 0.153) millennials displayed more favourable attitudes towards personalised design than other groups (M = 3.27; SE = 0.219).

5.2.7.2 Design of the ad (Interface of the ad) attitudinal responses

The interface is the first point of interaction between the user and the virtual world. The features of adverts may be diverse and varied depending on the device or platform on which they appear. The interface consists of a spectrum of visual design elements, navigation and technical aspects, which all amount to the total experience of the end-user when engaging online.

Table 5.5: Influence of usage characteristics and demographic factors on design of the ad (Interface of the ad) attitudinal responses

Independent variables	Wald's Chi-Square	Df	p
POP engagement	10.544	11	0.482
Preferred POP devices	4.535	3	0.209
POP advertising engagement	14.812	3	0.002**
POP advertising sharing	6.049	3	0.109
Hours spent per day on POPs	18.749	5	0.002**
POP engagement factors	27.424	8	0.001*
Gender	2.443	1	0.118
Age	5.265	3	0.153
Marital status	9.434	5	0.093
Education	6.156	5	0.291
Employment	5.769	5	0.329
Population group	22.903	4	0.000*
Monthly income	5.901	8	0.658

* $p < 0.001$

** $p < 0.05$

No significance differences were yielded for POP engagement, devices, sharing, gender, age, marital status, education, employment and monthly income.

POP advertising engagement ($p < 0.05$): Millennials who rarely (M = 4.24; SE = 0.113) and sometimes (M = 4.26; SE = 0.113) engage with OA in terms of the design of the ad showed more unfavourable attitudes compared to those who often (M = 4.35; SE = 0.133) engage on the POP.

Hours spent per day on POPs ($p < 0.05$): Millennials that spent ½ to an hour (M = 4.22; SE = 0.113) displayed the least positive attitudes towards design of ads compared to users that spent 5 hours or more (M = 4.30; SE = 0.115) in engaging with ads as a result of a favourable ad design.

POP engagement factors ($p < 0.001$): Online placement and timing (M = 4.23; SE = 0.116) of online ads yielded the least favourable attitudes in terms of the design interface compared to relevant information (M = 4.34; SE = 0.113) and interface of the ad (M = 4.43; SE = 0.120).

Population group ($p < 0.001$): Coloured (M = 4.41; SE = 0.104), Indian/Asian (M = 4.45; SE = 0.122), White (M = 4.44; SE = 0.113) and Black (M = 4.36; SE = 0.105) millennials showed the most positive attitudes towards the design of the ad compared to other groups (M = 3.72; SE = 0.244).

5.3. Qualitative findings

Qualitative raw data can be complex. Using a process for coding into themes and categories can assist in reducing the findings to bring across main ideas of the research linking to the research questions. According to Glaser and Laudel (2013) the process of reducing complexity brings the data into a form that supports pattern recognition, in so doing the data moves to a point of saturation and reliable conclusions can be drawn (Sundler, 2019; Vaismoradi & Snelgrove, 2019).

5.3.1 Theme 1: POPs engaging millennials in online advertising

Online advertisers make use of platforms as a medium to carry their OA. Platforms are spaces used to engage in community (e.g., social media), exchange information or transact. In later online trends, platforms have become much more active and modern with the integration of live video and high-quality photography.

5.3.1.1 Category 1: Social media

Eight online advertising strategists (OASTs) and one Millennial responded to the question of social media as an approach and way of advertising, exchange and conversation.

Responses

Social media is the new telephone; content marketing is the new brochure. Something else is going to be the new social media…. so you've just got to keep on trend and keep downloading and the next best thing. Every couple of months I have to see what are the new trends. Certain things work on Instagram or Facebook and you figure around your audience. Like I said you can't fool a Millennial because they've grown up with social media. [IB]

A lot of the time people have accounts for each one but will see the platform for different things. Five years ago it would be Facebook and then maybe people would have Twitter but nowadays you have more types and less time spent on each of them so you have Facebook/ Instagram/ Twitter/ Snapchat. Facebook or then they look for an image.... so maybe Instagram works better. If you about snappy words or thoughts then Twitter. Whereas now you got people go on all social media. [UT_JH]

Millennials are forcing companies to take social media a lot more seriously. We see social media as an inbound marketing avenue more than it's just a place for you to communicate with a relatively captive audience. Whole focus behind having your SM channel is to turn your followers into active promoters of your brand. Social media channels have provided your clients instant avenues to lodge complaints. News agencies are continuously needing to keep up with online channels because news breaks on

Facebook/Twitter/YouTube. Social media is providing a platform to be able to start up these other little arms to see which ones do well. [RD]

I think billboards will always be there.... simply for the commuters. But I mean. We getting to that stage where everything is going on splashed and pop up adverts on social media or emails to your LinkedIn account or newsletters you subscribe to. Most people are either on Facebook or Twitter or Snapchat or Instagram; they've got everything, so they going to see advertising on all of them. You can hop onto YouTube OR some of the live streaming on Instagram or Twitter.... everything is in your face now. [YD]

Social media and digital media are huge in South Africa. [UT_JES]

Most brands nowadays are using the social media that's available to them to basically cover places where they're not getting the most engagement out. Everything is becoming way-social media. It's like everything is becoming way more connected: Now I could put something on Twitter and someone in Antarctica can see it. It's going to keep getting social media. [UT_J2]

Social media creates brand awareness. [M1]

Sometimes there can be limitations through social Networks/media for example LinkedIn and so conversations depend on the objective of the ad. [DF]

What I enjoy and what I prefer is the same thing which is the social media platforms. What I enjoy is the fact if you don't like the ad or you not interested you can just scroll up or down OR you can just skip it OR if you are interested you can click and it takes you directly to the site showing all the information that you're looking for or that you're interested in. [SH1]

5.3.1.1.1 Category 1.1: Facebook

Facebook, according to Effective Measure (2016) is the fastest growing communication tool in South Africa. As a platform, Facebook is now utilised for business, marketing, product extensions of companies and professional community. Since Facebook is free, advertising has found an opportunity to generate revenue. Three online strategists and one Millennial reacted to the question on Facebook engagement.

Responses

To see what's happening I'll go onto their Facebook page or their website or quickly Google any promotions. [YD]

Facebook advertising changes all the time all the week. Days of the week change different from Facebook to Twitter to LinkedIn...it all varies. Certain things work on Instagram or Facebook and you figure around your audience. [IB]

Brands nowadays use the Facebook or Twitter to cover up holes in their own strategy. If you were Dove you would use more Instagram stories and Snapchat and Facebook.... sort of stuff. There's a lot of stuff that's visual but if you are Donald Trump or someone whose going to be writing a lot of things.... or general PR: Facebook. Twitter is for when you are reading through what they have to say. [UT_J2]

On Facebook probably as that's where I spend most of my social media time so it's the easiest way to give me information. Could just be pictures being posted with prices and all essential details so that I do not have to ask too many questions. I like information that's readily available. [Jamie]

5.3.1.1.2 Category 1.2: Twitter, Instagram and Snapchat

Instant sharing and conversation is made possible by apps that can be easily downloaded and used across data enabled devices. This means that users have access at any place and time of the day to content and conversation. Brands have moved to where the people are where the conversation is happening and can address matters arising in those conversations. The everyday life of online users is no longer isolated from advertisers or marketers. Six OASTs reacted to some of these platforms and their experience of its role in advertising.

Responses

Companies are now advertising on Snapchat. Conversational platform so you just there having your own conversation. Now in a way Twitter is dying and words are no longer. [UT_TAN]

Two years ago...Instagram or Twitter wasn't a factor now Instagram is the fastest growing app in South Africa. [Q]

Clients will need to have the kind of budget to do stories...like Snapchat. People are smart with their stories...in fact...just have a clever caption and a cool video. [IB]

If you about snappy words or thoughts then Twitter. Whereas now you got people go on all social media. [UT_JH]

Something like that for example you could get a lot more people following you if you engage them on Instagram or Snapchat or Twitter and not just have your website and say here's my album. [YD]

Choosing to look at things other people's opinions.... such as celebrities or people that you would like to follow I think social media like Twitter or Instagram. [UT_J2]

5.3.1.1.3 Category 1.3: Google Plus

Google Plus is a platform that can be accessed by any Google account holder. Plus is a social tool of the Google brand and family. One OAST made a remark about this platform.

Response

Google Plus...is like it's going to be huge and I think that people need to start looking. If your company has fresh content on your Google Plus profile it ads to your brand on Google search. [IB]

5.3.1.2 Category 2: Websites

More and more South Africans are accessing websites to shop online. If they do not commit to a purchase they are still browsing and reading reviews about the products on brand websites (Goldstruck, 2016). Brands that have websites listed by Google appear more legitimate to users and strengthen the belief that the product or service can be accessed. Four OASTs have remarked on their experience of online ads on websites and what they predict.

Responses

It's so easy just to Google anything and click on the advertising you see. [YD]

Different pools of data.... for example.... people that use credit cards. [M1]

Web experience needs to be a lot more interactive. Websites are going to fall away and that email is going to fall away and it's all going to be instant chatting. Instant conversation and more face, you obviously need to change the way advertising happens on the platforms. [RD]

Now they have either become clickable buttons or incorporated with animated elements. [DF]

5.3.1.2.1 Category 2.1: Automation and development: AdWords/AdSense

Advertisers mentioned the use of automation in the development of ads, where many elements that come into play are questionable in terms of how it functions within and alongside strategy and even more, how advertisers understand how it works. When we talk automation, we are looking at algorithms, technology being the driving force, testing, measurement, click rates and the development and implementation of these tools.

To a large degree, advertisers either have their in-house developers that design tools for certain parts of campaigns and those that use a mix of Google provided and custom designed tools. Advertisers are continuously seeing enhancements driven towards meeting the needs of the online user. One strategist said, "when you are looking at development ultimately then you no longer looking at what it needs to do from a functional perspective, you looking at the ability to connect and create custom content and engage." It is about looking at how the platform or web setup will influence the user to click. In the opinion of another strategist, "…technology is the driving force at this stage." Another strategist remarked by saying, "when you are looking at your SEO (Search Engine Optimisation), you are looking at the best practice of development and integration". So, what is the future? One strategist responded saying, "Email, SMS, even social and just some way, shape or form has becoming automated. Trend is towards marketed automation."

Three OASTs share their views on tools such as Ad Words, Google Analytics and measurement of online ads.

Responses

Brands that use Google Ad Words achieve being able to drive a purchase through the website. [M1]

REACH developed a product that creates, manages and automates your Google Ad Words. [RD]

Google keeps on driving the way that we look at things. Google's algorithms that continuously change f people to also look at what they actually producing in terms of content. Google's whole focus about m first is changing again. They have very specific ideas to what they want to do online and it needs to be and it needs to be accessible and immediate. [RD]

You're looking at all the Google search consoles...Google Analytics, which again changed the way the people were viewing analytics. You had a lot of skewed results because you had a lot of spiders and crawlers around that were necessarily real-live interactions but rather bots. Traffic.... people are looking at bouncer ads... the pink act... exit screens...people are tracking funnels to see where people are stopping in their whole purchasing decision-making. Effective measures.... where people are spending money, whose spending money, whose got the most traction, you see that the do-it-yourself kind of sites. Banner rate is down to 0.03%. [RD]

Despite these tools, measurement can still be challenging. E-commerce websites can be challenging to measure. [DF]

5.3.1.2.2 Category 2.2: Click and measurement

One interviewee expressed their experience and opinion of click measurement.

Responses

Typical display ad or banner ad or all of this stuff; we know it is not really working. [Q]

Click-through rates are ridiculously low, people find it spammy. [Q]

Even if they tell you 'its rich media' and its data ...people hate it. [Q]

5.3.1.3 Category 3: Shopping networks

Two OASTs and one Millennial responded to their experience of shopping networks. The ones that are mentioned below is Superbalist, Guzzle, Takealot and Spree.

Responses

Superbalist send like 3 in the morning and it's very irritating. [IB]

Guzzle (Allows you to compare products). They are better, cheaper or more valuable. [Z]

I think shopping networks as well I would say...definitely my favourite...Superbalist, Takealot, Spree. [N1]

5.3.1.4 Category 4: Video

These video-based platforms mentioned by OASTs are Catch Up, on Facebook and YouTube.

5.3.1.4.1 Category 4.1: YouTube

Three online advertising strategists comment on video-based platforms and the way they are utilising it to feed users with ads.

Responses

I'm producing this TV ads that is costing more for example 10 million rand just to make and then I need to spend another R1mil flighting it, now I have to ask myself 'If people are just going to FFW through it or watch Catch Up where they can...or box office whatever, they're not going to see it'. Next question becomes 'where will they see it' so that is pretty much online. On Facebook we can serve it to them as auto play video content, we can put a CVC on it, put 10 seconds of it on our Instagram and obviously YouTube you can have pre-roll ads. [Q]

If you are putting a piece of video content ...which for all-intensive purposes we calling a TV ad now. [Q]

Throw those onto YouTube quite quickly with a minimal budget run that target into your demographic. [HK]

Quickly see and test what and which of those 3 executions resonates with that target audience. [HK]

YouTube is a social network even though it's video-hosting platform. Common sanction turns it into social network. [UT_JH]

5.3.1.4.2 Category 4.2: Netflix

A Millennial user shares his experience of Netflix as a platform.

Response

So for example, the only App I can think of where I actually like the advertising in a sense is Netflix. Netflix will pay attention to Hey have you watched Season 1 of this? Here is season 2, it's starting tomorrow OR if they know I like the Marvel series, they'll show…there's a new marvel series coming out. [C1]

5.3.1.4.3 Category 4.3: Subscriptions (email)

Two millennials share the usefulness of emailers.

I've got emailers as well. I open those every day and I check what is happening. If something grabs me I click through to the website and then subscriptions. I subscribe to certain newsletters that I want to hear about, but I do that as a millennial. Personalized emailers from… I think are very great. Latest deals…lalalala. I think that the only way the future, emails is going to fall away it's going to be instant chats. [N1]

I'm for the most part anti online advertising…unless I've subscribed to something because then I know when the content is advertised to me, it's something that I'm genuinely interested in. [C1]

5.3.1.4.4 Category 4.4: Apps you install

Four OASTs and one millennial respond to the question of apps used and installed by users. The apps used by the millennials and OASTs are Airbnb, Uber, Zomata, Google Play and more.

Responses

This is why Airbnb and Uber have no products or services, they stand for something. Airbnb don't own their own hotels…it's about what they represent, they make connection. [Z]

On a night out, like you can use things like Zomata or the Google places kind of apps. Uber is a good app and it's works and it functions and it's going to get you setup. Evaluated kind of stuff.... app store/Google play reviews more that social media. [UT_J2]

Advertisers need to think more about apps more than websites. Anything whether it be platform, content, channel...it's all aligned to digital first. [RD]

They need to look at what verses how much of. [DF]

With apps, I sometimes pay for the app if it offers…if I really like the app. I would rather pay for the service to receive no ads whatsoever and I try to use lots of media that don't have ads, if it's either a website I will try and find an alternative that has no ads. [M1]

In-App videos are usually in free apps or games that are free. So you play a game and an ad will pop up and you have to watch this to continue playing or you'll be able to dismiss it if you want to, those type of ads. [M1]

5.3.1.4.5 Category 4.5: Games

One Millennial and two online strategists speak to OA in games.

Responses

Things like weird games on my phone or branded apps unless they provide me with a useful service or.... useful benefit to myself. [J1]

They did an online game...so people went and they played the game and somewhere logically they know they being advertised to. People actively went there (KFC). [UT_TAN]

It's much less about bringing people or it's much less going to the people and trying to grab them and it's more about just creating a space and allowing people to come in. [UT_TAN]

5.3.1.4.6 Category 4.6: Shopping blogs

The facilitator of the focus group made an additional remark on one of the participants' comments concerning what she noticed in an interaction as a Millennial with shopping blogs.

Responses

A lot of blogs, I've noticed have their content on the one side and then the ads are running on the other side, which has got nothing to do with the blog, so coming back to W1s point as well. It's not related at all. [Facilitator 1]

5.3.1.4.7 Category 4.7: Recommended to you when browsing

The largest tool that makes it possible for OA to be recommended are methods that can track users click behaviour and compile data on the way they navigate through the internet. As a user expressed interest in one particular ad, a similar product or service may be advertised as an offering to the user.

Five online advertisers had comments on their understanding and use of methods that can use data of users to be able to offer products or services relevant to their click behaviour.

Responses

I don't get too offended if I'm on Superbalist and I go somewhere else on Facebook and the same product that I was looking at is now on my Facebook page. Constantly thinks about the product and I'm more than likely to go back and buy the product. Because it just keeps showing up. I don't think...I won't be too annoyed. [UT_JES]

Remarketing advertising for example...Is a great way.... so, your ad follows you form Facebook to Google to whichever website you ultimately use. Ad following ad for a couple of weeks so that they can try and drive the purchase OR drive the message home. [RD]

I search for a thing on Google and then I'm given an ad for it on YouTube. [UT_J2]

Retargeting…when a user clicks on an ad once…then somewhere else the marketer should be ready to target them with a different kind of/format of ad. Cancel…they should then be retargeted to a point where they will next feel encouraged to make the purchase. [M1]

That's hyper targeted...so if you hyper targeting someone...then immediately it becomes the chances of it being relevant to them increases and soon as something is relevant...that means chances are people are take an interest in it. [UT_T]

5.3.1.4.8 Category 4.8: eWOM

Two OASs made comments with regards to electronic word of mouth.

Responses

Word of Mouth will still remain the most trusted. [DF]

WOM is the best advertising. WOM is Exponentially greater with everyone having the opportunity to influence. [Z]

5.3.1.4.9 Category 4.9: Traditional: Print, Radio and TV

One Millennial made a comment concerning their preference of ad delivery through traditional media.

Responses

Billboards and placards, I like driving by Merriman Avenue in Stellenbosch and seeing these groups are going to perform at these dates at the Libertas Amphitheatre, it's nice or coming down the N1 and you see this thing is going be to be at the CTICC, and then again, cos I like reading up about stuff…Google Ads and blogs and websites with related ads, but not the blog full of unnecessary unaffiliated programs or even going to a blog, and I look for something on Loot and I see the same stuff on the blog being advertised. Not on. Because the blog has got nothing to do with my searches on Loot. Print is still good. Freedom to choose. No data. [W1]

5.3.1.5 Summary of POPs engaging millennials in online advertising

This theme can be regarded as the first section of the four sections of the online survey for the quantitative phase of the study. This section described all the platforms generally available and referenced by millennials. The data has been reduced through categorisation, coding and tabulation. The next step would build on section one with data being structured in a matter that will translate the mass responses into further sections to summarise the major ideas.

In the current study, this section concluded that social media, recommendations (word of mouth), apps and email are media that are quite relevant and preferred as platforms for ad engagement for millennials. Facebook and Instagram are mostly used, while the trust and knowledge in using shopping networks have only become more utilised in recent times. YouTube is big as a video platform, but Netflix has also become more widely explored, becoming more affordable and accessible since the 2020 Lockdown.

The next section of the quantitative online survey asked millennials about the preferences of the devices they mostly make use of when browsing.

5.3.2 Theme 2: Devices used for POPs

One strategist said, "we always make sure we design every touch point whether it be a channel or platform, or a new website, or a piece of content that goes out or comes in or is interrupted with, that it is accessible, that it is readable for lack of a better word and engaging via mobile and drives that objective through the mobile phone".

Mobility of devices is creating a culture of seamless communication. One strategist said, "…something as bizarre as Pokémon Go, has really showed us the way you can interact, and use Google Maps, overlay that with gamification and overnight it is a global phenomenon". "Online advertisers are becoming more and more mobile focused, especially in South Africa. The digital landscape is changing so rapidly and relatively simple things are disrupting every part of current things. Our smartphones are portals into whatever we want. Currently we are experiencing how mobile technology is changing life. Uber has for the first time in hundreds of years changed the idea of the taxi and vehicle industry."

"We are moving into a space where for example, Amazon is working on the Echo using "dash buttons", so we literally will be pressing buttons in our cupboard and the same day you would have your washing powder or tampons delivered to you through drone delivery. These things sound so ridiculous, but it is in the works of becoming reality. Already consumers are getting the exact brand they want, in the style, colour and size they want." This is the space we are moving into. According to an advertiser, "we are looking at how we can make things better and that's pretty much the direction we are seeing and going and at the pinnacle of that is probably mobile".

"Millennials are all about their mobile devices, depending on what they are doing. For millennials it is first mobile then laptop since if they are working, they can browse as well. A big thing for millennials is functionality through mobile and how they engage with it and use it is different to across anywhere else in the world. Largely, mobile controls more because consumers are more involved through their smartphones. Leads are coming through smartphones all the time. Mobile has played a massive role in social media as well and will continue to do so, especially for South Africa, as will the growth of data as it becomes readily available and cheaper. Ubiquity is a reality, and platforms need to come

along and play. Smartphones are the most ubiquitous device and is even changing engagement of the lower LSM. Almost everyone has access to a smartphone."

Four OASTs and one millennial shared a comment on devices used when accessing preferred online platforms.

Responses

Depends what they are doing. [M1]

It's more device level than a platform level. [KH]

More innovative formats will be forced emerge. [HK]

Embracing technology is intuitive for this kind of target audience. [NN]

I like his [S1], but I want holographic technology involved there or some sort…or a mix between print and multimedia, so if I'm paging through it… cos' also… (Fact 1: but you are paging through your tablet?) Ja, but that's annoying for me, like this way that we are going towards disconnecting because of our devices, so still have a nice nostalgic feeling with a newspaper, if I'm sitting at the table and whatever and I'm seeing oh an animated gif in my newspaper so that is what I'm expecting. [J2]

5.3.2.1 Category 5: PC and laptops

One online strategist shared her observation of millennials and the hierarchy of using devices when browsing POPs.

Responses

When we want to sell a product its better if it's on the laptop because it's so much easier when you see an ad. You go straight to the website. You can bank with your details so I think it depends on what you selling. That millennials definitely are always on their mobile phones and then smartphone and laptop. I don't know if millennials can afford tablets. [UT_JES]

5.3.2.2 Category 6: Mobile

5.3.2.2.1 Category 6.1: Mobile growth in South Africa

Four OASTs and one Millennial remarked on mobile use in a South African context.

Responses

Because if I, as a South African, with a mobile phone browse the internet, I go to the top sites mobi-browser, and then will be like your news24, career websites, quite popular, obviously Facebook, Sports websites, Laduma.... that type of stuff, they don't really have that many advertisers yet in comparison to overseas. It's all about disrupting and looking at how can we make things better and I think that's pretty much the direction we seeing and going and at the pinnacle of that is probably mobile. [Q]

They are getting more involved with mobilization. Mostly because mobile and South Africa are different to across anywhere else in the world. Everyone almost has access to a smartphone. Will be a complete change of the lower LSM. [HD]

Mobile will start to control more. Consumers are more involved with the phone. Leads are coming through the mobile phone. [DF]

South Africa data is not very accessible or affordable compared to overseas where the Wi-Fi is free, it's everywhere, people don't mind, but over here…it's money so that's also an issue, maybe not directly, but it's also an issue. [S1]

Always make sure we design every touch point whether it be a channel or a platform, or a new website, or a piece of content that goes out or comes in or is interrupted with, that it is accessible, that it is readable for lack of a better word and engaging via mobile and drives that objective through the mobile phone. [RD]

5.3.2.2.2 Category 6.2: Mobile advertising

Five online strategists responded to the question of advertising on mobile.

Responses

Always make sure we design every touch point whether it be a channel or a platform, or a new website, or a piece of content that goes out or comes in or is interrupted with, that it is accessible, that it is readable for lack of a better word and engaging via mobile and drives that objective through the mobile phone. [RD]

South Africa being majority mobile led, 93% of people who access Facebook, not via desktop, do it via mobile and that ad blocking technology sits on a desktop. From being heavy rich media focused to people that actually understand what kind of design and development is needed for mobile. It's all highly specialized. [8T]

We are mobile focused. Mobile has played a massive role in that and will continue to for especially for South Africa as will the growth of data being readily available and cheaper. [Q]

The most ubiquitous one.... mobile devices. [HK]

Smartphones are going to become integrated into you and how you are going to have your Smartphones is effectively your brands. [UT_J2]

5.3.2.2.3 Category 6.3: Mobile and millennials

Three OASTs responded to millennials and their relation to mobile.

Responses

Our Smartphones are little portals into whatever we want. [UT_J2]

Millennials are all about mobile devices. [M1]

Grown up with a mobile device in their hands so from a mobile perspective anything that runs from a mobile brand. [HK]

5.3.2.3 Category 7: Wearables (ubiquity)

Two online strategists shared their experience and expectation of where online ads will need to go as the need for ubiquitous devices increase.

Responses

You see them walking around with their tablets, their phones, their MacBook's.... everything happens online. [RD]

Now it's seamless, you just switch from one machine to the tablet to your phone...and if you're using chrome...it's all there...you also seeing a lot of growth in terms of SEO specifically...from a development perspective we no longer just websites. [RD]

Chrome...is amazing because you could switch from one computer to another and not need to remember your passwords. [RD]

Brand engaging in that space, so where digital and real life converge. [RD]

So everything from the Internet of things, from virtual reality, to just movables, wearables, all of that stuff, that's a really exciting space. [Q]

5.3.2.4 Category 8: Accessibility

Three OASTs had a response to the question on what most accessible platforms are and how important that is to users to engage.

Responses

Something as bizarre as Pokémon Go, has really showed us how the way that you can interact, and use Google Maps, overlay that with gamification and overnight it is a global phenomenon. I'm like this is costing a million rand, no one seeing your ad, no one...because people page through it...you not getting the reach you want. People reached in South Africa, the biggest media form or channel is SABC 1 and then the second biggest is Facebook, so you know we are just...we are starting to think of it much less as a fringe channel or digital as for a long time have been an ad-on. [Q]

HOW we tell the story. Media is only a method of delivery. Everything is intertwined. It is not linear, multiple media interactions, first encounter to ultimate purchase. [Z]

WhatsApp.... or Snapchat because social is definitely in terms of highest engagement. [UT_TAN]

The fact that we just on our phone. Have quick and easy access to it. Become a mode of communication. [UT_TAN]

5.3.3.5 Summary of devices

This theme has an important impact in the way that millennials browse the online space and what their accessibility is. OASTs mentioned that understanding, strategizing and designing for mobile devices are important and going to become more necessary for advancing communities and consumers. Already, cohorts such as Gen X and Gen Z are seeking and expecting to do almost everything from mobile devices such a smartphone or tablet. OASTs recognise that designing the touch points of user experience is paramount when it comes to leading the consumer through a marketing funnel or towards a purchase point. Millennials believe that their mobiles are an extension of themselves and are portals into whatever they want. They like moving seamlessly connecting their profiles through Google Chrome and other platform capabilities.

In the current study, participants generated an overview of mobile being current and relevant in terms of millennials preferences and accessibility. They will use mobile apps to browse and shop because it used less data but prefer doing e-commerce payments using a laptop or desktop computer.

The next section of the quantitative online survey explored millennials online usage when browsing on different platforms.

5.3.3 Theme 3: Usage factors

5.3.3.1 Category 9: Online engagement frequency on POPs

Millennials engage online platforms as frequently as they choose, day or night as they feel the need or want. Depending on what they want to accomplish, a platform will be accessed to do just that.

5.3.3.2 Category 10: Time spent on POPs

Response

Time spent for use on media is vastly different. Media choices of exponentially wider. Time of spent in each source is a lot shorter because the attention span is a lot shorter. [RD]

5.3.3.3 Category 11: Sharing on POPs

Two OASTs had remarks on the nature of what makes millennials share online ads.

Responses

We put stuff on there that interests them. Things that they would want to share. I think that millennials like to share things that they genuinely believe in. [IB]

That want to share with their friends.... they feel is good enough to share with their friends. Some people they...influence. [IB]

Customer experience and the share-ability that social media has created. [Z]

20% of what they put on social media is sales and things like that then 80% is things that inspire people. Then you'll share it and I think that.... tagging friends and your friends see it.... tagging goes a long way. [IB]

5.3.3.4 Summary of usage factors

This theme was facilitated by questions dealing with the frequency, time spent and sharing of millennials in online platforms. Since millennials are so diverse in their preferences, they use their POPs as frequently as they need and spend the time they need depending on the online goal or activity. They will share what they believe in, like and what is relevant to their likes, especially as pertains to the discussion in their online communities among peers when they are reviewing or recommending brands or services.

The next theme takes a closer look at the responses for the OAA antecedents that were selected to explore in this study.

5.3.4 Theme 4: Online engagement antecedents

5.3.4.1 Category 12: Relevant information

In the section of Relevant Information, the iterative process produced several sub-categories as part of having information be relevant to millennials. They are message specificity, targeting and segmentation, relevance, target audience, end-user and control, programmatic, authenticity, native ads, engagement and connection and persona profiling.

Five millennials and ten OASTs made specific comments on relevant information in online ads for engagement.

Responses

Up-to-date real information as it happens and I think also what we seeing is with news for example. [RD]

We need to put the right thing in front of the right age group at the right time. It's mostly about the context. [HD]

Examples of advertisers following your interests with ads.... that's something brands will need to look into.... if it's continually just shout. There's going to be more ads blocking.... giving you deals… that are specific, to individuals. To a family, the value of content. [UT_JH]

That become relevant and that become less annoying. [UT_T]

In fact, I can't really think of any advertising that I genuinely like. I find it to be most annoying thing and for that very reason, it's very disruptive. [C1]

Creating content that people want to watch and that is relevant to them is definitely is how you going to engage with millennials going forward. [UT_JES]

I also like it when it doesn't take you away from your content. It doesn't cover the whole screen and you have to engage with this ad…I also like ads that aren't pushing things down your throat. When they are just too in your space and I also like ads that are natural. [M1]

And it's something that I think almost all agencies and brands have been guilty of for a very long time. Take whatever assumption is and whatever people think this is what the youth are like, what people are like, what women are like, and turning it on its head. Push the boundaries and find a sweet spot of the human truth that really is relevant to youthful consumers. Our incentives to create content that people wouldn't want to avoid. [Q]

Relevant channels with relevant messages through relevant product or brand benefit's or values. [Z]

The reason why I also very often don't like it is because more than a half of the time it's not even in line with my interests really so what I would prefer in a perfect world? I would prefer it if advertisers could do their studies a bit better in terms of what my likes are. [C1]

The worst thing for millennials is information that is false. [M1]

We service them within the South Africa market. [NA]

Look at the way that they are marketing it its very much lifestyle product rather than it's 'oh ok.... it's just a sofa' it's a mattress things that you can take everywhere. It's not just about the landing page it's also about the related alternative info you can provide people with from that product. It's very much lifestyle driven, it's very much the way they are portraying their products. The reviews online is of use, the experience, the unique features of what your product has becomes a lot more important in your marketing than it used to be. [RD]

That's why a lot of ads irritate me...you see things and you say, 'no one talks like that' 'where did you get these ideas'...but saying that is really how people would talk or look. Being relevant and real. [Q]

If I see something that I love...I always want to know what new products they have. I'm interested in a page I'll engage in the page and the competitions. Would you say you like it because it's something draws your personality or lifestyle...or what? Yes! Exactly. [N1]

Are very relevant to myself and actually provide me with unique benefit's that sparks my interest. I download whatever I want to watch so I don't have to deal with advertising. So I never watch adverts unless I seek them out on YouTube. [J1]

What I'm most concerned about are inappropriate ads…so get on a website and they advertising…the accuracy of how the ads are portrayed to you cos' sometimes you just click on a website once and they now advertising this thing…. 'I just clicked on it once' it doesn't mean I am into this thing. So just the accuracy… of the ads they give to people. [M1]

Regarding the real world advertising, I would say I prefer real world advertising for the mere fact that there is no obligation for me to engage in it…when I'm in my car and there is a billboard my car doesn't have to stop in order for me to read the board. I choose what I want to engage in. if I'm going into a store, regarding human interaction again…I don't necessarily want human interaction…again unless I choose to engage with someone. When I walk into a store I know what I want in the store. As long at the end of the day I'm choosing what I want to engage with, I don't want to be forced. [C1]

I like an advert as well apart from the design of it, the relevance of it to me. [J2]

The purpose of the question was to gain advertisers insight into what they understood as relevant information being a means of framing an ad for it to resonate with an audience. They made comments about it as a mechanism of engagement with millennials as well as its practice in design thinking and research strategy.

One OAST and two millennials responded to relevant information.

Responses

Information.... I think it's very. On a scale from 1-5 I would say it's a 4. If people want to know about certain things that relate to them.... they want to know about specials and deals and things like that

they will sign up and register to certain emailers and things like that so that they can get those emails saying... 'this is what's happening'. [IB]

If I see something that I love...I always want to know what new products they have. I'm interested in a page ill engage in the page and the competitions, I love sharing stuff...because I'll share it with my friends because I know that my friends love Dear Ray as well. Would you say you like it because it's something draws your personality or lifestyle...or what? Yes! Exactly. Definitely represents a lifestyle. Represents my taste. [N1]

And then it provides you with more options too, which is also nice.

Facilitator: When you receive information that's not up to date or relevant to you?

Very dismissive, then you exit or you just log out again quickly cost then you not happy, but in most cases it doesn't really happen. [S1]

5.3.4.1.1 Category 12.1: Message specificity

In the section on relevant information, several OASTs mentioned and spoke to the theme of "message specificity" in online ads. This means that the message of the advertising is clear and concise about the service or the product in relation to the specific audience it is aimed at. Below is what participants said in response to the content of an ad.

Seven OASTs delivered commentary on the question of message specificity as a characteristic of relevant information. They gave insight into their experience and current practice about the importance of messaging in ads. One strategist also said that it is noteworthy for advertisers to recognise the relevance of brands connecting to South Africans in their specific contexts.

Responses

The message and the target audience are the most pivotal parts. The messaging needs to be in correlation with what the consumer wants. [DF]

Why regional and national marketing is so important because we're the ones that understand the target markets, the consumers, how to reach consumers for brands, and our thinking on top of that global brand. [HD]

If the message isn't clear and if the message doesn't resonate with you...then you probably not going to engage with it. That draws people in like a magnet. [NA]

They want things that are more personalized to them. [UT_J2]

You assume that you know what someone diff to you wants I think is very dangerous. Message you delivering that's hyper targeted to the audience is relevant to them. [UT_JES]

A lot of the time we'll have the insights of 'ok with these guys don't respond to this ads' so we don't use that kind of advertising...we use what they do respond to. People know what's going on in the world and they not just taking whatever advertising is serving to them at face value. [UT_TAN]

One of the better places and spaces would be to focus on…or spend more and that's obviously on the right content, the right spaces that content resonates. [8T]

There are two entities in a relationship to make information relevant to millennials, the target audience and the message of the ad. It is important for the advertiser to know what the consumer wants and how they connect to the ad message. The more advertisers understand millennials' preferences, the better they are able to serve them ads with specific messages. The content must resonate with them and be able to emotively draw them in like a magnet. Content is big. Content must be interesting, engaging and without assumption. It is about having the right content in the right space. Millennials know what is going on in the world and they have an awareness of the economic and societal landscape they are a part of. Millennials are critical in that they do not believe everything they read. The effectiveness of reaching millennials are up to the advertisers, in how intricate their research of the audience and how specific their approach and thinking. [Z]

5.3.4.1.2 Category 12.2: Targeting

A target audience has a specific demographic. To target millennials, segmentation of users and their context must be considered.

Four OASTs responded to the system of targeting and how it is used in online ads that will be personalised and served.

Responses

The target needs to be specific on that kind of demographic. [DF]

Targeted posts.... very targeted to look at millennials interests. [UT_JES]

Targeting and its models are inevitably becoming much more sophisticated. [NN]

Cascading effect influenced. [NN]

In media planning more assumptions are made. [HD]

5.3.4.1.3 Category 12.3: Segmentation

Two online strategists commented on segmentation as a means to collect specific data of users to serve specific ads.

Responses

Segment our audience creatively and from a media strategy to reach those people. [HD]

You become personal to a minority, or a group or a culture. We need to actually drilling down to even younger segments. Understanding their needs correctly and the best way to do that is to look and listen at social media. Targeting youth is incredibly difficult. [8T]

Several OASTs emphasised that understanding the millennials means looking closer and even further segmenting their demographics. Conducting research on how to engage them even more specifically would be advantageous for retargeting or hyper-targeting which we will look at closer further in the thesis. One millennial explained that they would not get annoyed with a set of ads selling the same product only because it is something, they are genuinely interested in.

5.3.4.1.4 Category 12.4: Target audience

If a target audience is well understood, then the elements of the marketing mix will be well executed. The rule should be that the consumer is considered first and along with that advertisers need to be cognitive of how they learn more about consumers.

Five OASTs responded on their experience on target audiences.

Responses

The more you know about a person, about a brand, about everything, you can do more for them. Is getting more data around our consumers that we can give to clients and the consumer a better experience. [HD]

Huge sense of diversity can be overcome with targeted posts and advertising in digital. [UT_JES]

You have used my information to target me and now you are not delivering. [Z]

It's not to say that all those followers [on social media] are your target audience is who you want to target or be associated with. [YD]

We can't underestimate the intelligence of our target market. Biggest thing that we have seen changing increasingly is the fact that ...our youth target market and South Africa has got a very young audience, a young target market as a country. [Q]

5.3.4.1.5 Category 12.5: End-user control

Many OASTs believe broadcasting and media largely need to "listen" to audiences. Everything must be built around the end-user.

Seven online strategists and two millennials gave a response to the concept of end-user control.

Responses

Everything must be built around and for the end-user. Brands need to keep listening to the end user. [DF]

They want to feel like they being listened to. It's a big problem at the moment is that they feel they misunderstood and that brands don't necessarily don't get their problems and their needs, what they want. [8T]

Are advertisers listening? That's the million-dollar question, I think the more successful ones will be and the ones that are less successful. A user can have the choice to display or not to display. [HK]

Brands cannot just speak but they must listen and engage into the experience of the consumer journey. If they do not listen they are sitting with their heads in the sand. Consumers are changing the face of advertising because of their power of sharing and its influence. [NN]

..[they don't like]…Their control being taken away from them [UT_J2]

Youth of today are highly capable digital media users. It's been part of their lives since they were born...moving screens and user interface. Understand how everything works and where the settings are and what to change. [RD]

It's so much more about solving a problem. You just would shout at them. [UT_TAN]

I hate it when I can't control. [N1]

What I like is the quick option of dismissing it or the quick access to information too and that is what I prefer. [S1]

5.3.4.1.6 Category 12.6: Programmatic

Programmatic advertising is a media tool that agencies and brands use to pinpoint specific ads to specific target audiences.

Five OASTs made a comment on programmatic advertising, what it means and what it is used for.

Responses

Programmatic media is a tool that agencies and brands use to pinpoint specific ads to specific target audiences. Persona layout, an algorithm is written or coded based on this persona and is directed to that audience. The ad would follow them. Wherever you click…websites integrate, it drives consumers back to the product or service being targeted to them…the original click or interest came from the consumer. You click on a site, we drop a cookie onto your ID, we track

where they go…but don't use the same creative…there should be a second batch of ads that will then lead them to purchase. [M1]

Programmatic, which is in premium...which isn't thrown everywhere and specifically targeted. If it's a banner ad...it's programmatic. [UT_T]

Programmatic advertising is mostly just using for display. So your banner ads and that kind of stuff. We do use it but it's sort of part of a bigger package, so when we have a campaign...your programmatic ads are just one element and usually the smaller one than all the other things you're running. [Q]

So they look at where people click. What they click on and how frequently they do and what's easiest. [NA]

Through programmatic the industry is limited. How many does what? How is it working? It costs a lot? What works? What's the role of what? [DF]

5.3.4.1.7 Category 12.7: Authenticity

Four OASTs mentioned the importance of advertisers portraying authenticity in their ads. Two strategists noted that the society of millennials find fixing social issues important.

Three online strategists specifically made mention of the word authenticity and that it has a place information of online ads.

Responses

Authenticity is big. Authenticity of local ads. Authenticity comes with knowing your audience as well as you could possibly know it. [DF]

New-generation consumer, which does not buy so much into the hype. Authenticity emerges it cannot be communicated directly. You are building your authenticity. You damage your reputation by a lack of authenticity. [ZM]

They need to be authentically South African and just be real. [Q]

5.3.4.1.8 Category 12.8: Native ads

Advertisers recognise that they are speaking to a cohort of diversity. They need to reach different people in different ways. While ads are becoming more "native", meaning relevant to smaller and smaller minorities, social change becomes more diversified and influential in advertising.

Seven online advertising strategists made mention of the phrase 'native ads' and how social constructs form part of it.

Responses

Speaking to a market of diversity and speaking rightly to be representative fairly. Advertisers must reach people in different ways. Ads will become more 'native'. More Native content. [DF]

Social change aspect is something that really engages with millennials. This cool generation where you can fix social issues. [UT_J2]

Social constructs and how it is being represented. And how are they being represented. [ZM]

The focus and that thing is the growth of digital becoming more immersed in our real lives. [Q]

If you want to be as crude, having the same black face used in America we know that's not a SA person. ...We have to Africanize it with local faces, with local spice to it, with the right people. People are realizing that context to the content is absolutely king and you can't paint one culture with the same brush as you do another. [8T]

Stereotypes and categorization. [RD]

Media can tell people how they perceive their own culture. Mainstream media tells us who we are, it is like a mirror. [Z]

5.3.4.1.9 Category 12.9: Consumer engagement

Online advertisers believe that they need to know the consumer better than ever before, since the communication is two-way. Millennials desire immediate feedback on an ad they are interacting with. Digital consumers can write on the ad, meaning they can inquire and get an instant response. What they are interacting with is what they think will add value to their lives. Proper to one advertiser, you must enter the consumer's world to capture them. The message of the online ads needs to resonate with people and this comes back to purpose-driven work that gets a high chance of interaction. One of the keys to engaging is having users connect to the brand in a way that seems to fit into their lifestyles. A brand needs to analyse its target audience and its own brand and ask how it can create a story around where the two meets. Advertisers are required to have a consumer-centric mind set. The brands need to say, I have a story to tell and through the story the brand wants to give value to the consumer. The brand must offer friendship to its consumer.

The consumer should be in the centre of the dynamic of branding strategy. Consumers can find any information on the brands they are interested in and in their own language. The brand must engage into a conversation with the consumer and relate what it provides back to the consumer every time. The questions that guide the online advertisers should be such. This is how we improve your life, what do you need? How can we help you? What kind of person are you, what are you looking for? Advertising needs to fit more into people's lives opposed to previously, where the ad sat separate and

a consumer wouldn't be that much averse into not buying into it. Today, the conversation needs to be direct and instant with anytime access. As one advertiser remarked everything is so much more going towards the person and away from the brand. It used to be a monologue and now it's a dialogue. A real dialogue cannot be an automated process. Advertising can shift the conversation from what it produced for the brand to what the consumers experience because of it. This experience is what the essential selling point then is.

Advertisers curate the conversation; they shouldn't kill it. Community is a crucial component of advertising and how people feel like they are a part of something. Instead of a product saying what it is, the brand should invite people to be a part of the community. Millennials want to share with their friends; they want to get something out of sharing because it will strengthen their online personas. They have a strong belief about their social graphs. Just like millennials are community, advertising is an ecosystem instead of seemingly individual things. Advertisers should step away from the spray and pray technique throwing any kind of ad out there, hoping that it will connect to one consumer. Advertising needs to communicate differently and seek people differently. Influence is a big part of how communities operate. The common interests' people share is a mode of 'reinfluence'. Friends share what they have in common.

5.3.4.1.10 Category 12.10: Two-way conversation (consumer < - > connection < - > brand)

Eight online advertisers brought up the idea of two-way conversation. Below some explain what it means, mention that it is necessary and break it up into it being the process of connecting the consumer to the brand.

Responses

The communication is two-way. Almost immediate feedback on the ad or interaction available. Digital consumers can 'write on the ad' they get an instant response if there is an inquiry or comment. You have to enter into the consumer's world to capture them. Two-way communication will become more prominent. [DF]

They made a product that made people connect with their brand...and I think that's one of the keys...that connection to a brand. [NA]

Brand: Analyse: What is beneficial: Create story around those aspects: Connect to the consumer. Consumer-centric: What is interesting: Interests: Create Story around interests. Let's give them additional value and give them a story to tell. Brands that become your friend will connect with you. We are still human beings and we still want to connect to each other. We are this because of the consumer in the centre of the dynamic of branding strategy. People are now finding information about the brand. Connecting with people in their language. The consumer is the mainstream of the conversation. Marketing as an eco-system instead of individual things. We are more community-focused which impacts on value systems. [Z]

Turn it more into a conversation. Relate it back to them. This is how to improve your life and more about...what do you need. Now it's like...what do you need and how can we help you...? It's fitting more into people's lifestyles as opposed

previously where it kind of just sat completely separate and you would buy into it or not. You can have this direct conversation instantly. Everything is so much more going towards the person and away from the brand. We try to kind of try to create.... communities.... where people want to join the community. We trying to create...a community that other people would want to join...we invite them into our community as opposed to just saying this is who we are. [UT_TAN]

It used to be a monologue and now it's a dialogue. Now it's about real communication, engagement between bran and consumer. Have this dialogue, which will never be able to be an automated process. [WR]

Advertising has the power to shift the conversation, from what is produced for the brand to what the consumers experience because of it. Curate and manage the conversation but do not control it. That is killing it. Communications are extremely two-way. [NN]

Because people feel like they want to be part of the Airbnb community. [UT_J2]

They want to gage in the conversation. See what the conversations people are having. Meaningful conversations with consumers but equate to brand objectives. [8T]

5.3.4.1.11 Category 12.11: Online experience

One online strategist commented specifically on users needing an online experience.

Response

You just needed to have a web presence. Now it's so much more. You need to have a web experience. [RD]

5.3.4.1.12 Category 12.12: Activation/event/live stream

Six online strategists offer commentary that speaks to interactive activation of brands in the forms of live streaming and events.

Responses

GoPro is an excellent example, how do they market themselves. They use that footage that the people create to promote themselves. Snowboards somewhere in France and does some sick tricks and films it on his GoPro and puts it up on his social media, people are going to go and engage with it and then they going to be like 'what camera did you use 'I want a GoPro'. We need some posters to put up outside' and we'll look at their business and we'll say you don't need those posters...what you need is to resonate more with the market. [UT_TAN]

Move into virtual reality or augmented reality. A cross between real world and offline. Virtual reality.... we will bring virtual into real life. Everyday person much more engaging. [UT_JH]

I think there are great things that have been done with programming, but always in conjunction with people. [NA]

Have an event and live stream it to everyone ultimately. Marketing has changed completely in the sense that people want up-to-date real information as it happens. Being on the ground, activating at schools, being...taking a stand against whether it be gay rights or against activism or against minorities, you know, these are the places where they are becoming personal. People have it live now. [RD]

Virtual Reality is the future. VR is going big and is going to be run by programmatic. Everything will be connected. Banners will fall away. 360-degree video is the thing now along with rich media. [M1]

We need to. Instead of spending 30/40 grand on shooting advertisements, we get some people with cell phones and live stream. [YD]

5.3.4.1.13 Category 12.13: Personas (millennials)

Several OASTs said they need to know more about millennials and the content they want. If advertisers listen well, they will notice that millennials profile themselves. Millennials are effectually such a broad scope and term; they need to be segmented much more according to several strategists.

This is research that one strategist explained:

> Millennials link to stories and are extremely difficult because they are all so diverse. Their mind-sets differ in that some might not be as fortunate as others. While others, like whites, might have been more privileged, other ethnic groups may have had less opportunities. South African millennials are quite well informed. They are aware of this country and what surrounds them. They see the problems in SA and everything that causes them to affect each other. A common thing among millennials the world over is that they are socially aware and value brands and advertising that has a social element to it and it's the same in South Africa. They tend to be a lot more open to new experiences, experience-driven and everything happens online for them. They want web experiences that are a lot more interactive. Millennials are also live-in-the-moment type of focused while they are advanced into their careers. Their online profiles become a mirror of who they are and they know people will judge them according to that portrayal. To an advertiser, if a Millennial is a vegetarian that becomes a key feature in the way they are being advertised to. They are all about transparency and instant gratification. While their lives depend on the online space and how it keeps them informed about everything.

Seven online strategists had specific comments on profiling and understanding millennials and their personas.

Responses

They profile themselves. Listen to that. Millennials are a real grey area to advertisers. [DF]

The Millennials, it's a broad scope. We don't understand all of them, but actually we are trying to understand them. We just don't really understand necessarily how to target them. [HD]

There seems to be something very confusing about millennials. The terminology is broad and not well classified which is a challenge since the relation is a struggle. There seems to be something very confusing about millennials. [NN]

Millennials link to stories. [M1]

Millennials is extremely difficult. South African millennials are quite well informed. Quite.... aware of this country that surrounds them.... aware of the problems in South Africa and everything that causes them to how they affect each other. [UT_JES]

Millennials are early adopters, so they tend to be a lot more open to new experiences. Millennials is very much experience-driven and they very much online so everything happens online. Millennials are also live-in-the-moment type of focus. [RD]

We need to carefully consider that millennials are more about transparency and instant gratification. [UT_JH]

5.3.4.2 Category 13: Value I will receive from engaging with the ad

Millennials engage with advertising when they know they will receive value from it. This value can be in the form of relevant information, being entertained or advertising a product at the price they are able to afford.

Advertisers need to have the attitude that says to millennials, "Here is the value… let me prove the value to you". A problem that one OAST mentioned is that advertisers in general do something that works, then they keep doing that one thing until it no longer works, instead of testing to check if there is something around the corner that might work better. It is what social media has taught us. This is why advertisers need to be smart about how they deliver value to millennial audiences.

One strategist also explained that the industry has got itself into a corner since digital always had this notion of everything wanting to be free, that information needs to be free and this fundamentally speaks to implementing a value exchange so that the quality content is good. Either you need to pay for it in some way or the person creating the content needs to be subsidised by some form of advertising. This speaks to systematic thinking, which is the idea that everything is connected and affected. Value means there is an ongoing benefit.

One online strategist mentioned a factor that impacts value.

Response

We are community-focused which impacts on value systems. [Z]

5.3.4.2.1 Category 13.1: Value for millennials

One OAST and one Millennial speaks to the concept of value in OA.

Responses

…Then that's going to entertain me. That's where I get the value. Escapism or true match to value but in the right way. [JP2]

I find that it's kind of two things.... one is that advertising is sort of moving in the way.... no longer just creating an advert to sell.... it's now becoming a consulting kind of approach. [UT_JES]

5.3.4.2.2 Category 13.2: Value for advertisers

Three online strategists comment on where they put their value.

Responses

…It has to add value otherwise they hate it. [UT_JH]

…You can get away with it if you genuinely provide a service. [UT_TAN]

Interconnection of value translating to reputation and that drives value. [Z]

5.3.4.2.3 Category 13.3: Value exchange

One OAST mentions that value is about exchange.

Responses

There needs to be a value exchange, if you want good quality content. [HK]

5.3.4.3 Category 14: Online placement and timing of the ad

One online strategist specifically explains a system of timing of the ad, another makes a statement of time as a factor, while another speaks to online placement of the ad and a millennial describes his opinion on good online placement by using a product as an example.

Responses

Mondays and Tuesdays aren't very good on social media. Pickup on a Tuesday. What's interesting is that we will use the same budget. Same campaign to run the competition. Monday/Tues/Wed/Thurs/Friday we have to distribute the competition and like I said, R200/R1 000, you spent the same amount of money but the engagement is completely different. Even though you're depending on those apps for. Monday we put out millennials spent like R200 on it and we got maybe 1/3 of the engagement. We go on Wednesday afternoon because we got more for our money on the Wednesday because Monday everybody is reading emails trying to figure out what's coming in the week nobody really sit's on social media. Tuesday starts to get a bit busier. Wednesday afternoons are peak, so from 4pm it's like the sweet spot. Thursday and then Friday and think especially because the weekend is coming and who wants to work after 1pm on a Friday it definitely trickles down there is no point on doing anything on the weekend. All you

want to do basically is find a breakfast spot. Facebook ads.... the pricing for a brunch spot Saturday or Sunday. Peak is Thursday and Friday morning is the best time. Millennials engage quite a lot with ads I would say multiple times of the day or maybe 2-4 times a day because you kind of scare them. Millennials use ad blockers on their computers so we have to be savvy about your ads as well. [IB]

The kind of placement of some of them is actually pointless it's sending the wrong message. Sponsoring a music video, Ferrari sponsoring a music video...you go there to watch the music video to see the artist. [UT_TAN]

So I said clever product placement. So instead of this…throwing it out there… I watched a recent video of someone using Oreos in the ad, and the packet of Oreos was just there, he wasn't saying "go buy Oreos, Oreos are amazing" but it was there. I like clever product placement. Also mentioned funny videos, short film that is really funny and then at the end they can say "you can buy this product"…I also like endorsements from influential people, so if someone says ...but when I say endorsement, I don't want someone coming there speaking about the thing, I want to see this person just wearing the shoes, if you just take a picture of them walking like on a normal day wearing those shoes, it'll be like "ok"…I don't want it to be staged, I want it to be natural use of the product and they should also offer something for free…to test the product for free… [M1]

5.3.4.3.1 Category 14.1: Online placement

One OAST gives an example of a brand that places products well.

Responses

Red Bull is a perfect example of hosting incredible events and having people experience extreme sport. They do well on product placement. [RD]

…the kind of placement of some of them is actually pointless, it's sending the wrong message. [UT_TAN]

5.3.4.3.2 Category 14.2: Online timing

Two online strategists make specific comments on the timing of OA.

Responses

2-4 pm could be the best push time that will yield the most results/clicks. [M1]

12 o' clock in like the afternoon when people are on lunch is when people are most likely to be looking at their social media or just as they have woken up in the morning so like 8 and 12 are the 2 peak hours in terms of when people are looking at social media. Problem with that. Because it's a double-edged sword. Because more people are looking and tweeting and sharing at 12 and 8.... is more saturated information.... so you're less likely to actually see a lot of stuff. Because there's more information for you to wade through. Overload of info. So like 6 or 5:30 kind of time where people are login out for the day. [UT_J2]

5.3.4.4 Category 15: Scepticism and credibility

One online strategist had a specific comment on credibility of advertisers.

Responses

Earned media is the most credible but difficult to control. People need to do it naturally. Integrity and transparency are important principles. They must deserve credibility. [NN]

Credibility of a brand is beyond street cred. [NN]

5.3.4.4.1 Category 15.1: Advertising avoidance, ad block, skip and ignore

Advertising avoidance was born out of people being interrupted by their online activity. For millennials, ad Blocker is used when they are on their laptop or home PC and are bombarded with ads and it pop-ups all the time. The challenge for advertisers is that consumers have the knowledge and agency to switch the ads off. Some do not even use ad blocker software because they ignore it anyway.

5.3.4.4.2 Category 15.2: Advertising avoidance

Five OASTs and one Millennial bring up the practice of actions in avoiding OA. They speak about what millennials do to avoid online ads, how ads make them feel and what mechanisms online advertisers are aware of that help online users to avoid ads.

Responses

Millennials are kind of the first generation where they can actively tune ads out. But now because you have ad blocker or you have the click to skip on YouTube OR you can just basically. Go onto Netflix and just avoid all the ads completely. [UT_J2]

I didn't want to see ads in my Facebook feed. I didn't want to see ads anywhere else. Key things that happen online is that people create an unconscious block even if they don't they have pop up blockers. You actually already know where you not looking and what happens is this is that that avoidance has created. [RD]

Annoying banner ads and click bait's and that's kind of given digital quite a bad name. A lot of people are annoyed and irritated by it. What we really do and how we truly advertise to them they don't even know it's advertising...they don't know that they being advertised to... if you providing intrinsic value that you not asking for very much in return. Things like programmatic came out or was born out of people rejecting advertising. [UT_TAN]

I hate ads. [N1]

We are obviously aware of it. Ironically the fact the people are starting to avoid ads on television is starting to kind of fall in our favour. I do think in South Africa we not in terms of ad blocking, in terms of the amount of ads people are served, firstly we don't watch as much video yet as the rest of the world. I think ad blocking is used a lot for video content and that becomes really irritating. In terms of on mobile especially in South Africa, our mobile sites are still so rudimentary that you not getting served that many ads that it gets really irritating, some apps...this is literally just my gut feel. [Q]

I don't want to sit through your stupid ad, I want to watch this video. [UT_JH]

5.3.4.4.3 Category 15.3: Ad block, skip and ignore

Nine online strategists described blocking, skipping or ignoring of online ads by online users and five millennials described their action of avoidance on online ads.

Responses

They will keep ad blocker for things they not interested in. The website where ads are really terrible...it's like pills for this and that.... that's what those ad blockers are for...are for blocking those ads. [UT_JES]

I hate ads. [NA]

Not even a physical thing, they almost subconsciously just blank out from the advertising altogether. [DF]

I'm in advertising and yet I never look at adverts, I have ad blocker on my computer. I skip through all the ads wherever I can. [UT_JES]

I have a lot of friends who use ad blocker. YouTube for the ad-blocking algorithm. People don't want to be interrupted with what they are watching. 'I want to watch me series, I don't want to watch your ad.' [UT_J2]

Ad blocker? Look, this is the reality. Companies buy and sell the data of users and sometimes serve ads to wrong target audiences. Some people use ad blocker, others don't and even if we think people are using it, it doesn't matter. [M1]

I use ad blocker, but I am very conscious about unblocking certain stuff. It's so intrusive. More and more people are saying 'no'. [UT_JH]

Ad blockers so it's kind of a double-edged sword, while it might short terms hurt the industry. With more credible ways of getting advertising. [HK]

South Africa's fairly primitive of ad avoidance at the moment. It's very small and for majority it's desktop right. I don't see that being a huge incumbent or huge blockage really to future strategy. Why people are doing that. [8T]

Now we have the challenge to actually try and catch consumer's attention. [Q]

I use ad block on my browser on websites and then. So that's what I use on my browser for browsing websites. [M1]

Ads soliciting funds like asking you to give donations, like avoid them as in I ignore them and I can notice them because it's like the same tactic. [J2]

I also make use of Google Chrome, which has the extension of ad blocker. You can choose which ads you want to block. Popups and videos also in particular. I don't like those, so with the ad blocker app you have various options that you can consider. [S1]

Now that Google Chrome has upgraded its ad-blocking security, I'm making use of that, but previously I used to put code in to prevent the browser from displaying ads and blocking. [Waldo]

Personalized ads. Some ads can be removed and some can't. One can block certain ads from specific advertisers. [S2]

5.3.4.5 Category 16: Privacy and trust

Three OASTs and four millennials addressed the issue of privacy and trust in online ads.

Responses

People I think are going to become more focused at verifying that the person on the other side of the computer screens. A lot of people are learning the hard way that you need to be savvy in terms of your personal security. What you sharing online...how you showing your profile...what do people have access to ...I think people are becoming a lot more aware of that. I don't think the millennials however are becoming that are of what they're doing but I think your older user are a lot more aware of this. [RD]

Cookie privacy is a huge concern. Cookies are already set to improve pricing online looking at your base lines especially on the travel space. [NN]

Not that the company has bought your info from your cell phone provider it will definitely get more intense whether it's a good or bad thing for the consumer. [YD]

Online security and the scams associated with that, that's quite concerning. And then another point for me is data usage, ads that use a lot of data and that becomes an issue when ads become overwhelming. [S1]

Mine is the privacy policies. As Craig said, personalized content is fine, but the sites and apps sharing information with other sites and apps is not fine. Same thing with Windows, especially Windows 10 that tracks everything, there's no need for that and it's a privacy concern and number 2 is…pop ups and other content, if you click on a website, how do you know that by clicking it how do you know you not downloading a virus or malware and spyware and what not in the background. [W1]

Security, so also not knowing that unknown factor of can you trust this? Is it legit? Until you click and see. [J2]

I don't take privacy that much into concern cos I have lots of email addresses. More than 5, so I have this email for if I just want to try out stuff and another for free and then I also use spam filters on my email, so promotional emails would just go to my spam folder or stuff like that. [M1]

Companies track your viewing patterns on the internet to advertise specifically to your needs so nothing is private. I don't mind it at times in that I would like ads to be specific to my tastes (if they get it right) but it can become a bit much at times and very distracting and annoying. [J3]

5.3.4.6 Category 17: Personalisation

Seven online strategists and four millennials delivered comments on the question of personalisation of online ads.

Responses

If I see something that I love...I always want to know what new products they have. I'm interested in a page I'll engage in the page and the competitions. Would you say you like it because it's something draws your personality or lifestyle...or what? Yes! Exactly. [Nadia]

They want things that are more personalised to them. [UT_J2]

The reason why I also very often don't like it is because more than a half of the time it's not even in line with my interests really so what I would prefer in a perfect world? I would prefer it if advertisers could do their studies a bit better in terms of what my likes are. [C1]

Are very relevant to myself and actually provide me with unique benefit's that sparks my interest. I download whatever I want to watch so I don't have to deal with advertising. So I never watch adverts unless I seek them out on YouTube. [J1]

The message needs to be in correlation with what the consumer wants. The thing that will add value to their lives and to interact with them. [DF]

Millennials is extremely difficult, providing them with content they are interested in… targeted posts…. Very targeted to look at millennials' interests. [UT_JES]

You need to know what the consumer wants, to provide them with it and any strategy that's not informed by research or assumed. [UT_J2]

I really am looking forward to the future where… things are personalised specifically to you. [UT_J2]

…like ads that are specifically tailored to me. [JS2]

…there's a big catch twenty-two about personalizing to you. To make it much more relevant and hopefully you'll see… 'How the hell do you know that about me' 'I don't want you to know that' …tailored to you, adding value to you and not doing it in a way that's so freaky. [J1]

The more you know about a person, about a brand, about everything, you can do more for them. The more you can give the right message. [HD]

How do we still stay personal and all that? Data will allow us to be personal and my communication… the more data I have on you even though it's automated, I'll be able to make it quite personal. You become personal to a minority, or a group or a culture [8T]

I don't think that demographics will ever not come into play. When you look at product development when people review who their target markets are and who they want to target there's always a very real demographic that comes with the product. Challenges come in how to find and match the demographic with the product and how to create content that will activate that demographic. [RD]

…If they vegetarian…then it becomes a key feature in terms of your marketing strategy. But how much you can find out from a person in terms of their interaction online and how that info can work for you or against you. [RD]

5.3.4.7 Category 18: Design personalisation

Three OASTs made comments that spoke to the category of design personalisation in the way online ads are designed with certain visual cues for targeted users.

Responses

The creative can formulate how best to speak to those kinds of people. They don't want mass-media kind of ads. They want things that are more personalised to them. [UT_JES]

Creativity is relevance where there is not necessarily any. [Z]

You want to make sure your adverts are a good design. We understand that it is subjective. Think about whom you are advertising to, small fonts can be beautiful but they cannot read it. Design has to be more considered, you have to be more targeted. [UT_JH]

5.3.4.8 Category 19: Ad irritation

One millennial openly expressed their emotion towards online ads.

Response

I hate ads. I hate it when I can't control. [N1]

5.3.4.8.1 Category 19.1: Ad clutter

Three online strategists and three millennials made a comment on their experience and dislike of ad clutter.

Responses

Copious amounts of advertising clutter online. Consumers are so bombarded with messages. [DF]

Mostly when I see anything pop up on my PC or phone I ignore it, as I don't like things popping up on my screen. [J3]

The whole purpose of creativity is to breakthrough clutter. [Z]

You have people who want to minimalize visual clutter on websites (you don't want to have a banner ad on the site and the left and on the right or tiny little flashy gifts at the bottom of the page to say 'look here' it's distracting and annoying) another reason why people go towards Hulu and Netflix so they can be in control of their entertainment. [UT_J2]

5.3.4.8.2 Category 19.2: Pop ups

Three millennials expressed opinions about popups.

Responses

Mostly when I see anything pop up on my PC or phone I ignore it, as I don't like things popping up on my screen. [J3]

I would agree but at the same time you still have a choice. With a pop-up, when you are viewing things on a mobile device or a computer screen it's so confined and it's invasive. [Jade]

I don't mind ads that just pop up but at the bottom you can still view your content. It mustn't take you away from the content or cover the content or take it away from you. [M1]

5.3.4.8.3 Category 19.3: Web banners

Three OASTs delivered commentary on web banners.

Responses

What type of engagement is valuable to a brand now going forward as you know people are avoiding banners more and more. [8T]

Typical display ad or banner ad or all of this stuff; we know it is not really working. [Q]

Everything will be connected. Banners will fall away. 360-degree video is the thing now along with rich media. [M1]

5.3.4.9 Category 20: Price consciousness

Two millennials share their consciousness of prices in online ads of brands.

Responses

…Value again…it adds to me...also price…definitely price is a huge thing. I wouldn't buy something that I couldn't afford and find that certain products like Dear Rae, I can afford. [J1]

I wouldn't buy something that I couldn't afford and find that certain products like dear ray I can afford. [IB]

I don't really look at adverts but I like specials so if there are specials advertised on Facebook or in my emails I don't mind scrolling through those. [J3]

5.3.4.10 Category 21: Design of the ad

Online advertising used to look like flat screen brochure type of webpages. Digital has created an alternative to that with interactive elements that move and engage with the user. Online advertisers have to ask themselves what makes the ad. Is it the imagery, message or everything together?

Six OASTs and three millennials express their thoughts of design of the ad online.

Responses

I think that ads that don't look like ads are the best. An image styled really beautifully quality image and really interesting headline and interest write up try this now two for the price of one. If you create an ad that's beautiful and simple and interesting or even just getting people to engage and to page more often. Keep it fresh and interesting so it's important that we kind of...we don't...we only use 20/80 %rule. 20% of what they put on social media is sales and things like that then 80% is things that inspire people. Things that are interesting/quizzes/poles/ just to keep people interested in engaging with the page, and not irritate them with too much advertising, keep it interesting. Design is everything. You don't want to write too much just like a real smart caption and beautiful design like I said, design that doesn't look like an ad...so a good quality. Millennials don't want pixelated images. [IB]

Millennials know what looks good. It's a good quality image or caption or good content. Then you'll share it and I think that.... tagging friends and your friends see it.... tagging goes a long way. I often don't engage in an ad even if I think it's something I am interested in...But if I can look now I'll go back to it later. When the ad...it's just little things that millennials care about... spelling mistakes...ad looking good.... You don't want to write too much just like a real smart caption and beautiful design like I said. Spelling mistakes...Ad looking good.... [IB]

Where we live.... online.... the biggest challenges are trying to get that balance right between 'this is still an advert but 'not being an advert'. [UT_JES]

Where designers are more conceptual they will be invited to brand storming sessions. It's not going to grab people's attention or have these opposite effect. Making something that's friendly and beautiful and nice and has meaning then they are going to want to interact with it. If you don't design something that is arresting or something that is functionally super easy to use then it's not going to grab people's attention or have these opposite effect. [NA]

How big is the role of design? Huge part (laughs).... Absolute design is a critical part. We are visual stimulated people. [HK]

What colours are appealing to the eye and shapes and all these things. [RD]

More visually appealing especially with brand tees and sneakers, very visual and colourful and everything looks like a tattoo artist. [YD]

I still like a clever advertising gimmick so like smart text. This also filters into an example like Facebook but moving imagery…I still like that…so if it looks like a little movie, then it's nice, but it needs to look nice as well so also keeping up with current trends, with regards to multimedia. Nice captivating ad if it resonates with you emotionally then it's nice, other than that I don't really enjoy web [Jade and that other boring stuff, it's like dead. [J2]

I enjoy ads that are funny and not disruptive. So if the ads is…usually you skip the ad in the first 5 seconds, but if it's funny, you watch the ad. [M1]

But the closest for me would be print ads that are easily accessible, easily obtainable, that are eye catching and that are quick to peruse or quick to read through. The reason why I say print ads is not maybe a digital media, with a digital media it's on your screen then it's off your screen again but with print ad, it's just there, you pick it up, you view it, you put it down again, perhaps you think, 'oh, let me access this thing' and you can pick it up and see it again. So for me that would be sort of the perfect circumstance for advertising because it's visible, you can see it, you can see the product, you can see the details and you can access it whenever you want. [S1]

5.3.4.10.1 Category 21.1: Design structure and layout

Four OASTs mention design structure and layout components of online ads.

Responses

Specific design aesthetic. [RD]

Language and the creative are very important in the advertising design. Amalgamates the balance between the look & feel, the message, and other design elements. The copy, tone and message must speak to each other. There needs to be better engagement. Messages need to be creative to stand out. Image must have a message to go with it. [DF]

Value is found in enticing ad copy. [M1]

Art will always be at the realm of programming. Art isn't something that can be done by a machine. But programming can't dictate art. Design in it such a way it will load really quickly. We do have lots of people that aren't literate. Need images to help them along. It's a combination of the image you use, the copy that's on the image, and your call to action. Those 4 things need to be in line with each other or in alignment. If its copy that's too long it doesn't matter how beautiful that image is. If the image isn't arresting you're probably not going to read the copy. [NA]

5.3.4.10.2 Category 21.2: UX and touch points

Responses

We always make sure we design every touch point whether it be a channel or platform, or a new website, or a piece of content that goes out or comes in or is interrupted with, that it is accessible, that it is readable for lack of a better word and engaging via mobile and drives that objective through the mobile phone. [UT]

5.3.4.10.3 Category 21.3: Design thinking

Four online strategists speak to the concept of 'design thinking'. A wider expression of design thinking was described as factors that affect the way in which designs are put together for communication and how the design itself would, in this context, work in a system of brand to consumer connection (Andrews, 2018a).

Responses

What we really do and how we truly advertise to them they don't even know it's advertising...they don't know that they being advertised to... I don't think that a lot of millennials even know that they being advertised to in certain digital senses. People moving way more away from static.... and going far more to kind of moving images. [UT_TAN]

African aesthetic, and we see that on a lot of our brands and what the designer you work with...there's always that influence there will always be the global influence. People are quite precious about what it means to be African and what our culture means to everybody in this country and everybody in Africa. [RD]

Because of budget constraints then find a different way of communicating, be creative. [Z]

If the ad asks a questions. Needs to be a human element in the ad, it should look cool, the design is definitely important, it should be hip…the colours thought through…clever imagery, inspired. That doesn't 'look' like advertising. [M1]

5.3.4.10.4 Category 21.4: Design of content and apps

Three online strategists speak to the design of content and how users are designing apps (including its own content).

Responses

Things like that are really important...valuable and strong content is more driven to millennials. [IB]

Where it's peer-evaluated and peer-reviewed. [UT_J2]

Regular people are coming up with app ideas. [RD]

5.3.4.10.5 Category 21.5: Design strategy

Three online strategists mention factors that could make up having a design strategy to advertise effectively.

Responses

They will be propelled by what they see. Example: UCT...a social media campaign and our engagement rate is 10%...industry standard is between 1-3%. So… it's by the design of the content, we're went for a design that is...that's eye popping and you scroll down the feed and it's arresting and we went with content that's short and to the point and always engaging. [NA]

That definitely grown a lot more engaging than your stock photography. [YD]

Be vague but honest. Sets of creatives for a campaign. [M1]

5.3.4.11 Summary of online engagement antecedents

The ten OAA antecedents are an extensive section of this study. The researcher explored these constructs using a set of statements for each participant. Relevant information was one of the more outstanding constructs as a necessity in OA for engagement. Relevance means that the information is up to date, that the visual aesthetics is congruent or specific to the message of the brand and that it is in line with the preferences of the user. If targeting or programmatic tools are applied, it needs to be sophisticated and not assumed. OASTs believe that segmentation can assist with understanding users better. Millennials believe that once brands become more authentic and native, users will experience a better connection with them as it becomes a two-way communication and not just a 'shouting' activity from the side of the advertiser. Millennials believe that they will receive value where there is quality in content, service and product. They want to know that engagement or even purchase will add quality to their lives. Online placement and timing are important for online advertisers when sending their ads to marketing. Through improved and timeous research of more segments they will have a better understanding of millennials' browsing times of day and frequency. Advertisers should also be aware of the type of ads they place with which content as badly placed ads are irrelevant and can invoke irritation, annoyance or total avoidance. Brands need to build credibility through the portrayal of brand quality, what they stand for and how the content interacts with its community. If millennials are sceptic, they will practice avoidance behaviours through skipping, ignoring and blocking OA. Privacy and trust are mentioned by several as a double-edged sword. Millennials are open to sharing their information to make ads more relevant, but they do not want their personal details shared to third parties. Millennials build trust with brands when brands are transparent and will make it known on how information of users are being used and applied for OA to be better targeted. Cookies are still an area of contention because users cannot engage content if they do not give permission to cookies. Millennials like OA that is personalised because they feel that it speaks to their likes and lifestyle. The challenge for advertisers is that improved personalisation means improved security on users' personal data. Millennials generally dislike pop-ups and web banners and exercise more avoidance behaviours. They are also price conscious and admit that the price of a product or service influences their choice to engage with the OA. The formulation and visual aesthetics play a big role in the message the creative brings across. Design personalisation and the design of the ad are important for designers. OASTs agree that the design of the ad needs to look attractive, appealing, be creative and capture the attention of the viewer. Millennials enjoy ads that look beautiful and inviting so that they would want to engage with it. They want good quality images and videos, they are aware of spelling mistakes or the colour, the placement and how the ad resonates with them. The copy needs to be enticing along with the imagery. OASTs believe there needs to be more design

thinking applied in the design of the content in apps, the structure and layout of ads and design strategy.

The next theme explored the influence of demographic factors on OA engagement.

5.3.5 Theme 5: Demographic factors

Two online strategists comment on the importance of demographic data when developing strategy.

Responses

You not going to be able to get away from demographics in terms of product marketing but the way that you actually get to your demographic are going to become a lot more scientific. [RD]

Challenges come in how to find and match the demographic with the product and how to create content that will activate that demographic. [RD]

…. done information into the target audience and the demographics and found possibly some interesting stats about certain demographics and what they enjoy doing and they sometimes give us a breakdown of the ideal one-person (personas) so you'd have this model person. The creative can formulate how best to speak to those kinds of people. [UT_J2]

5.3.5.1 Summary of demographic factors

The OASTs that have been interviewed have made it quite clear that demographics will always be a part of the formulation and execution of OASs. They have emphasised the fact that more development must be done with demographics in mind. In the current study, demographics is also a factor in the relevance of online advertising to a particular segment. This has been confirmed in the interviews.

The next section on the quantitative online survey lists OASTs commentary and experience on the use and importance of market research when formulating successful OASs.

5.3.6 Theme 6: Research

The digital space, as explained by an advertiser, is pretty much research based. Another advertiser makes the example of a highway billboard by saying that 300 000 people drive past within two weeks, but one cannot tell if they are looking out of the window to look at it, how old they are, where they live, what race they are or their age, etc. It is a tricky thing because now advertisers must ask questions

on the next level. It is no longer, 'what are millennials like?', but 'what are millennial chip-eaters like, mentioning the brand, and what their behaviours are online?'

While there might be references in the South African context, it is still not very much in depth or ethnographic enough but only gives an idea of the landscape. Five advertisers said that they use a lot of white paper and Internet based research along with the purchase of research insights such as Effective Measure.

Responses

Digital perspective and that's very much research based. [RD]

I find there is a massive gap in how consumers are behaving and consumer-insight on that space. That's where we are in terms of research…it is quite tricky...but we have to make those assumptions and basically use cross pollination of different sources to find digital insights that are relevant and also that are up to date. Once a year they do massive...having a team working full time on consumer insights at Distell, moving through the country, interviewing thousands of people, showing them bottles, asking what is the last thing you drank? Are you a non-user, do you drink cider, what is a cool brand, what is not? In terms of, digital specific behaviour, that is something that definitely has a gap in. The tricky thing then becomes when even if I want to understand what is the category like for deodorant users in South Africa, I can probably find document papers and buy euro-monitored papers and stuff. Tricky becomes when the client I'm pitching on asks me 'women in South Africa who use spray-on deodorant, where are they in terms of what they do on digital?' Probably x amount percent of them are on Facebook, have internet access, but...you can deduce to a certain extent. [Q]

Global conglomerates that can give you much better stats and more accurate facts that are a lot cheaper to get form them hat for us to do it ourselves. We search from all over so we get the global stats. South Africa has its own, so we actually publish our own report. That focuses on things like cell phone usage, daily usage, internet usage, all these things...these various aspects that we...of how we target consumers. [NA]

If there's research needed and to the channel choices, the attitudes, the decisions, the...any of the kind of demographic, geographical information, that's all done by a bigger agency. [8T]

We always look at international trends to see where we going. Give you pin pointed information in terms of where your biggest following is coming from. Longer terms effects of what they sharing and doing online is not really penetrating as much as it should. [RD]

It's such a rapidly growing and changing landscape that's sometimes I think the research especially in South Africa struggles to keep up. Facebook accounts at the end of the day, but has become the primary channel. [Q]

5.3.6.1 Category 22: Research thinking

Five online advertisers spoke about having the kind of thinking that uses research as its point of departure. Thinking about the brand and its users is about doing research on both.

Responses

'Our stuff is off the cuff…it's trial and error…', '…You kind of have to figure it out…I guess wing it…', 'I don't think there is a real strict formula…'. [IB]

Are you trying to see what not to do OR are you trying to see what you should do? Research kind of it helps to give you a bigger picture on the entire climate in the industry...of that particular brand of product and what is going on there or not. You have to do this or be that and now it's all about very much individuality and things are so subjective. Sometimes we think we know better. Not everything can always be done in-house. [UT_TAN]

Research makes the conceptualization interesting and compelling. [M1]

I don't think there is real strict formula and that you can. [IB]

Critical of the powers that be and the implication for us as an agency is we can't underestimate the intelligence of our target market. Then we have to start a lot of time using our gut-feel. Also ...make quite a lot of assumption. [Q]

5.3.6.2 Category 23: Research systems

Eight online advertisers' comments lend themselves to the idea that it is important to consider a system of research to guide the strategic process. The way in which online advertisers gather and validate their research is important.

Responses

The best is testing things. Pushing out 4 or 5 diff ads and seeing which works. [YD]

Surveys are largely used. Analytics are taken from the ads themselves. [DF]

It's more an ask your friends kind of thing. A lot of desk research rather than outside research just because of the Nature of.... they looking more at trends and more at what has been done before. [UT_JESS]

Certain information is primary information even if it is gathered in a secondary way. Voxprops are really great: it gives you real opinions of real people that have reasons to tell you otherwise. Realistically focus groups don't say that much because people are so different. We don't use focus groups.... because we don't believe the info you get out of it is valuable enough. [UT_TAN]

We explore the emerging technology, demographic, location and further segment the target audience into sample groups to study. [NN]

We look through forums/twitter/YouTube comments/ and you can get quite a good insight to what people generally think about things.... it guides what you are doing. [UT_JH]

We do a lot of internal, social audits that is all done qualitatively and quantitatively. That data is then presented back either or used with in the strategic process. Whether it be sales data or research into self-wellness or whatever it might be, that is, either done in question format or done by us. [8T]

Research is still of huge importance. No one does enough of it. A lot of people research just becomes Google like typing what do millennials want? [UT_JESS]

Strategy is very much a personal approach as well, so you do what you feel the best approach is. [Q]

5.3.6.3 Category 24: Research models

Five online advertisers mentioned specific research models and even approaches they utilise as part of the strategy design process.

Responses

Whether it's TDWA or Saatchi and Saatchi, they all have models that are developed, Ogilvy has a model...that might develop a model for a certain part. So that is just basically industry stuff, so when it's pulled from McKinsey 7S Framework used to review an organizations marketing capability or The Loyalty Loop or that type of stuff, or more general, a lot of clients use or reference General Management Stuff, Porters Path (1985) which is also Porters Five Forces belonging to the Marketer's Strategy Toolkit. PV San...trying to think...you know SWOT Analysis and all that very basic sort of marketing 101 stuff. We use Saatchi's QUAKE/OIK model ICC, a lot of that work in the agency for briefing, for strategy point of view... [Q]

We have a problem research model we use. We do quite a bit of Google. We do surveys every now and then depending on the client. [UT_JESS]

Models are also very helpful in post-rationalizing and back rationalizing. Models are helpful but i certainly wouldn't swear by them. Sometimes it's nothing sometimes it's a whole bunch of stuff... Some people prefer to use a lot of models. Other people prefer to wing it. We do use models BUT it's not like a strict code. It all works on...experience mostly.... and what is right...for this brand? OR look at brand archetypes.... and then that will often help drive some inspiration. [UT_TAN]

We still need to know that people need to have an emotional connection and play on those strings. [UT_JH]

Our stuff is off the cuff...its trial and error. [IB]

5.3.6.4 Summary of research

This above theme lists the outstanding comments of what online advertising strategists discussed on research in terms of how online agencies conduct research and apply it to the design of online advertising strategies. In the current study, the researcher explores the question on OAS formulation due to the phenomenon of advertising avoidance.

In the next theme the researcher lists important points on the current and future operations of the advertising agency and how client briefing is conducted.

5.3.7 Theme 7: Current and future operations of the online advertising agency and client briefing

Technology and the open sources of knowledge have enabled more and more online users to accomplish their own tasks. These count in the favour of small agencies since they no longer need large development teams or many designers each having an individual task. One strategist remarked that the challenges online advertisers experience is going to increase and is still something people are weary of. Agencies need to be aware of those they partner with where both parties can grow, the one nurturing the other. One particular agency describes themselves as 'wearing both hats', they are the agency and the client. They generate their own leads, sell their own software and services and provide everything under one roof.

Responses

You going to have a bunch of niche agencies, which do the jobs that people can't do. And then you are going to have the big boys that are doing the ridiculous Mercedes Benz ads across globally. Small to medium agencies are going to slowly die. I think you are going to have big players.... like the Ogilvy's and the YNRs and all these people and then you going to have niche boutique agencies. People don't want to pay what they see as a ridiculous amount of money when they have all the expertise technically at their fingertips. [UT_J2]

I definitely think there's going to be power in medium businesses.... not the big firms.... little agency can get them unique marketing business done. [YD]

Everything under one roof agency. [RD]

You just going to have infinite feedback loops in a way and more data. I mean everything has to evolve or die change or die. Might not look the same but it certainly need to appear. Quality is a big thing. I think digital is going to be touching on everything it hasn't really touched. More ubiquitous with touching everybody. Everything more and more connected to each other. [HK]

It does help strategy to have that younger target market there (within the agency). There's a responsibility to not be...your traditional white agency. Founder, partners, management teams, media strategists, client service, and production, head of programming. We have split the business into 4 kinds of units: media Planning from banner campaign to TV ads, programmatic, which is all your data, we have a content, social media and advertising writing, designers, development and we don't really outsource anything, but we have outsourced. Just creativity is just not working...from a programmatic point of view, the creative needs to understand the strategy and then tech behind it so that they understand how to implement the creative. From a UX point of view, we try to involve creatives as much as possible. Certain areas where strategists, creativity are executing the strategy. Strategists might not have the creativity but have the digital eye for it. [HD]

Carve out a niche by really being at the forefront of building things and driving innovation. Really good development team, really good developers as well as data-analytics. We're moving more into a space like...if we see what Amazon is doing with the Echo, and Amazon's 'The dash buttons' we can literally press a button in your cupboard and same day, they delivering your washing powder or your tampons to you. The exact brand you want, the size you want. We're definitely moving into that space. Amazon is looking really hard into drone delivery which sounds so ridiculous at the moment, but I really think that's something. [Q]

What I prefer is like Holographic technology, something that I haven't seen before. But maybe that will interest me only for a month…that futuristic stuff. So develop an app and let the companies know and they will pay you not to sell. I'm saying that's how you can make more money. [J2]

If any company or person can sort of come up with the ideal situation here will make a lot of money, because people will buy into that. Just listening to the guys over here. They are saying that they will buy the app or the product if it cuts out advertising which is what any person that would wanna start a business would want to hear. People who are looking for a product that they want to buy. [S1]

I think preferably, you would pay never to see ads, but with that you would never see a new product being advertised, it's a catch 22 situation. If there were a way to say 'I don't want ads on this media at all' that would be nice. [M1]

Light touch which is those sort of things...versus heavy touch engagement which is when you ask people to upload video or asking people to write a story or asking people to comment. [8T]

Obviously things like word press, blogs, Wix, all these products tell you that you can do it yourself. Places a higher onus on the development agencies to show why they are people that we ultimately need to still. What are the benefits of having a bespoke developer...or these open cart sites.... the idea of plug-ins for example.... the idea of using online libraries.... as a development tool...all of these things come into play when we look at where we are...what are we going to develop, clients budget, outcomes, implications that we sign into when we decide on a word press platform in terms of development. [RD]

5.3.7.1 Category 25: Client briefing

Three OASTs mention the importance of the briefing process from client to agency.

Responses

Wrong jobs are given to wrong people because of fear. Briefing becomes more dynamic. The input from the client happens at week 1 of the briefing. [NN]

It would be a brief...like...we need people to apply for something. Would do the entire communications strategy. Bring in specialists to do parts of it usually lead by the account lead. Immediate strategists would sit, consisting of a creative and developer and then we actually work together with everyone. Technical and creative innovations form part of the mix. All the channels for strategy are layered on top of each other. It is a collaborative process and everything we try and do is collaborative. [HD]

Some clients have a very extensive marketing department. Some like clients might be a start-up or they don't really more operational. Some clients are very digital some like other things. Their CEOs and operational guy and he is worried about the bottom line and about the exchange rate and how much it costs to ship from here to China and canning and just getting stuff on shelves. So very logistical, very operational (Lucky Star). [Q]

5.3.7.2 Summary of current and future operations of the online advertising agency and client briefing

This theme emerged due to multiple OASTs mentioning the importance of OASs formulation within the team of the online advertising agency. These discuss best practice for advertisers and marketers to generate successful and engaging OA. The agency should consist out of 'creative pairs' as independently managed teams, the planner and the creative. The team works in real time and not in a think tank situation, they plan and plot as they put strategy together. The structure is not flat. The intention of the workflow is to "cascade", between the brief, testing and exchange of research and client information. The design phase intrinsically involved the client and sits with dynamic fundamentals. One agency consists of several main players such as client, human resources and environmental specialists (design, development and strategy person), the rest is outsourced. The creative pair leads the branding team.

Seven OASTs surmised and gave projections according to their experience and what they can foresee about the future operations of the online agency or online advertising strategies as it stands. Three millennials reflected on how they would picture or prefer online ads served to them in the future. In the current study, the fifth objective looks to explore possible improvements to be made towards the design of engaging and successful online advertising strategies for online advertisers.

5.4 Summary

This chapter has provided an in-depth report of the findings related to the attitudinal responses of millennials towards the design online advertising in Cape Town. The ten OAA antecedents, which were explored namely, relevant information, value, online placement and timing, scepticism and credibility, privacy and trust, design personalisation, personalisation, ad irritation, price consciousness and design of the ad, were measured in terms of the millennial's usage patterns across their POPs.

Their usage characteristics showed that social media (48.5%) was millennials most POP and mobile phones (73.2%) were mainly used to engage on their POP. More than a quarter of the sample would always (25.3%) engage on their POPs. Just under a half of the sample would sometimes share advertising (43.3%) on their POP. Nearly 40% of millennials spend ½ to 1 hour on their POP every day. Relevant information of online advertising caused millennials (44.9%) to engage the most with online advertising on their POP.

According to the demographic characteristics, female (64%) millennials were double the amount of male (36%) respondents, while 22- to 25-year-olds were the most common age group; 74% of the

sample being single, with 62.8% having completed a matric diploma or certificate. 25.9% were students employed part-time, but more than half (55.6%) were unemployed. Most of the sample was Black (62.8%) and earning less than R800 per month with only about 30% earning between R3 201 - R3 200 per month.

The mean values of the construct attitudes showed various results towards online advertising. More than 86.4% of respondents felt that relevant information was important to engage with online ads, 83.2% required value and favourable online placement and timing of ads to engage with it. About 48.9% did not find incredibility or display scepticism towards online ads, while 19.8% did. Under half of the sample (49.1%) believed that their privacy and trust was being breached for personal information without consent. 37.8% of millennials in the study considered design personalisation before engaging with ads while over 68.1% preferred personalised online ads. 36.5% of millennials felt irritated by the online ads, whereas 63% of users required a price value attached to ads for engagement. About 74% agreed that the design of the ad plays a major role in their choice to engage.

The Cronbach's α reflected a good internal consistency regarding these constructs and their reliability. The GLM, Wald's Chi-Square distribution and *Bonferroni correction* pairwise post hoc tests revealed significant differences for many of the usage characteristics and demographic (independent variables) in terms of the POP constructs (dependant variables).

OASTs gave the researcher some interesting and unexpected insights into OASs and millennials as a target audience. Millennials in the focus groups and interviews were quite transparent with sharing their opinions and experience according to the questions posed to them on OAA for deliberation. The researcher remarked that some questions did not give such a strong reaction compared to some issues that arose spontaneously as part of a reaction to comments shared among participants in the group. Relevant information and its categories were an often-mentioned theme. Branding emerged among OASTs as an important theme to consider, along with the many in-depth and specific areas of branding as part and parcel of OAS and approach to designing OA.

CHAPTER 6: DISCUSSION AND ANALYSIS

6.1 Introduction

The previous chapter outlined the findings of the study, because of an online survey and the qualitative data from key informant interviews with OASTs, a focus group and key informant interviews with millennials from the focus group that showed further interest in the topic and volunteered to share their further experience and opinions of OA and OAA in Cape Town. In this chapter, the research will discuss the quantitative statistics with the qualitative data in comparison to supporting literature for items related to constructs of design personalisation and design of the ad and discuss the implications of the findings. The researcher will look at the OAA antecedents considering the usage characteristics and demographic factors. A collation of this new knowledge and information will be an address to the research questions and objectives of this research study.

6.2 OAA antecedents and design-related influences

6.2.1 Relevant information

In the section of relevant information in the current study, the iterative process produced several themes as part of having information be relevant to millennials in the qualitative phase of the study. Message specificity, targeting and segmentation, relevance of content, target audience, end-user and control, programmatic application, authenticity, native ads, engagement and connection and persona profiling are all components for advertisers and marketers to consider when design OASs. There was a significant difference in that the design of how information was presented on POPs resulted in more favourable attitudinal responses. Millennials' attitudes were positive when engaging and sharing online ads containing relevant information to them as users.

Consumers seek information online because it is more convenient and can be accessed anytime. Informativeness is associated with advertisements' ability to inform consumers about alternate product information (Dehghani et al., 2016; Rodrigues, 2017; Arora & Bhawna, 2020).

In the online survey conducted in this study, most millennial respondents agreed that relevant information played a pivotal role in their choice to mostly engage with online ads. In terms of personalised marketing, information adds value when communications are relevant. Millennials' attitudes were favourable towards POP engagement when relevant ads were 1) recommended to them when browsing 2) found in their shopping networks and 3) displayed in web banners/pop ups.

Contrary to this, irrelevant information would cause users to disengage from processing the online ads in social networks (Kelly et al., 2010; Kumar & Gupta, 2016; Muhammed et al., 2018), in Facebook advertising (Duffett, 2015d), in sharing their information (Leon et al., 2015), in Instagram advertising (Pessala, 2016), in video advertising (Hussain & Lasage, 2014) and in content (Redondo & Aznar, 2018) leading to advertising avoidance (Chinchanachokchai & de Gregorio, 2020). Their attitudes were always positive when engaging and sharing online ads containing relevant information to them. Agreeing with this, researchers concluded that consumers identify themselves with the ads when it is relevant to them (Nyheim et al., 2015; McCormick, 2016; Walrave et al., 2016; Zarouali et al., 2017; Florenthal, 2019; Kaspar et al., 2019; Kowang et al., 2019; Wang & Genç, 2019; Bhatia, 2020; Van den Broeck et al., 2020). For example, in a study exploring social media ads, Ahmed (2020) concluded that the elements in the advertising image such as typography and colour also contribute to ad relevance and the purchasing behaviour. Gender-relevant images were also an important factor for target marketing of specific content in Facebook ads (Ali et al., 2019). Aziza and Astuti (2019) noted that information in YouTube ads create value for engagement. Similiarly, Hamouda (2018) found value with informativeness being positively associated with ads.

6.2.1.1 Message specificity

This refers to the message that the online ad must get across to consumers (can also be termed advertising message). Numerous researchers have concluded that the content or message framing including word choice influence consumer attitudes towards ad engagement and purchase intentions (Okazaki et al., 2009; Gauzente & Roy, 2012; Smit et al., 2013; Marshall, 2015; Partouche et al., 2020). The message must be added and designed in such a way that it holistically makes the ad clear about the product or service being advertised. In research conducted by Hootsuite (2018), it was stated that to create great Facebook ad design, the features of a product or a service constitute information that is specific for a user to know its benefits. Researchers also found that direct ad messages used in Facebook show higher levels of engagement (Cho, 2018; Lee et al., 2018). Social media largely makes use of targeting using location-based and paid ads. The message is also centred on the target audience or those who will find an interest intersection, i.e. the user strongly resonates with what the message is saying or the story that is being told (Feng et al., 2016; Lin et al., 2016). In this study, OASTs also agreed with the fact that the message needs to resonate with the audience and that it draws people like a magnet, it should tell a story.

Other researchers have concluded similarly also saying that messages build consumer-brand identity which will result in an increased purchase intention in consumers (Bhattacharjee et al., 2014; Kim et al., 2016; Eshghi et al., 2017; Graham & Wilder, 2020). Studies also said that the messages need to

be rational (Arens et al., 2011; Tsourvakas et al., 2017; Salem et al., 2018). Newer techniques that retrieve user browser history from websites and other platforms are able to build ads with this in mind, designing cues that have cultural, ethnic, visual and language connections to its audience on social media and other OPs (FindLaw, 2017; Jung, 2017). In agreement with this Aziza and Astuti (2019) concluded that the qualitative data also highlighted that messages must not be assumed since users have working knowledge of what is happening in the world and do not take information at face value alone. This has been explored and found by numerous other research in using content in retargeting (Kantola, 2014), native advertising with thematic or branded content (Gillespie & Joireman, 2016; Lee et al., 2016a; Wu et al., 2016), personalised messages based on consumer behaviour (Ham & Nelson, 2016; Kumar & Gupta, 2016; Rust, 2016; Schultz, 2016) and social media like Snapchat (Gotter, 2019).

Certain audiences resonate with certain types of messages in ads, where the content, language, textual nuances, or a niche appeal to the specific target audience (Nielsen Insights, 2020). Messages need to be delivered at the optimal moment to make its impact (Hui et al., 2013). Specific messages can also increase the credibility of ad claims (Ganz & Grimes, 2018).

6.2.1.2 Targeting and segmentation

According to OASTs in this study, the design of the ad needs to be targeted to the specific demographic of millennials. Several researchers noted this for social network media (Duffett, 2015d; Bitner & Albinsson, 2016; Mobolade, 2016; Murillo et al., 2016; Finneman et al., 2017; Tersén, 2017; Frey, 2018; Belanche et al., 2020; Zarouali et al., 2020), Russell (2013) in print advertising and various marketing strategies (Taken-Smith, 2012; Meyers & Morgan, 2013; Gibson, 2018; Silvia, 2019). OASTs also said that online advertisers need to be aware of millennials' interests and make use of good models that are becoming more and more sophisticated to assist with this exercise of targeting of which Bleier and Eisenbeiss (2015a) concluded the same. Advertisers should avoid making assumptions in their media planning and use segmentation as a specific way to collecting data from users to design online ads they will prefer.

However, Tran (2017) warns that advertisers should also be aware of privacy challenges. OASTs believe that advertisers should drill down to even younger segments and grasp a better understanding of their needs by exploring minority groups and their cultures and behaviours, since youth are incredibly difficult to target. Several researchers agree with this finding in exploring environmental segmentation (Coşkun & Özbük, 2019), fashion brands (Rahman et al., 2020), advertising and

marketing strategies (Deloitte Global, 2018; Ahmed et al., 2019), advertising design and typography (White, 2016), branding (Sulhaini et al., 2019), multi-channel behaviour (Dorie & Loranger, 2020), social media (Andersson & Arnvaller, 2017), psychographic profile (Marte & Te, 2019) and clothing retail (Sishi, 2017). OASTs also believe that the more advertisers understand brands and everything about them, the more they will understand the consumer of the brand. This has also been realised and expanded on in studies exploring digital media (Aikat, 2019), millennials' consumption patterns (Escandon-Barbosa et al., 2020) and especially in South Africa, the general target audience is much younger than in former years. Similar to this, studies conducted on hyper, geo and re-targeting have also become particularly interesting for putting the right ad in front of the right people (Stokes, 2013; Wang et al., 2015; Petrovski & Neto, 2017; Palos-Sanchez et al., 2019). Numerous studies support the use of targeting of online ads to specific segments in order to increase engagement chances and not just going on uninteresting messages in online video advertising (Hussain & Lasage, 2014), in improving ad block behaviours (Johansson, 2014), in branded entertainment (Musson, 2014), in general advertising and marketing strategies (Stokes, 2015; Tupamäki, 2017), in websites and apps (Idemudia, 2016), in social media (Jung, 2017; Pasma, 2017; Wagner, 2018) and with demographics (Kaspar et al., 2019).

6.2.1.3 Native advertising

Native advertising is paid content known to blend into or take the form of content so well that users or readers would not be able to tell the difference between the content and the advertising. Recently, they are often found in social media content as part of the feeds in messengers, timelines, the content on a web page, etc. (Wojdynski & Evans, 2016; Taylor, 2017; Evans & Wojdynski, 2020; Naderer et al., 2020). It is a source of revenue for publishers and media agencies with clear objectives for brands. In the key informant interviews, advertisers recognised that millennials are extremely diverse and cannot all be reached the same way. Native ads are more relevant to smaller cultures and minorities that are passionate about certain topics and events in society and their own communities. Djafarova & Rushworth (2017) have noted that native advertising increases the authenticity of marketing messages. Since this medium is pivotal and important for blog content and editorials, bloggers become creators that influence through content (Abidin, 2016). OASTs mentioned that South African youth are becoming more aware of selling local lifestyle or products with an American approach or appearance. Mortimer (2015) mentioned that six out of ten millennials will engage with native advertising when the content is appealing. This hinders authenticity to local and clever audiences where strategies are designed with stereotypes or mainstream ideas. Previous studies have described users avoiding ads that are deceptive and covert in nature and disentangling users from strategies that perpetuate online OAA behaviours to cope (Lee et al., 2016a; Wojdynski & Evans, 2016; Taylor, 2017; Youn & Shin, 2019).

As a key informant, an OAST believes that millennials want information in online advertising that needs to be real and up to date. Another OAST said that it is about putting the right thing in front of the right age group at the right time. Researchers believe that information that is relevant, timely and accurate to the receiver, is expected to also result in positive attitudes and create value towards and from ads respectively. Many studies have considered native advertising in content and its effect on the attitudes of consumers (Amazeen & Muddiman, 2018; Kip & Ünsal, 2020), in social media (Lee et al., 2016a; Huang, 2019) in users feeling that the ad was valuable, informative, entertaining and credible (Palma & Waalkens, 2016) and banner ads (Harms et al., 2019).

In correspondence with another OAST content must be valuable to its target audience, for example, families or individuals. A millennial surmised that the ads must not take up the whole screen or seem like it is pushing things down your throat, they need to look natural. OASTs agree that online advertisers need to create content that people (millennials) want to watch, that is relevant to them and that would engage them. OASTs believe that online advertisers make assumptions about whatever they think it is that will influence the youth. They need to find the sweet spot of the human truth and what is really relevant to youth customers. This agrees with studies conducted by researchers where millennials were found to prefer and find value in ads that are relevant, defined and creative (Feldman et al., 2013; Stokes, 2018; Filieri et al., 2018).

Advertisers need to frame products in an experience, highlighting its unique features and provide positive online reviews of its use (Lee et al., 2018). Millennials agree that they will engage in content and ads where they have liked the pages or participated in the competitions because that draws their personality and sparks their interests or type of lifestyle. This is in line with researchers that found that using native advertising as a tactic found participants with less unfavourable attitudes due to traditional or interruptive ads and are thus less likely to recognise the ads that they are being exposed to (Howe & Teufel, 2014; Einstein, 2016). Ad information includes facts that are related to price and promotion of products, which aid millennials usefully in decision-making. Various users' top two choices for engagement and interest were being rewarded for their loyalty through discounts and promotions and for being seen as an authentic brand (Barton et al., 2014; Teixeira, 2014; Moreno et al., 2017; Stokes, 2017; Lee et al., 2018; van Esch et al., 2018; Abreu, 2019; Raza et al., 2019).

OASTs said that the message must be in correlation with what the consumer wants and believe that assumption is very dangerous and that testing is important for knowing which ads work with which consumers and to learn from that. Consumers want personalised ads and the message of the ad must resonate with them. Therefore, to reduce OAA, online advertisers should consider millennials in their

context, for example, South African millennials and their POPs, their age and the importance of peer-to-peer communication especially in their online communities. To enhance relevant information as part of an OAS, advertisers should make sure that ad messages and the target correlate, the information is valuable, the information must look natural and be authentic, match their specific needs, not be forceful and make use of competitions and incentives especially in social media (discounts, promotions, etc.) (Hellberg, 2015; dos Santos et al., 2017; Youn & Shin, 2019). In research focusing on the design of information, in particular the factor of language in ads, researchers found that an ad needs to activate a link between a consumer and the ad and the language is part of the appeal to man's emotions. The message creates a reaction producing a behaviour and then attitude. The design of the ad must be sure that the visual and the language must be well balanced (Kannan & Tyagi, 2013; Schrank, 2016).

This outcome also supports:

H1a. Design of the ad had an effect (positive) on relevant information of OA among South African millennials due to the POP; and

H1b. Design personalisation had an effect (positive) on relevant information of OA among South African millennials due to the POP.

6.2.2 Value

The current study found that millennials' attitudes were positive in terms of the value that was placed on the design of OA. It was Pollak (2015), in defining millennials, who explained that value has become an integral influence in ad engagement for this generation because of the times that they have grown up in. A large percentage of millennial respondents said that they would engage with online ads if they would gain value from its information. Several researchers agree that informativeness adds value to ads (Dao et al., 2014; Kim & Han, 2014; Dengani at al., 2015; Lee et al., 2015a; Murillo, 2017). They saw more design value in recommended ads. Numerous surveys have been conducted on the perception, value and increased trust consumers are building in eWOM, user-generated content, online reviews and recommendations from friends (Taken-Smith, 2012; Barreto, 2013; Barnes, 2015; Nadeem et al., 2015; Erkan & Evans, 2016; Lisichkova & Othman, 2017; Schreiner et al., 2019). Millennials found value when always engaging and would always display a positive attitude in sharing ads with design value. Those who spent an average of $^1/_2$ to 1 hour daily on their POPs expressed a better predisposition towards the value of online ads. The value for millennials was mostly in the relevance to them. Black millennials displayed the highest positive attitudes towards value in the design of online ads. Millennials found value in entertainment. One

OAST responded in the interviews by saying that there needs to be a "value exchange" between the millennials engaging in the ad and what the ad will offer millennials. This kind of value is explained by researchers as incentives (Choi & Lee, 2015; Lovell, 2016; Murillo et al., 2017; Firat, 2019, Le & Wang, 2020) and millennials will be willing to exchange their information for relevant online experiences (Feeley, 2018).

An OAST said that perceived value is defined as the perceived ability to interact online to help a consumer achieve his/her objectives. Value perception is a key contributor to the decision to engage in interactive relationship-oriented behaviour in the arena of relational communication and relationships. In a study on perceived value, respondents' willingness to participate in a contest decreased as the perceived value of the offering decreased (Liu-thompkins, 2012). Consumers want to identify with their own value through the brands that they support and engage (Adams, 2015).

Confirming these views, the respondents from qualitative interviews offered various value-related reasons for engaging in interactive online behaviour, such as social fulfilment, immediacy, convenience, and timesaving. Out of the five antecedents, perceived value is also the factor that advertisers have the most potential influence over. People's attention is required by an exchange of value. This was also confirmed by various studies in social media (Dar et al., 2014; Haida & Rahim, 2015; Murillo et al., 2016; Arora & Agarwal, 2019; Aziza & Astuti, 2019; Firat, 2019; Sabuncuoğlu-İnanç et al., 2020), mobile or smartphone ads (Hashim et al., 2018; Martins et al., 2019; Mpinganjira & Maduku, 2019), mobile video (Joo, 2016), web advertising (Aydogan et al., 2016; Stiglbauer & Kovacs, 2019), personalisation (Nessi, 2015), location-based ads (Le & Wang, 2020) and SMS advertising (Rajesh et al., 2019). When millennials can be assured that what they engage with has value in it for them, they will engage. Providing context-specific ads enhances the value of informational, entertaining and social aspects of the ad (Ruhrberg et al., 2017). In a survey study on embedded ads in social platforms, it was found that engagement is highly context-specific, since various experiences are unique to different platforms (Florenthal, 2019). In other studies, users are drawn to and have increased interaction with context-specific ads, where it was also prominent that there was more ad interaction with females compared to male users (Doctoroff, 2015; Ruhrberg et al., 2017; Voorveld et al., 2018).

On the Internet, consumers are no longer just media consumers at the time of ad exposure. Rather, they may be information searching, socialising, or conducting online transactions. A good way for businesses to add value to their consumers' lives is through content. Depending on what consumers are doing now, they may be particularly receptive or resistant to a set of value propositions. For example, an ad that offers social benefits (e.g., sharing a creative graffiti) may be more appealing

when a consumer is messaging a friend than when the consumer is performing an information search task online. The millennial demographic has a short attention span and expects to see value-added content that seamlessly integrates products into their busy and fast-paced lifestyle. Millennials find value in entertainment. Researchers conducting various studies also confirmed this finding on websites and in social media. A researcher agreed in that, if an ad does not add value, millennials hate it. A large survey emphasised this in that millennials want to confirm that they get the best value from the product and service the vendor provides. Advertisers must genuinely create a service and millennials will convert it to value. A brand's reputation also translates into value for millennials. Silvia (2019) and Hamouda (2018) also agreed with this finding. This value is also created by loyalty towards the brands as agreed with other researchers' findings (Lee et al., 2015a; Brown, 2016; Calder et al., 2018; Martínez-Navarro & Bigné, 2017; Murillo, 2017).

Therefore, millennials will choose to engage in an online ad if their perception of that ad is positive and they can gain value from the design of the information, the incentives the ad provides, a good exchange between brand and user and improvement in their lives. Entertainment, information, genuineness and relationship building are points of reference that can be used for adding value to the design of online ads.

We can thus confirm that: *H2a*. Design personalisation had an effect (positive) on value among South African millennials due to the POP.

The general design of the ad also affects millennials' perception of value. As previously discussed, millennials place the value of online ads on services and products' ability to meet their needs and preferences. If online ads were credible, they were accepted as valuable. Additionally, millennials also perceive value as incentives as well as factors such as informativeness, entertainment, customisation (personalisation) and word of mouth. Users want to have an experience and interaction with brands, which will gain their loyalty and will gage value from that. OASTs believe that content is value and users do not take information they receive at face value. Millennials also agree that they are socially aware and valuable brands that have a social element to it and that receiving value means that they are getting an ongoing benefit, especially from a brand with a good reputation (Larivière et al., 2013; Dao et al., 2014; Kim & Han, 2014; Choi & Lee, 2015; Dehghani et al., 2015; Lee et al., 2015b; Calder et al., 2018; Martínez-Navarro & Bigné, 2017; Murillo, 2017; Baum, 2019).

Therefore: *H2b* Design of the ad had an effect (positive) on value among South African millennials due to the POP was supported.

6.2.3 Online placement and timing

The current study ascertained that millennials were evenly divided in terms of online placement and timing. The general design of the ad construct resulted in an unfavourable effect on online placement and timing versus design personalisation resulted in a favourable effect on online placement and timing. Researchers have found importance in placing ads that is content and brand related (Vashisht & Pillai, 2017). Agreeing with this Mei et al. (2018) explored the style of web pages and found that the selection of ads needs to be fitting to the website layout, content and its insertion non-intrusive. Elements need to have colour consistency, where ads should not be breaking the web page style.

6.2.3.1 Placement of OA

Most respondents in this study agreed that online placement and timing of ads are considered before engagement. In the focus group, millennials agreed that they like clever product placement in videos or funny ads. From conversation of participants in this study, the researcher gathered that social media would be the platform millennials mostly engage in consuming such content. This would be a valuable area of conclusion since previous researchers have remarked that research of ad placement in social networks are limited (Bang & Lee, 2016; Van den Broeck et al., 2017). Park and Ohm (2014) found that users had positive attitudes when a combination of movie and pictures were used. The placement should be natural in video media, like games that have been placed in social media ad and gaming websites. While it creates excitement, ads placed should be relevant and natural to the theme of the game (Peter & Leshner, 2013; Rozendal et al., 2013; Terlutter & Capella, 2013; Chen & Haley, 2014; Sierra & Taute, 2014; Stavljanin et al., 2017; Vashisht & Pillai, 2017).

In similar studies, researchers also found that for social media, ads found on the right-side bar were avoided and copy was also enticing (Cho & Cheon, 2004; Bang & Lee, 2016; Fan et al., 2017; Lobschat et al., 2020). Placement was also explored in websites (Mei et al., 2018) and native advertising methods were found to work when the ads are engaging due to the placement and content both being relevant (Kip & Ünsal, 2020). In this study, millennials who always engage with online ads said that placement and timing of ads were intrusive and agreed that they were more disruptive than those who rarely shared online ads. This also suggests that millennials who do share their online ads find it interesting and relevant. It also alludes to the idea that if the ads feel intrusive, they are not positioned appropriately or subtly. Several researchers agree that placement should look casual,

natural and subtle (Meldrum, 2014; Harper's Bazaar, 2015). Furthermore, researchers agreed that incorrect placement also appears as ad clutter and may bring about feelings of irritation in its effect on emotion (Cho & Cheon, 2004; Bang & Lee, 2016; Wang & Wise, 2016). This was especially true for ads placed in games, where users noticed the ads to be relevant to the game and congruent to the content (Peter & Leshner, 2013; Terlutter & Capella, 2013; Chen & Haley, 2014). In a study by Hubspot (An, 2016), 1 055 users in the US and Europe responded to a survey where millennials agreed that the online ads needed to be placed appropriately, be relevant to surrounding content and context, be engaging and not seen as intrusive. Although Van de Broeck et al. (2018) concluded that with ads placed on Facebook, users tended to show more avoidance to ads in the message stream than those on the side bar, depending, the ad should still reflect the interest of the audience to be engaging (Fan et al., 2017). While millennials in this study agree that they will engage with ads, the ads must be placed in an interesting, entertaining and attractive manner.

6.2.3.2 Timing of OA

Some researchers remarked that the timing of online ads is one of the most important variables (Kalyanam & Zweben, 2005; Tang et al., 2015). Researchers exploring humorous punchlines used with overlay ads found that it is significant to overlay ads together with or closely following one another for the ad to be effective (Vermeulen et al., 2019). Traditional timing of ads in radio and TV cannot be applied to the online context, since interruption-based advertising (Deshpande et al., 2014) comes into play. IBA refers to ads that can be seen at any time of day by a person who visits a website. Therefore, time slots such as prime-time and late night cannot be used in the design of timing strategies in online ads. Timing would depend on web location of the web visitors within a platform or website. Ho et al. (2011) agreed that the timing to display personalised ads depends on a consumer's up-to-date profile. This study suggests that online ads be designed to appear like content within the website which means that a packaging strategy needs to be conceptualised for the ads to be engaging. Timing also comes into play when advertisers talk about persuasive efforts to engage users. The cues along with the timing set the favourable conditions to attract users to engage in online ads. Several researchers also agreed that the frequency and timing of ads are a vital component of engaging advertising (Sahni et al., 2015; Tang et al., 2015; Nadler et al., 2018; Thomas et al., 2018; Vermeulen et al., 2019; Nettelhorst et al., 2020). This topic can be further explored in the context of exposure timing and interruption-based advertising even though advertisers cannot control the physical timing by which online ads are viewed. Therefore, timing has been revealed as a factor of major importance when ads and videos are designed to work together to invite engagement. Users are irritated when the timing of ads are off and are likely to initiate blocking behaviours (Tramèr, 2019). It is important for advertisers to note favourable peak days and hours for timing social media ads. The way advertisers seek to persuade users also considers time as a factor for engagement.

It was found that a generic design of the ad had a negative effect on attitudes of online placement and timing; whereas when the design was personalised it had a positive effect on online placement and timing attitudes of millennials, therefore both hypotheses are supported.

Hence: *H3a*. Design of the ad has a negative effect on online placement and timing among South African millennials due to the POP was supported.

H3b. Design personalisation has a positive effect on online placement and timing among South African millennials due to the POP was supported.

6.2.4 Scepticism and credibility

The present inquiry established that millennials' attitudes were positive (i.e., did not have scepticism regarding the design personalisation of OA or felt that the ads were not credible) regarding scepticism and credibility of POP platforms. Researchers believe that millennials can assess the credibility of ads using several different factors (eWOM, trust, authenticity, information, social media, consumer reviews, ad medium and creativity). This would in turn influence their behaviour as well as their attitude towards the decision to engage in the ad or purchase the service or product (Deraz et al., 2015; Schwabel, 2015; Aydogan et al., 2016; Lisichkova & Othman, 2017; Arora & Agarwal, 2019; Deraz, 2019; Claesson & Gedda, 2018; Filieri et al., 2018; Vilčeková, 2016). Millennials will engage with the ad if the information is relevant and credible. Other studies also site information as important (Mangold & Faulds, 2009; Kim & Han, 2014; Deraz et al., 2015; Gvili & Levi, 2015; 2016; Selejan et al., 2016; Deraz, 2019; Abro et al., 2020).

OA was also deemed credible when the design was valuable on their POPs (Liu et al., 2012; Westerwick, 2013; Selejan et al., 2016). Millennials expressed the greatest scepticism and credibility issues towards subscriptions and would rarely share online ads of which they were sceptic. It is possible that users that subscribe to preferred media can be served content that they have not agreed to due to third parties. In recent times, the GDPR (UK) and POPI (South Africa) policies have been brought into effect to protect the private data of online users. Unfortunately, large companies that can work their way around this and still sell data to third parties still serve unwanted content. Studies have been conducted on regulation of privacy, bot fraud, cookies and more (WFA & The Advertising Fraud Council, 2016; Adobe Digital Trends, 2019; Marotta et al., 2019; Deighton & Kornfield, 2020). Studies exploring email ads and marketing have found that personalisation and relevant information will increase the chances of engagement (Ahmed, 2019). Males experienced higher scepticism and

credibility than females and black millennials displayed the least scepticism towards online ads. This was true for studies that found similarly and where females displayed higher scepticism. Johnson (2009) also concluded that black viewers were less sceptical (Murillo et al., 2016; Murillo et al., 2017; Demir, 2018). Millennials earning between R12 801 to R25 600 and R25 601 to R51 200 per month displayed the highest scepticism and credibility towards online ads. Ad irritation increases their scepticism and feelings towards credibility of ads. Millennials displayed the most positive attitudes if ads were credible compared to those who are irritated by the ad. Non-irritating online ads increase the value users assign to it (Aydogan et al., 2016).

An online advertising strategist believes that earned media is the most credible but most difficult to control and that it should deserve credibility. The idea of credibility in media is beyond street credibility. This agrees with a study on street credibility being validated by celebrities (Bennet & Diamond, 2012). Therefore, scepticism and credibility of online ads plays a major role in online users' decision to engage in online ads. Millennials have a great disbelief towards online ads that do not fit criteria with embedded authenticity, honesty and relevance. Online ads must be designed in such a way that their content and value will be credible of the brand, product or service it is offering. The features of the online ad must not be irritating or obviously persuasive.

This supports the statement that:

H4b. Design personalisation had an effect on scepticism and credibility (positive) of OA among South African millennials due to the POP.

However, scepticism reduced the impact of the message in the advertising, which is part of the design of the ad as previously discussed. In exploring the causes and influences of online users towards scepticism, the reasons were annoyance or intrusion, disruption, irrelevance of the ad message, ad irritation, perceived clutter, disbelief or doubting claims, unauthentic, seem damaging to good causes, security concerns, privacy concerns, deception, certain types of demographic factors, certain aspects of personalisation and if the ad didn't look credible, it would make users sceptic. Among these and similar studies, it has not been noted that the design increases or triggers scepticism (Schawbel, 2015; Isaac & Grayson, 2017; Khuhro et al., 2017; Tran, 2017; Yaylagul & Cakir, 2017; Demir, 2018; Raziq et al., 2018; van Esch et al., 2018; Petrescu, 2019; Silva et al., 2019).

While studies have concentrated on varied types of credibility such as message, sponsor and website credibility, it is important to note that this study stated general credibility of which the user also used

his or her perception or understanding of credibility in answering the online survey (Flanagin & Metzger, 2007; Sundar & Marathe, 2010; Sundar & Noseworthy, 2014). In terms of users' trust (brand's "authority" and "reputation") in brands, credibility is the view that they can trust and believe advertising messages in various forms such as WOM, social media, information and entertainment through celebrity involvement or endorsement about the product or service (Yaakop et al., 2013; Selejan et al., 2016; Cheung & To, 2017; Lisichkova & Othman, 2017; Kowang et al., 2018; van Esch et al., 2018; Petrescu, 2019; Irshad et al., 2020). Authenticity has a big role to play since it influences the formulation of millennials' attitudes and behaviour (Hussain & Lasage, 2014; Cornelis & Peter, 2017; Lisichkova & Othman, 2017; van Esch et al., 2018; Abreu, 2019). The integrity and transparency are how the message is being framed and presented to the user for the building of consumer trust (Oliveira et al., 2017). Most factors that determine the credibility of advertising is related to the integrity of advertising, in fact general banners or designs on websites can decrease credibility. In most studies it is the truth and the framing of it that influence users to engage including appeals to the cognitive (information), affective (entertainment and irritation) and economic factors (incentive), value and flow (website or app accessibility). Sustainability, content, Google ranking or popularity, and testimonials are important for credibility and what the community shares about its experiences of the product or services. According to Barret (2018), the credibility of a business depends on factors such as the perception of search engines, the social presence and interaction of your business, the customer testimonials and reviews, the presence of advertising, an updated blog, steady website updates, accessible, good web design and ease of navigation, a fast loading site, correct spelling and grammar, detailed product information, website security certificate and trust seals, team bios and social profiles, and no error or broken links. Research also found that design has a minimal impact on credibility (Verstraten, 2015; Barret, 2018).

Therefore: *H4a*. Design of the ad had an effect on scepticism and credibility of OA among South African millennials due to the POP was not supported.

6.2.5 Privacy and trust

The online survey found that millennials felt that their privacy or trust was being breached when engaging with online advertising. Millennials are becoming more aware of their privacy, especially cookies, access on various platforms and the exposure of one's online profile. Millennials were concerned with online security and scams associated with that, while another Millennial said they were concerned with privacy policies even though they want to engage in personalised content, they are aware that Google, with given access, tracks everything you do online.

Another millennial posed the question, how do you know that when you are clicking on an ad you are not downloading a virus or malware? The Economist (2016) has also stated that users are afraid and that third-party tags can lead to malware on their devices, which can lead to various types of fraud and scam. Another millennial said, "Security, so also not knowing that unknown factor of can you trust this? Is it legit? Until you click and see" (Baghdadi, 2016; Kayes & Iamnitchi, 2017; Holicza & Këdena, 2018). Malandrino et al. (2013b) had remarked on this in saying that cookie data links of personal information might be sold to a third party and used for illegal activity and mentioned online stalking and even identity theft. A millennial in the focus group believes that companies track viewing patterns and nothing is private even though they don't mind at times, as long as the ad is tailored to her taste, but at time it becomes too much and is very distracting and annoying (Ziegeldorf et al., 2014; Leon et al., 2015; Oger et al., 2015; Li & Huang, 2016; Palos-Sanchez, 2019). Moore et al. (2015) had said that consumers believe that the invasiveness of personal data tracking, and invading consumers' personal online space can be considered 'creepy marketing'. Several researchers cited a lack of trust in OA to be a problem which contributed to the formation of negative attitudes of millennials to OA (Kelly, 2014; Tucker, 2014; Ryan, 2016; Oliveira et al., 2017; Quick, 2020). They believe that they are taking a risk in sharing their information with third parties to have personalised OA served to them, especially when millennials share on multiple platforms with many accounts (Oger et al., 2015; Clifford & Verdoodt, 2016; Knoll, 2016). The concept of trust and privacy has also been explained as a paradox. Millennials seek personalisation but also fear the misuse of their private information on various platforms such as social media, websites, e-commerce and apps in mobile devices (Aguirre et al., 2016; Kim, 2016; Kayes & Iamnitchi, 2017; Jung, 2017; Teubner & Flath, 2019).

Collectively, researchers found that privacy concerns are one major contributor to users' willingness to ignore or block ads (Baek & Morimoto, 2013; Palant, 2015; Bol et al., 2018) According to a study, the personal information of users is becoming public information especially when shared with marketers for advertising that is behaviourally targeted via partnered websites (Ad Block Plus, 2018). Privacy invasion is a large problem for users which can also lead to beliefs of OA possibly being deceptive, especially where there is no informed consent (Bryman & Bell, 2015) or invasive (Bleier & Eisenbeiss, 2015b; Zhu et al., 2016) or users receive spam (Ahmed, 2019; Ferrara, 2019; Strycharz et al., 2019). These feelings may invoke attitudes of negativity towards personalisation efforts such as rejecting cookies or refraining from the use of certain apps (Kim & Huh, 2017; Wottrich et al., 2018). Ultimately, users want assurance that their online privacy can be protected (Boerman et al., 2017).

Therefore, millennials are hindered in sharing their personal and private information to online platforms due to misuse of the information and third-party entities. The way their information is distributed and applied is a concern for being served ads that are irrelevant or irritating. However, this study can conclude that the design of the ad regarding its information along with optimal

personalisation resulted in more positive sentiments towards privacy and enhanced trust on various OPs such as social media, websites and app interfaces (Negm & Tantawi, 2015; Tang et al., 2015; Yu & Kong, 2015; Lin & Hseih, 2016; Abu-Ghosh, 2018; Goyal et al., 2018; Morimoto, 2018; Gotter, 2019).

Hence: *H5a*. Design of the ad had a significant influence (positive) on privacy of OA and trust among South African millennials due to the POP.

H5b. Design personalisation had an effect (positive) on privacy and trust of OA among South African millennials due to the POP.

6.2.6 Personalisation

The current study found that millennials' attitudes were positive in terms of the personalisation of OA in their choice to engage with POPs. Various studies concluded similarly in terms of the importance, advantages and implementation of personalisation in brand communication in social media (Tran, 2017; De Keyzer, 2019; Tran et al., 2020), advertising antecedents (Lee et al., 2015b), shopping trends and behaviour (Koçer & Özmerdivanli, 2019; Smink et al., 2020), mobile advertising (Feng et al., 2016), websites and search engines (Researchscape International, 2017; Stiglbauer & Kovacs, 2019), email marketing (Lemmenett, 2014; Smith, 2019c), users' perceptions (O'Donnell & Cramer, 2015), genders (Shaouf, 2016) and advertising strategies (Infogroup, 2019; Behera et al., 2020; Deloitte Survey, 2020; Newman et al., 2020; Quick, 2020).

In an interview, a millennial agreed that if she is interested and love products of a brand, she would engage in their page and the competitions. Millennials said that the reason why they did not want to engage in ads was because the content was not in line with their interests when asked what they would prefer. They advise that advertisers conduct their studies more accurately in terms of discovering their likes. They like online ads specifically tailored to them and want unique benefits that spark their interest. From these responses, the researcher could conclude that the ad message needs to be in correlation to what millennials want and suggested that posts must be targeted to their interests since they are extremely difficult. Various researchers exploring personalisation in OA to millennials agreed with all these responses (Nyheim et al., 2015; Mpinganjira & Maduku, 2019; Youn & Kim, 2019).

OASTs agreed that millennials want ads to be more personalised to them. Personalisation is a catch twenty-two or paradox because ads need to be personalised, but it must be done in a way that adds value and not in a way that is "freaky" or "creepy" (Köster et al., 2015; Bang et al., 2019; Strycharz et al., 2019). Collectively researchers have conducted studies on the privacy-paradox and the challenges advertisers face, even though there is still an outcry from consumers to have ads personalised to be engaging. However, if users feel that their privacy is hindered and their irritation levels are increased it will lead to an increase of advertising avoidance (Baek & Morimoto, 2012; Aguirre et al., 2016; Lee & Rha, 2016; Olejnik & Castelluccia, 2016; Estrada-Jiménez et al., 2017). Furthermore, personalisation and privacy must remain a point of contention, giving research an opportunity to continually modify and improve methods and strategies in this area (Zhu et al., 2016).

Researchers conducted a study using data from two large scale experiments on personalisation. In using the interplay with timing and placement of banners, they found that the retailers can increase trust towards their brand by developing ads that reflect the consumers' interests. Users do not mind trading their personal information when they will receive benefits. These studies refer specifically to online advertising and the authors found that the higher the personalisation, the more intrusive the ad is perceived. Users do not mind trading their personal information if they will receive benefits by sharing them for targeted advertising (Hamborg et al., 2012; van Doorn & Hoekstra, 2013; Chang & Heo, 2014; Bleier & Eisenbeiss, 2015b). The accuracy of personalised advertising is being challenged due to users providing false information from wanting to protect themselves against identity fraud (Grubbs & Milne, 2010; Donga, 2017). A study explored the difference in engagement between personalised and non-personalised ads on visual attention and found that users engaged in information-seeking were more inclined to personalise ads than those who were in a mode of free-viewing (Kaspar et al., 2019). However, researchers also found that content that suited personal needs (besides asking for transaction information of users) increased purchase intent but only if there was low intrusiveness of the ad (Van Doorn & Hoekstra, 2013; Kaspar et al., 2019).

Therefore, the design of personalised ads on online platforms are engaging and attractive to millennials. They are attracted by the personal benefits they can receive when sharing information so that the ads would be relevant and applicable to their needs and preferences. OASTs should be aware that ads should not be too personalised since they be intrusive.

This supports the statements that:

H6a. Design of the ad has an effect (positive) on personalisation among South African millennials due to the POP.

H6b. Design personalisation has an effect (positive) on personalisation among South African millennials due to the POP.

6.2.7 Ad irritation

The current study ascertained that millennials were evenly divided in terms of OA irritation. This could be due to several reasons and are discussed by other researchers in that tailored or personalised ads better engage users and have decreased irritation. Similar findings were noted by researchers exploring personalised advertising (Baek & Morimoto, 2012), consumer attention (Teixera, 2014), attitude formation (Najib et al., 2016), ad blocking and avoidance behaviours (Johansson, 2014; Jens et al., 2017), mobile advertising (Martins et al., 2019) and social media advertising (Aydin, 2016; 2018; Padival et al., 2019; Sabuncuoğlu-İnanç et al., 2020). This was also discussed in depth in the section on personalisation (Chapter 2). Although a Millennial also said in an interview that they hate ads and it may be due to the fact that they can't be in control. This allows us to assume that the millennials in the online survey either do not engage advertising that is irrelevant, causing avoidance or the fact that they are generally in control of what they view, engage with and give private information to (Nielsen, 2015; Mobolade, 2016; Lankton et al., 2017; Worledge et al., 2019) and thus do not develop irritation (Tucker, 2014). This is especially true for online ads that are relevant, personalised and native. On the other hand, millennials also agreed that ad clutter leads to ad irritation like being bombarded with messages, unwanted popups on mobile and websites and flashing banners. This gives us a mixed message about millennials being divided and the preference being personal, just as other studies have noted (Marshall, 2015). Researchers' participants agree that pop-up and banner ads can be annoying (Almossawi, 2013; Saxena & Khanna, 2013; Gitanjali & Ashutosh, 2016). This is part of the reason why users are going to platforms such as Hulu or Netflix where they can control their entertainment and avoid online ads as a millennial said. If millennials are irritated, they are more prone to skip ads (Jeon et al., 2019). If ads are not relevant, they will incite irritation (Almossawi, 2013; Arora & Agarwal, 2019). Irritation was also displayed for SNSs or social media platforms exploring credibility value, entertainment, information value and interactivity (Deraz et al., 2015; Haida & Rahim, 2015; Deraz, 2019; Kowang et al. 2018; Arora & Agarwal, 2019; Gaber et al., 2019). In advertising SMS value, irritation had a negative effect (Aslam & Karjaluoto, 2017; Rajesh et al., 2019). Irritation had a significant impact on ad avoidance (Rejón-guardia, 2015). On YouTube it was also found as a negative predictor as is related to ads that cause a disruption in viewing activities (Dehghani et al., 2016; Aziza & Astuti, 2019; Yang et al., 2017; Firat, 2019), in smartphone and mobile advertising where SMS is used (Nyheim et al., 2015; Hongyan & Zhankui, 2017; Murillo, 2017; Wang & Genç, 2019) and in web advertising formats and value (Aydogan et al., 2016; Josifovski & Broder, 2016; Le & Vo, 2017; Ijaz & Rhee, 2018).

6.2.7.1 Pop-ups

In past research, pop-up and pop-under ads have been found to be intrusive, annoying, irritating and more (Edwards et al., 2002; McCoy et al., 2007; Chatterjee, 2008; Truong & Simmons 2010; Taken-Smith, 2011; Almossawi, 2013). Current studies show that this is still the perception and case (Le & Vo, 2017; Bell & Buchner, 2018; Hussain et al., 2018). Millennials ignore pop-ups on their PC or smartphone because it is invasive and confined on a mobile screen especially (Kao, 2019). Millennials are highly irritated when the pop-ups cover or obstruct their viewing content and tend to practice ad avoidance behaviour (Hsieh et al., 2020; Wijaya & Yulianti, 2020). They also believe pop-ups are invasive and take away from their viewing content but would consider engagement where the ads were placed and contained relevant messages (Hsu & Fu, 2018). Collectively, this was also supported by diverse research in and on different formats and platforms respectively (Lindfors, 2015; Luna-Nevarez & Torres, 2015; Le & Vo, 2017; Bell & Buchner, 2018; Bisatya, 2018; Hussain et al., 2018; Longani, 2018). A few studies have found positive consequences of pop-ups, of which it was found that consumers have experienced benefits from engaging with them and that they had a positive experience with a brand because they engaged via the pop-up (Bittner & Zondervan, 2015; Robertson et al., 2018). In online gaming, researchers found an opportunity for businesses to advertise and gain value for both brand and user (Abbasi et al., 2020).

6.2.7.2 Web banners

In some studies, exploring web banners, researchers concluded that they were effective in creating awareness and quick engagement (Lee & Ahn, 2012; Ghosh & Bhatnagar, 2013; Tsiotsou & Leonidas, 2017). Contrary to this, banners have now largely caused clutter, irritation, quickened ad avoidance and increased banner blindness (Stokes, 2013; Resnick & Albert, 2014; Kaspar et al., 2019). A number of studies examined different aspects of web banners such as the depth of personalisation (Bleier & Eisenbeiss, 2015b), aesthetics and visual attention such as colour, form, location and animation (Baltas, 2003; Lohtia et al., 2003; Chandon & Chtourou, 2005; Hupfer & Grey, 2005; Robinson et al., 2007; Yaveroglu & Donthu, 2008; Muñoz-Leiva et al., 2018), platform and format (Kalia & Mishra, 2016; Sahni et al., 2017; Liu et al., 2019a; Muñoz-Leiva et al., 2019) and consumer perceptions (Harms et al., 2019). Hussain et al. (2018) specifically revealed that web banners alter and affect attitudes when information, irritation, entertainment and other antecedents are considered (Le & Vo, 2017). Strategists believe that consumers are avoiding banners or more commonly, when ads become so saturated that consumers become "banner blind" (Hsieh & Chen, 2011). Some believe that banner ads are still working and can have a positive impact on brand

attitudes. Researchers resolved that if users are in an information-seeking mode then banner ads have little or no impact on them, even though they are still effective attracting attention (Desai & Kumar, 2017; Loke et al., 2019).

Therefore, millennials feel that while online ads in the form of pop-ups and web banners may be intrusive, invasive and cluttered, it must also be relevant to them and must not cover the entire screen. Once this is considered and applied, they will not find the OA irritating. The banners must be favourably placed. OASTs believe that web banners will eventually fall away and be replaced with ads that are more engaging and part of the viewing content to reduce irritation. However, this study found that a good design and design personalisation of OAs resulted in more positive perception regarding ad irritation (Negm & Tantawi, 2015; Tang et al., 2015; Lin & Hsieh, 2016; Yu & Kong, 2016; Abu-Ghosh, 2018; Goyal et al., 2018; Morimoto, 2018; Gotter, 2019).

This supports the statements that:

H7a. Design of the ad has an effect (positive) on ad irritation of OA among South African millennials due to the POP.

H7b. Design personalisation has an effect (positive) on ad irritation of OA among South African millennials due to the POP.

6.2.8 Price consciousness

Price or cost consciousness is an important strategic and tactical choice advertiser make when designing OA. Consumers display their sensitivity to price in numerous ways through their avoidance behaviour and attitudes (Al-Mamun et al., 2014). This has especially been under contention with the swell of the COVID-19 pandemic and its influence and disruption on buying behaviours (Pantano et al., 2020; United Nations Conference on Trade and Development (UNCTAD), 2020). The current study established that millennials' attitudes were positive in terms of the design of OA showing monetary value or price offers (price consciousness) and its influence on millennials to engage with the ad or not. Price consciousness also refers to the level at which a consumer is aware of the prices of a product or service (Makanyeza & Du Toit, 2015). Millennials specifically said that value is an important factor and along with that is that the "price is a huge thing". Some do not really look at adverts but are attracted by specials advertised on Facebook or in emails. An advertiser said that millennials would not buy something that they cannot afford. This they do not mind scrolling through.

In line with this, studies found that consumers who browse through online shopping channels find price a concern as part of product information. Others believe that price fairness affects consumers' brand attitudes, or overall evaluative judgment of the products especially in the value they will receive (Al-Mamun et al., 2014). Gen Y's want products that match their personality and lifestyle and would even pay little attention to brands. Millennials consider themselves as consumers that are rational, considering product features more important than the brand names. Thus, their loyalty is fickle and changes according to fashion, trends or even the popularity of brands. They focus more on style and quality rather than price. Studies have explored price consciousness in consumer awareness (Makanyeza & Du Toit, 2015), visual aesthetics (Mumcu & Semih, 2015), relations between price and quality (Rashmi, 2015), for different genders (Kraljević & Filipović, 2017), online purchase (Lisichkova & Othman, 2017; Vijay et al., 2018), personalisation (Meng et al., 2017), service and delivery quality (Yeo et al., 2017; Suprapto et al., 2020), service quality (Suprapto et al., 2020), shopping (Duffett & Foster, 2018; Abner, 2019), price search (Du et al., 2019) and brand loyalty (Shabuddin, 2020). Engagement is increased when the price is used in conjunction with persuasive messages (Lee et al., 2018), unfavourable pricing errors also lead to consumers' perceived deception and dissatisfaction and can increase negative attitudes towards the brand and the perception of it (Bozkurt & Gligor, 2019; Lii & Yang, 2020; Singh et al., 2020). Consumers have also been found to seek reward when they see an engaging price, sometimes causing impatience. Even though consumers enjoy the opportunity to save money, there is a chance that the disappointment of a bargain might backfire later (Shaddy & Lee, 2020).

In a study of internet-based product search based on shipping cost, price and product selection, researchers found that female college students were more price conscious than male students (Valentine & Powers, 2013). Another indicated that 82% of millennials prefer bricks and mortar than online shopping (Donnely & Scaff, 2013). Male college students preferred to purchase from a store, negotiate the price and receive the product quickly. Based on the gender literature reviewed above, it is expected that women will be more price sensitive than men (Kraljević & Filipović, 2017).

Therefore, millennials are extremely price conscious and are largely attracted by ads that are designed with a price incentive or special. They are aware that price and quality should match but are also loyal to brands they love. This supports the statements that:

H8a. Design of the ad has an effect (positive) on price consciousness among South African millennials due to the POP.

H8b. Design personalisation has an effect (positive) on price consciousness among South African millennials due to the POP.

6.2.9 Summary

In this section, the researcher had to provide a concise answer for the first objective of the study. This section provides an overview of the effect of the design of the ad and design personalisation on the OAA antecedents. The discussion was drawn from the extensive Literature Review and Findings chapters. The researcher combined the core conclusions on the OAA antecedents in relation to the design-related antecedents of design of the ad and design personalisation by the facilitation of hypotheses stated in Chapter 1 of this thesis.

6.3 Influence of usage characteristics on OAA design-related antecedents

6.3.1 Design of the ad usage characteristics influence

In studies exploring the amount of time that millennials spent browsing online content and being susceptible to engage in OA, several studies found that in a study using the questionnaires from 80 respondents in England between the ages of 18 and 24 years old, 2.2 hours were spent on social media daily, which supports the idea of communicating socially online (on average, people spend more than two hours a day on social networking sites and 18% of these social media users cannot spend more than a few hours without checking the online environment). In a study investigating millennials' attitudes towards and online engagement with Facebook advertising, researchers found that six out of ten South Africa millennials spent one hour or less on Facebook per log-in session, which undermine marketing communication efforts (Duffett, 2015d). Hall and Towers (2017) in an online survey towards a brand in South Africa of users 26 to 35 years old, concluded that over 80% of the users engage on Facebook for 30 minutes and less at a time (Kemp, 2015; Hall & Towers, 2017). This period suggests millennials' and younger cohorts' avid use in social media and other OPs, giving an opportunity to be well exposed to ads. Less hours browsing also means less interest in engaging and becoming easily irritated or annoyed by OA.

Several recent studies examined visual, design and creative aspects of OA that influence attitudes towards OA on various OPs for social media (Duffett, 2015b; Bitner & Albinsson, 2016; Mobolade, 2016; Murillo et al., 2016; Finneman et al., 2017; Tersén, 2017; Frey, 2018; Ijaz & Rhee, 2018; Belanche et al., 2020; Ahmed, 2020; Zarouali et al., 2020).

In some older studies, Rae and Brennan (1998), Anderson (2010), Bonnardel et al. (2011), Taken-Smith (2012), Kadry (2013) and Zhao et al. (2013) revealed that the ad design features have a direct influence on the behaviour and perception of online consumers in various strategies such as web banners or display advertising, social media, email campaigns etc. In more recent similar studies researchers have agreed to this as well (Ashley & Tuten, 2015; Tang et al., 2015; Hussain et al., 2018; Chaffey, 2019). In the emergence and importance of design for mobile, Goyal et al. (2018) and Ketelaar et al. (2018) state the importance of the design of the message on the ad in terms of openness or transparency of the brand and what it offers. In the design of websites, responsiveness and other aspects has also become key to the user experience of brand. This confirms that stand-alone ads are not the only way to do brand-building but about how brands design the consumer experience (Ranganathan & Ganapathy, 2002; Baghdadi, 2016; Almeida & Monteiro, 2017; Desai & Kumar, 2017; Cheng et al., 2018).

Van Rompay et al. (2019) and Pilelienė and Grigaliunaite (2018) posit that visual cues are pivotal in persuasion efforts and claims made by brands. Furthermore, studies established the elements that attract a consumer's attention to the advert in order to maximise engagement and online purchase decisions (Yakasai & Jusoh, 2015; Idemudia, 2016; Wardhani, 2020). For example, using photos that consumers can relate to in terms of the people, objects or relevant places in the ad.

Researchers agree that the design elements of OA such as image, text, colour and design effects play a role in the success and effectiveness of OA strategies (Scott, 1994; Smith, 2008; Hogenkamp, 2015). These enhance the creativity and receptivity of the ad for the consumer to better receive and process the information (Ahmed et al., 2019). Design helps to convey the marketing message, influencing the emotional, psychological and social state of the consumer's purchase behaviour, even enhancing ideas of loyalty, trust and satisfaction towards brands (Liu et al., 2015; Terblanche-smit et al., 2015; Chen et al., 2020). Beautiful images are also important for attracting and creating a relevant connection between brand and consumer. They also assist in arresting the attention of recipients by careful and appropriate placement (Rompay et al., 2012; Lee et al., 2015b; Trefzger et al., 2016). In the findings, millennials noted that clear and relevant communication through ads are important for attention, depending on how the responsiveness of the ad can adapt on various devices (Franken et al., 2015; Rello et al., 2016).

Therefore, the current study considered visual cues, design elements of ads, placement of designed ads, attractiveness, creativity and design of the message of the ad as aspects of the design of the ad. The study found that millennials' great ads will not look or feel like ads. The ads must be beautifully

styled, with a lovely, good quality image, interesting headline and write-up, and it must be simple and interesting. Millennials want to feel inspired by ads. OASTs concluded that millennials know what looks good and prefer good quality images, content and catchy phrases. They believe that the design of the ad is critical since people are visually stimulated. The colours and shapes must grab people's attention and this is why so many of the social media OPs have apps where users can make use of filters and create moving imagery. They emphasise that art is not programmatic, even though automated technology is the future of OA, programming cannot dictate art and can rarely evoke, challenge or encourage emotive responses. Millennials who did not engage with OA often had fewer positive attitudes compared to those who often engaged in OA. As a generalised conclusion, the more millennials are confronted with OA the more they exercise means to avoid it. In the current study, millennials that spent 5 hours or more found the design of online ads to be more favourable compared to users that spent half an hour or less on their POPs. Millennials would engage in and spend time browsing OA and platforms that they enjoy, find informative, are entertaining and meet their tastes or preferences. This would naturally happen on their POPs.

500 students between the ages of 13 and 19 years old were surveyed in Bahrain, where the researcher found that teenagers spend about 15 hours per week surfing the internet (almost two hours per day), a clear proportion of the teens (32%) have reported that they use the internet less than 5 hours a week, or less than one hour per day (Almossawi, 2013). Many respondents (19%) claimed they use the internet between six and ten hours per week, 24% state their usage falls between 11 and 20 hours per week, and 25% claim they use the internet for more than 20 hours per week. 291 French students between the ages of 18 and 26 years old, taking a self-administered survey, spent 30 hours per week on the internet (Aziza & Astuti, 2019). South African millennials connect for about 8 hours on any device per day compared to millennials in the Philippines who spend over 10 hours online (Kemp, 2020).

6.3.2 Design personalisation usage characteristics influence

In previous research Helft and Vega (2010) and Lambrecht and Tucker (2013) discuss dynamic creation of ads, the degrees of customisation and the visual design of the ad. The customisation of the ads can also refer to the form of the ad, such as the skeleton layout with application of the choice of pixel images, text, vector shapes and colour. Hadija et al. (2012) in a study with 20 college students as active social media users, found that although users did not have negative feelings towards ads, they admitted that many ads that caught their attention were well in proportion in terms of the design, tagline and colour.

O'Donnell and Cramaer (2015) found that engaging ads warrant inspiration to be personally useful. Sahni et al. (2018) agree that when users see their name in an email, their attention is gained and geared to further seek ad content that is informative and preferential. Bleier and Eisenbeiss (2015a) agree that banner ads with a high degree of content personalisation (DCP) are the most effective when consumers had just visited the online store and increases the click-through if the banners are congruent or incongruent to the website. Marketers and advertised are advised to not just serve personalised ads, but personalised experiences (Deloitte Consulting, 2016).

In a qualitative approach of 14 semi-structured interviews, it was found that personalisation is valuable, but if privacy concerns are not considered it can lead to the co-destruction of value in engagement (Dahlgren & Tabell, 2017). Customer-centric design and development of OA has been found to be valuable (Phua, 2017a). Kaneko et al. (2018) posit that there is a lack of instruction to designers in the development of personalisation and the importance of the design featuring the product or service to be relevant to the user. They propose 4 steps for a designer to utilise in practising personalisation design where 1 refers to the personalisation provider being the advertisers or designer targeting the customer, 2 refers to the way that the advertisers perceive answers of personal information and requests from the customer and based on these specifications develop the design, 3 refers to solutions that will aim to meet specifications and 4 refers to the realisation of the provider through the feedback of production and service provision to customer and how the output has suited the preferences of the customer. In the perception that consumers have of personalised marketing efforts, consumers are more susceptible when they have positive sentiments and influence towards their decision-making (Fridh & Dahl, 2019).

Kaspar et al. (2019) concluded that personalised ads make them more relevant to consumers in terms of visual attention and the evaluation of a brand. Van den Broeck et al. (2020) stated that personalisation can be improved in the design of the ad since it has the consumer's interests in mind to reduce irrelevance and privacy concerns. In the Adobe Trends for 2020, in exploring mobile personalisation trends, 63% of marketers and 71% of IT professionals believe that personalisation strategies are one of the best methods to improve the mobile experience. A large part would be the development and implementation of responsive design, where online tools are used to design content and ads in a way that can adapt to different screen displays.

In email marketing, Nahdi (2019) compiled a report from over 10 email experts on what, how and why of personalisation and design. Several of the respondents said that emails need to be aesthetically pleasing and the way emails look can be controlled. The aspect of personalisation should not be

limiting due to content but should accommodate. The design should be flexible to accommodate any type of personalised content in the images and text. Notably, the subject line is the most important point. Design should consider modular design, which makes the template flexible, making the customisation and sign of the template quick and easy. "Personalisation is an art" and needs planning and testing which not only affects the campaign but also the customer's loyalty.

Therefore, in this study millennials who always shared online ads showed positive attitudes towards design personalisation compared to respondents who rarely shared online ads. Millennials will engage in online ads if they receive value, can trust the ads and have information kept private, but wouldn't find it personalised if the design wasn't relevant.

It was found that millennials who always share online advertising showed the most positive attitudes towards ads with design personalisation than those who rarely shared. According to Quick (2018), personalised advertising is the act of using insights into who a customer might be to increase the relevancy of an ad. These insights can be as simple as human wants/needs, geolocation and basic demographic information, to more specific insights such as a niche interest, buying intent, and even behavioural patterns. All these insights are variables brands should consider when targeting ads to get more audience engagement and ultimately sales. Without them, you may as well use the shotgun approach and blast your messages to the masses in hopes of seeing positive returns (Quick, 2018). Personalisation pops up in digital design in several ways. It can be in the form of advertising or marketing or part of the content experience associated with a website, game or app. Simply, personalization is matching content to the user's specific preferences, whether they actually input those cues or not. Personalisation is initiated by several things, such as adjusting the settings on a site or app or by allowing elements like cookies to track user behaviour (Aydin, 2018; Bang et al., 2019; Tran et al., 2020). Although an ad might be relevant based on a general interest category, brand allegiance, style, and the timing of the ad determine if the ad is seen as personalized and interesting (O'Donnell & Cramer, 2015). Stated differently, personalised ads improve ad credibility (Kim & Han, 2014) and enhance customer's positive ad attitude (Xu, 2006). Prior literature demonstrated positive effects of personalised advertising based on consumers' browsing behaviour, commonly named behavioural targeting (Lambrecht & Tucker 2013; Bleier & Eisenbeiss 2015a).

~~Highly personalised digital advertising does match consumer preferences more closely and is therefore more relevant to consumers (Arora et al. 2008).~~ We challenge prior findings that showed that less personalised generic brand ads perform better than more personalised ads unless consumers have narrowed down their preferences. Other studies believe that the more ads are

beneficial to them the less intrusive personalisation is, therefore, consumers prefer the targeted ads if they know that personalisation will increase the ads' relevance to their personal preferences (Lambrecht & Tucker 2013; Pauzer, 2016). We find that consumers that are directly, or via peers, connected to the advertiser are less likely to click on highly personalised ads. This points towards the potential of over personalisation in social retargeting, comparable to former findings within retargeting (Bleier & Eisenbeiss 2015a). In a similar study, it is not clear whether trust leads consumers to perceive a personalised ad as more useful or make them feel less manipulated by its appearance (Bleier & Eisenbeiss, 2015b). Consumers are not becoming more accepting of more specific personalisation when they relate to the advertiser (Frick & Li, 2016). Tucker (2014) wrote a paper using data from a randomised field experiment conducted by a US based non-profit to optimise its advertising campaigns on Facebook, a social networking website. These campaigns were shown to 1.2 million Facebook users. This paper's analysis spans five weeks of campaign-level click-through data that falls either side of the introduction of the new privacy controls. It finds that personalised advertising, surprisingly, was relatively ineffective before Facebook introduced new privacy controls. Empirical analysis suggests that after this change in policy, Facebook users were nearly twice as likely to react positively to personalised ad content and click on personalised ads (Tucker, 2014). Personalisation was relatively more effective for personalised ads that used unusual information after privacy controls were enhanced.

A percentage of millennials agreed that personalisation of online advertising affected their preferences. In an interview, a Millennial agreed that if she is interested and loved products of a brand, she would engage in their page and the competitions. Millennials said that the reason why they did not want to engage in ads was because the content was not in line with their interests when asked what they would prefer. They advise that advertisers conduct their studies more accurately in terms of discovering their likes. They like online ads specifically tailored to them and want unique benefits that spark their interest. The ad message needs to be in correlation to what millennials wants and posts must be specifically targeted to their interests since they are extremely difficult. OASTs agreed that millennials want ads to be more personalised to them. Personalisation is a catch twenty-two because ads need to be personalised, but it must be done in a way that adds value and not in a way that is "freaky".

Researchers conducted a study using data from two large scale experiments on personalisation. In using the interplay with timing and placement of banners, they found that the retailers can increase trust towards their brand by developing ads that reflect the consumers' interests. Users do not mind trading their personal information when they will receive benefits. These studies refer specifically to online advertising and the authors found that the higher the personalisation, the more intrusive the ad

is perceived. Users do not mind trading their personal information if they will receive benefits by sharing them for targeted advertising in personalised OA effectiveness (Bleier & Eisenbeiss, 2015a; Tran, 2017), tracking and personalisation (Mathews-hunt, 2016), social media strategies (Tingley, 2016), behavioural influences (Boerman et al., 2017), relevant and demographically targeted ads (Kaspar et al., 2019) and mobile ads (Mpinganjira & Maduku, 2019). The accuracy of personalised advertising is being challenged due to users providing false information from wanting to protect themselves against identity fraud (Grubbs & Milne, 2010). A study explored the difference in engagement between personalised and non-personalised ads on visual attention and found that users engaged in information-seeking were more inclined to personalised ads than those who were in a mode of free-viewing (Kaspar et al., 2019). However, researchers also found that content that suited personal needs (besides asking for transaction information of users) increased purchase intent but only if there was a low intrusiveness of the ad (Van Doorn & Hoekstra, 2013; Kaspar et al., 2019).

Therefore, in this study, it is valuable to note that there is an opportunity for more detailed and specific research to be conducted in the field of the design personalisation, in the development of OASs and in the pursuit of designing ads in a way that decreases OAA. The design of personalised ads on online platforms are engaging and attractive to millennials. They are attracted by the personal benefits they can receive when sharing information so that the ads would be relevant and applicable to their needs and preferences. OASTs should be aware that ads should not be too personalised since they be intrusive.

6.3.3 Summary

In this section, the researcher discussed what was found in the literature on the influence of design of the ad and design personalisation in terms of before-mentioned usage factors. The factors discussed above are those that impacted the two design-related antecedents according to the extensive Findings chapter. In essence, millennials spend more time on platforms with good design aesthetics and appeal. They will readily engage with ads that look good. While social media is still largely preferred, online advertisers are advised to especially consider the design aspects and personalisation methods employed to reach specific segments. Even though millennials spend shorter increments of time on social media, they engage it multiple times per day. Added to this mix, the online placement and timing of the ads across platforms should be considered with well-designed banners as well as animated ads or videos, since the duration and location of the ads are big factors in strategizing for engagement. Since millennials do a lot of browsing, the styling, credibility and relevance of appropriately placed ads are all part of good strategy development.

6.4 Influence of demographic factors on OAA design-related antecedents

According to the online advertisers in the key interviews, they believe that finding the right demographic will become a lot more scientific and that strategy for product marketing cannot be developed without demographics. The challenge is creating content that will activate the demographic. Advertisers need to look at statistics that will give a break-down of the ideal one-person to have a good model even though people are individuals, it is a strength for a creative team to formulate how best to speak to a kind of people. Studies have been conducted in various demographic groups in terms of social media and patterns of engagement, the influence of popup ads, trust in internet-based stores and visual design on websites. Demographic characteristics have also been found to influence social media advertising content and sponsored ads (Lin & Kim, 2016; Lee et al., 2018; Ahmed, 2020), OA effectiveness (Ahmed et al., 2019), consumers' perception towards OA (Negm & Tantawi, 2015), web advertising visual design (Shaouf et al., 2016), online shopping (Ijaz & Rhee, 2018), website stimuli (Bilro et al., 2018) and mobile screens (Yu & Kong, 2016).

"Client-centricity is the most important factor in a successful business digitalization, since client-centric companies are 60% more profitable compared to companies not focused on the customer" –Deloitte Global Human Capital Trends (2017).

An ideal-person model would be based on the concept of customer-centric design, which puts the customer at the core of the business. The online advertiser is suggested to start with the consumer and not the product (DiResta et al., 2020). In a survey conducted with more than 300 marketing executives, it was reported that 73% said that consumer-centricity is critical to the success or failure of the business. Only 14% said that it was a hallmark of their business, where 52% admitted that they are challenged by gaps such as establishing a culture of customer centricity, establishing a process to track success, aligning teams to work together, prioritising the strategy of customer experience and hiring the right people to execute these strategies (Jose, 2014). Numerous studies and surveys have explored the design and development of customer centricity, some in digital strategies that would attract millennials towards the sale of digital devices (Hendrix et al., 2015; Kemp, 2019; Sormaz et al., 2019).

Various studies have explored and examined segments within the cohort of Generation Y or millennials on the influence of demographics on OA engagement, acceptance or rejection of OASs. Understanding users' attitudes leading to behaviour and psychographics are essential for the development of relevant OASs. In exploring the cognitive attitudes of Facebook ads' influence, Duffett (2015d) used demographics to sample a section of the population. Similarly, Nyheim et al. (2015) in exploring personalised ads among millennials, Duffett and Wakeham (2016), Alalwan (2018) and

Hamouda (2018) in examining attitudes and ads in social media, Barnes and Correia (2016) in surveying social commerce, McCormick (2016) in investigating celebrity endorsements and Murillo et al. (2016) in scrutinising Twitter ads, as well as millennial marketing (Henke, 2018, Taylor, 2018; van der Goot et al., 2018; Christophe, 2019; Duffett et al., 2019a; Ghosh, 2019; Mpinganjira & Maduku, 2019; Newman et al., 2020).

Demographics cannot be limited to gender, age, marital status, education level, employment status, population groups and personal income. They are also associated with personal needs and wants of the consumer. These are the factors listed in the online survey utilised in this study (Kotler et al., 2009; Swinarski et al., 2010; Rashmi, 2015). In this study, the researcher sought to explore the influences of demographic factors on the design of the ad and design personalisation OAA antecedents. Following the above discussion, the researcher can conclude that demographics, especially practiced with segmentation assists OAs and marketers in selecting the right components to design OA that will engage a segment on their level and in terms of their said preferences and content relevant to them. A demographic may have general interests, trends or dislikes. Therefore, knowing the demographic assists OAs and marketers to select the best practice strategy for application for engagement.

6.4.1 Design of the ad demographic factors influence

These sections share similar conclusions and contain a discussion for population groups for design of the ad and design personalisation. In the online survey, most population groups (Coloured, Indian/Asian, White and Black) showed positive attitudes towards design of the ad and design personalisation compared to "other" population groups. The population of millennials were also explored in other studies of a similar context in OASs such as social media, websites, eWOM, mobile advertising, etc., with an adherence to suggested guidelines for online advertisers to follow. In a survey exploring the differences of ad perception between Indian (being one of the largest marketing segments in the world according to Malik (2012) and US millennials, researchers found the internet, TV and magazines to be their highest engaging media with the exception of newspapers instead of magazines for the US sample. Researchers should also keep cultural differences in mind in future studies when it comes to cultural and ethnic differences, where some groups might be more accepting or tolerating of certain types of advertising media than others. For example, in a different study, Indians were more likely to be offended by ads, think that OA increases prices and dislike advertising, believing that it misleads compared to Americans that are more indulgent and short-term orientated (Goldfarb & Tucker, 2011; Iyer et al., 2016; Statista Research Department, 2020).

Both Indian and US millennials tended to have a somewhat negative attitude towards advertising, with Indians significantly more likely to be offended by ads, think ads increase pricing, and dislike ads (Kumar & Pandey, 2016). In an online survey with 800 Indians, email advertising had a positive effect. The results indicate that the content and the frequency of advertising message have the largest impact on attitude toward advertising via e-mails (Haq, 2009). By understanding consumers' attitude toward advertising, designers and marketers can better strategize their advertising designs. There was a similar outcome for social media advertising. Highly perceived value of advertising via emails also reflects into positive attitudes. Other antecedents such as entertainment and informativeness were also accepted if emails were designed with the correct balance (Sreeram et al., 2017).

In ads on SNS, researchers found Indians to be more positive, whereas factors such as trust and credibility were important and motivated positive engagement with online ads (Bevan-Dye, 2013). In a research conducted in South African on Facebook, White users displayed a lower intention-to-purchase than Black and Coloured users and another study found that Coloured and Black groups displayed positive attitudes towards social media marketing. Several studies found that Black students also had positive attitudes towards valuable web advertising containing relevant information. In mobile advertising it was concluded that Black millennials had positive attitudes with personalisation, entertainment, control, trust and credibility factors (Sharp & Bevan-Dye, 2014; Duffett, 2015d; Duffett, 2017a, 2017b).

6.4.2 Design personalisation demographic factors influence

The development of creative strategy is influenced when designing for different genders as shown by Jung and Hovland (2016) in analysing beer ads of leading magazines. The way that objects are also placed in the ads and the application of images that males can relate to such as razors or cars are a big influence (Goodrich, 2014; Cartocci et al., 2016).

In the current study, male respondents displayed a higher preference towards personalised design of ads than females in the online survey of this study. All population groups besides "Other" have favourable attitudes towards design personalisation of online ads. Gender differences in web advertising were evident in research conducted by Wolin and Korgaonkar (2003) that discovered that men showed more positive beliefs towards advertising on the web compared to women. Men were also attracted to engage in OA that displayed functional and entertaining attributes and women more for shopping. Perju-Mitran and Budacia (2015) investigated the gender differences of the influence of marketing communications and found that men and women generally respond differently to

communication in the online environment. Females are more attracted to messages that inspire and interest them, are attracted to messages that contain extra information, build trust and are personally relevant. Males, however, are drawn to messages that are useful, informative with objective intervention and symbols.

Shaouf et al. (2016) identified differences between genders about Internet advertising design and its impact on purchase intention and attitude. Males displayed greater relationships towards the design, their attitude towards branding and their intent to purchase compared to women. Emotional reactions are also necessary for consideration. Female audiences prefer images of celebrities, women, animals and abstract figures, while male users are attracted to images associated with technological and mechanical features (Belinskaya, 2015). Males have a different type of visual attention to OA compared to females according to Banovic et al. (2016). Agreeing with this Boscolo et al. (2020) discovered that from a survey of 180 students in a Brazilian public university between 18 and 42 years old, men had more inclination towards ads and a more positive attitude than females. Boscolo et al. (2020) further advised advertisers to be cognisant of the gender dominance in OA, the choice of the correct types of advertisement in terms of the visual attention it attracts and attitudes it influences. This has a strong impact on the return on investment.

In an article compiled by Tjarks (2018), there has been quite a bit of research and also suggestions to marketers and advertisers in designing for millennials. Minimalism is important in the layout of content such as using uncluttered layouts and combining cleanliness with white space. Vibrant colours, unique typography, analogue and retro styles are eye-catching. Several researchers also noted similarly for social network media (Duffett, 2015d; Bitner & Albinsson, 2016; Mobolade, 2016; Murillo et al., 2016; Finneman et al., 2017; Frey, 2018; Belanche et al., 2020; Zarouali et al., 2020), Russell (2013) in print advertising and various marketing strategies (Taken-Smith, 2012; Meyers & Morgan, 2013; Gibson, 2018; Silvia, 2019), relevant and demographically targeted ads (Kaspar et al., 2019) and mobile ads (Mpinganjira & Maduku, 2019).

In terms of the advertising styles for genders, Johnson (2020) describes the factors marketers and advertisers should take into consideration when developing OA in terms of assumptions, buying decisions, how sales and the human brain conducts assessment between genders, emotive communications, the impact of buying decisions as well as targeting men and women differently. For example, in targeting males, advertisers should consider messages that are concise and pointed using power words and facts. Females enjoy messages that are more descriptive in nature, softer

wording in the offer and those that make use of disclaimers. The end of the message should be a in tone that can give a feeling of the branding understanding and supporting them, in other ways, they should leave the engagement feeling connected.

Therefore, age differences are also important to consider. In this study, we explored millennials (23 to 35 years old) and their OA engagement. Largely, millennials seek out OA that is eye-catching, beautiful and even simplistic. In studies exploring the attitudes and behaviours in the range of the millennial cohort, various age segments were sampled, bringing about specific conclusions on these age groups. These were investigated in social media (Duffett & Wakeham, 2016; Kim, 2016; Singh, 2016; Duffett, 2017a; Branley & Covey, 2018; Mafas & Kuppusamy, 2019), video and YouTube advertising (Duffett et al., 2019a, 2019b, 2020; Aziza & Astuti, 2019), digital advertising strategies (Miiluvaara, 2016), native advertising (Palma & Waalkens, 2016), online media influences (Towner & Lego Munoz, 2016), privacy concerns (Lemay et al., 2017), brand perceptions (Helal et al., 2018) and purchasing behaviour (Rahman et al., 2020).

In the perception of design and marketing strategies, gender has been stated and found to drive perception (Moss et al., 2006; Shaouf & Altaqqi, 2018). Studies have also sampled age groups of college students with a mean age of 22 years old exploring social media platforms such as Facebook, Twitter, Instagram and Snapchat (Alhabash & Ma, 2017), a mean age of 20 years old with exploration on Facebook (Kim, 2016), 21.5 years old in exploring the lifestyle of Generation Y (Valentine & Powers, 2013) and 19 to 39-year-old millennials in exploring brand awareness (Rahman et al., 2020). According to researchers, there are multiple roles in the use of creativity as the heart of ad effectiveness in its ability to attract, impress and influence users in its elements of persuasion. Creative ads lead to more of a focus on the ad content and messaging strategy to increase consumers' engagement with the ad. Creativity also involves higher levels of open-mindedness, positive, increased viewing attention and curiosity (Baack et al., 2016; Lee & Hong, 2016).

6.4.3 Summary

The section comprised of a discussion on the demographic factors that impacted the two design-related antecedents of design of the ad and design personalisation, according to a brief outline of what was stated in the Findings and Literature Review Chapters. This was also in answer to the second objective of the research which asked what influence demographic factors have on design-related antecedents. The gender differs in their shopping or brand preferences, positive and negative

beliefs, motivation to trust OAS and their value on online peers as a guide or marker of choice to engage in OA. Population across races displayed positive attitudes towards the design of ads, even emphasising that culture, minorities and their communities have a place of importance in the decision of users to engage in OA. For example, in South African studies, Black groups had more positive attitudes towards mobile ads. This section fulfils the second objective of the research in stating the influence of demographic factors on the design-related antecedents of OAA.

6.5 Influence of engagement factors on design related antecedents
6.5.1 Design of the ad significant influence on engagement factors

In the present study, the researcher found that design of the ad had a positive influence on the antecedents of privacy and trust, personalisation, price consciousness, relevant information, value and ad irritation attitudinal measures among millennials owing to their POP. Conversely, the design of the ad resulted in a negative association with online placement and timing among millennials due to their POP, whereas scepticism and credibility resulted in no significant difference. This is in line with studies that concluded that there is a difference in the attention patterns that consumers display towards OA, in not only bottom-up, but top-down factors and consumer characteristics and goals determine the attention patterns (Katsuki & Constantinidis, 2013). In one study, a design participant shared that there is a need for relevant ads and hyperlinks to their commercial sites if advertisers want to successfully garner attention (Gvili & Levy, 2016). The design can also influence users to give longer attention to the ad (Lee & Ahn, 2012). The security (privacy and trust) and the interface of the ad are two important aspects of engagement, coupled to relevance (Kapoor et al., 2018). Websites should be user friendly and centred which largely speaks to relevance of their interests and benefits (Soegard, 2020). The design of the ad plays a role in gaining the attention of users and giving brands a competitive advantage and generation of revenue, as well as applying elements that will enrich the design and aesthetics of the ad (humour, sex, fantasy, design attributes, video, message content, animation, etc.) (Stokes, 2017), especially interactivity and the building of brand sustainability. Some studies have found that it did not make a difference how the ad was designed if the online placement and timing of the ad was not optimum, especially for social media (Schiffman & Wisenblit, 2015; Ahmed et al., 2019; McHale, 2020).

In agreement with the above statements, researchers found that the design of OA has enhanced trust in websites, social media, blogs and online shopping (Urban et al., 2009; Ganguly et al., 2010; Selejan et al., 2016; Shaouf, 2016; van Esch et al., 2018; Ijaz & Rhee, 2018). Studies have also concluded relevant information or informativeness influencing the engagement of consumers in websites

(Westerwick, 2013; Negm & Tantawi, 2015; Lin & Hseih, 2016), games (Rodrigues et al., 2017), social media (Tan & Goh, 2015; Abu-Ghosh, 2018) and online shopping (Ijaz & Rhee, 2018).

According to the respondents of the current study, OASTs believe that consumers will engage in ads if it adds quality to their lives especially when it comes to strategies like video for entertainment, gets them to solve problems (Yang et al., 2017; Feng & Xie, 2018) or gives them value for money through discounts, loyalty cards, etc. (Audrain-Pontevia & Vanhuele, 2016; Moreno et al., 2017; Goga et al., 2019). They also advise advertisers to consider when they initiate or require a light or heavy touch engagement from consumers i.e., asking users to upload videos, to tell a story or to comment. Consumers engage in ads that are designed with authenticity, value and are relevant in mind. They relate to native ads, with messages that are specific and direct (Cho, 2018; Lee et al., 2018). Many studies found that the use of targeting of online ads to specific segments in order to increase engagement is important in online video advertising (Hussain & Lasage, 2014), in improving ad block behaviours (Johansson, 2014), in branded entertainment (Musson, 2014), in general advertising and marketing strategies (Stokes, 2018; Tupamäki, 2017), in websites and apps (Idemudia, 2016), in social media (Pasma, 2017; Jung, 2017) and with demographics (Kaspar et al., 2019).

Furthermore, in other studies, loyalty, discounts and promotions contribute to authenticity and motivation for engagement (Barton et al., 2014; Teixeira, 2014; Moreno et al., 2017; Stokes, 2017; Lee et al., 2018; van Esch et al., 2018; Abreu, 2019; Raza et al., 2019). Gupta et al. (2018) found that advertisers and firms must consider designing for cultural and economic contexts to design their engagement strategies appropriately. In the design of brand websites for engagement, Halaszovich and Nel (2017) discovered that different use-case scenarios must be considered so that consumers can achieve the goals they want to accomplish on the site. In a study on social media strategy, Vignisdottir (2017) concluded that from the brands analysed in the study, the reputation of having well-designed pages is important and even if different brands have different identities, it must be emphasized. Calder et al. (2018) agrees in that the engagement design perspective is about the brand designs helping consumers to see the connection between the brand and their life goal.

Studies note that when retail brands and business conceive their website, it is important for the design of the environment to engage prospective customers within a few minutes of their landing and navigating of the pages. Engagement is what activates their perceptions and while the design formerly used to focus on functionality and ease of use, while important, it has shifted more to the issues such

as designing for experience and information (McCreary, 2015; Schiff, 2015; Demangeot & Broderick, 2016).

6.5.2 Design personalisation significant influence on engagement factors

Design personalisation had a significant positive effect on privacy and trust, personalisation, price consciousness, relevant information, online placement and timing, value, ad irritation and scepticism and credibility attitudinal measures among millennials due their preferred online platform. This was also discussed in 6.5.1. There was engagement when the ads were personalised, yet consumers did not feel their privacy information was violated to be served relevant OA in mobile shopping and on online platforms (Shareef et al., 2017; Alawan et al., 2020; Noor et al., 2019).

6.5.3 Summary

In this chapter, we discussed the findings of the online survey, key informant interviews with industry online advertising specialists in the field of online and digital advertising and focus groups with millennials, along with the literature in these areas.

We explored the effects of OAA antecedents i.e., relevant information, advertising value, online placement and timing, scepticism and credibility, privacy and trust, design personalisation, personalisation, ad irritation, price consciousness and design of the ad all had significant impact on millennials and their experience, acceptance, rejection and preferences of online ads.

6.6 A summary of reasons why millennials have positive and negative attitudes towards OA

In the online survey of this study, the attitudes of millennials towards the antecedents of design personalisation and design of the interface are discussed below:

In the antecedent on design personalisation, millennials have positive attitudes because they share OA that has personalised attributes that they can relate to. They engage because they believe that they will receive value from that engagement and they trust the ad. The Black population group showed the most positive attitudes towards OA compared to the other groups.

In the antecedents of the design of the interface, millennials that rarely share OA form negative attitudes towards OA. Millennials that spent the least amount of time on POPs displayed negative attitudes towards OA. Millennials displayed negative attitudes towards OA when the online ads were placed and timed inappropriately.

6.6.1 A summary of positive attitudes towards OA

Respondents from the focus group and interviews formed positive attitudes towards OA because:

1.   They enjoy social media platforms because they can just scroll up or down or skip something they do not want to see. They can also just go directly to something they are interested in and find the information they are looking for.

2.   Millennials will intentionally go to a brand's Facebook page to see what is happening, then their website and then Google any promotions.

3.   Millennials believe that social media gets them the current and latest information they need. It is also the easiest way to get feedback, pictures with prices and the essential details. Users do not have to ask too many questions to get the information they need.

4.   They like networks or channels that will recommend ads to them that they will be interested in or that is connected to their browsing history and preferences.

5.   Millennials receive ads/emails/subscriptions they signed up for intentionally because it grabs them and is relevant to them. They can engage the latest deals or read the content they are genuinely interested in.

6.   Millennials like apps and do not mind getting ads because they are interested in the service/content of the apps. Although they would then much rather pay for the app than receive the ads that are not applicable to their interests.

7.   The ads and the content are relevant to them and related to each other.

In correlation to the above through similar literature and previous studies, millennials form positive attitudes towards OA when it is relevant, informative and credible (Choi & Rifon, 2002; Bevan-Dye, 2013; Zha et al., 2015; Aydogan et al., 2016; Bevan-Dye, 2020; Hussain et al., 2020). It was also found that millennials prefer social media when browsing OA or information on brands. When users are asked for permission or are given an opportunity to indicate which categories or preferences they are interested in, positive attitudes are formed (Ketelaar et al., 2015; Aydin, 2016; Jung, 2017; Tran, 2017; Mattke et al., 2017; Abu-Ghosh et al., 2018; Hamouda, 2018; Li et al., 2020b), which for privacy

of data and information held similar importance (Tang et al., 2020). Millennials believe that they can get value through engagement of OA, which could also include coupons, etc. (Moreno et al., 2017). Millennials are positive about ads that include both text and image and are entertaining (Ordenes & Zhang, 2019). Ads that are placed appropriately in games are also attractive (Makarova et al., 2018) and they will form positive attitudes in brands they can form and identity with and relate to (Graham & Wilder, 2020).

This fulfils the objective of the study stating influences and effects on the formation of positive attitudes of millennials towards OA. These points also give advertisers and marketers that design OASTs an indication of where they can improve when formulating OA components.

6.6.2 A summary of negative attitudes towards OA

Respondents from the interviews and focus group that had negative attitudes towards OA because:

1. They genuinely just do not like OA and so they avoid it because is it mostly annoying and disruptive.

2. They do not like when the pop-up ads take away from the screen or cover the content. It feels like online advertisers are just pushing things down their throats.

3. They feel like the ads do not naturally compliment or fit the content.

4. The message is not always relevant to the brand or the content alongside the ad to be attractive in a way that shares value if users were to engage.

5. Millennials believe that brands and advertisers make assumptions about them. They believe that advertisers should investigate their interests in more innovative ways.

6. They do not like when information is false.

7. They believe brands should speak the way people really talk – to be relatable. Some millennials find that online ads use language that they cannot connect to and mostly because it is for millennials in a different context e.g., Americans or Europeans.

8. They are concerned about the accuracy of information and inappropriate ads.

9. Millennials hate it when they cannot control their viewing options. They like the fact that when an ad does pop up, they can close or dismiss it immediately if it is not relevant to them, so that they can just get to the information or content they were seeking for.

10. They can notice or see when the ad is not authentic, and they want realness.

11.   Millennials don't like stereotypes. They like to see diversity and representation because that is what their real world looks like. They want advertisers to be aware of recycling, social issues and the improvement of people's lives.

As a response to the formation of negative attitudes and its biggest influences, researchers have collectively found online ads are annoying, irritating, intrusive and appear as untrustworthy, thus millennials develop negative attitudes. Millennials who have had previous negative encounters or read negative reviews on products or services will also be apprehensive to engage. Users have also believed that the advertising may be deceptive, misleading or a distortion of values (Held & Germelmann, 2018; van Esch et al., 2018; Bozkurt & Gligor, 2019; Iqbal & Siddiqui, 2019; Youn & Shin, 2019). They might also believe that some ads are not useful or intrusive (Goodrich et al., 2015). Due to the negativity, this has led to advertising avoidance behaviours (Najib et al., 2016; Hussain et al., 2018; Redondo & Aznar, 2018). The attitudes become negative because of various encounters and experiences. Among this was the impeding of users' online goals, ad clutter and ad scepticism (Seyedghorban et al., 2016; Jung, 2017; Hossain, 2018; Redondo & Aznar, 2018).

This fulfils the objective of the study stating influences and effects on the formation of negative attitudes of millennials towards OA. These points also give advertisers and marketers that design OASTs an indication of where they can improve when formulating OA components. In the next chapter the researcher will conclude the study by outlining the research questions, their conclusions and the recommendations based on the discussions above.

6.7 Summary

In this chapter we discussed the findings of the online survey, key informant interviews with industry online advertising specialists in the field of online and digital advertising and focus group with millennials along with the literature in these areas. We explored the effects of OAA antecedents i.e. relevant information, advertising value, online placement and timing, scepticism and credibility, privacy and trust, design personalisation, personalisation, ad irritation, price consciousness and design of the ad all had significant impact on millennials and their experience, acceptance, rejection and preferences of online ads. We further investigated the significant influence of these usage and demographic factors on OAA antecedents such as POP engagement, advertising engagement, advertising sharing, the hours spent on POPs and population group, respectively. Social media is a pivotal tool for brands to build relationships with their consumers on a regular and interactive way and covers the places where brands are not getting engagement. The sharing is instant for online users

as an advantage to advertisers. Brands need to communicate messages that are real and be open to having a dialogue with consumers instead of just giving information that goes one way. According to the OASTs interviewed in this study, the design of the message needs to improve for better engagement. Advertisers can add content that interests millennials and is good enough for them to share with their friends and those they influence. Millennials said that they love sharing stuff, especially content they believe in. Consumers are changing the face of OA because consumers have the power to share and influence. Targeting is about demographics, a factor that marketers and advertisers will not be able to get away from when they are developing OASs.

In the next chapter the researcher will conclude the study in summary by outlining the research questions, their conclusions and the recommendations based on the discussions above.

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

This final chapter presents conclusions based on the principal research because of analysing the research data and comparing the findings to the relevant literature. Considering the explorative and evaluative nature of the study, the researcher also makes recommendations for online advertisers and online advertising strategists on the improvement of online advertising strategies targeting millennials in an era of online advertising avoidance in Cape Town, South Africa. The chapter begins by dealing with a reflection on the research problem including the study's aims and objectives, it then notes a summary of the findings in terms of millennials' perspectives and the OASs aimed at them. The section detailing recommendations addresses the design-related antecedents of OAA, considerations for improving current OASs and the design components of OASs. The researcher further discusses the theoretical contributions and practical implications of this research to the field of online advertising. The chapter concludes with suggestions for further research and the limitations of the study.

7.2 Reflections on the research problem and the study's aims and objectives

The research problem took its cue from the literature on online advertising antecedents and online advertising avoidance and its findings. The study sought to understand the factors that would influence the design of online advertising strategies, with an emphasis on millennials' attitudes towards it. The aim was to explore online advertising strategies that millennials prefer, that online advertisers employ and how they are experienced and practiced, respectively.

The insights gained from the study revealed that millennials are aware of online advertising and utilise tools that will assist them to avoid an exposure or engagement with unwanted, irrelevant or irritating online ads. The study found that millennials prefer social media platforms that share visual and interactive media and where they can share and discuss brands within these communities and email-based advertising above the other ten that were discussed. Online advertising strategists shared the pitfalls they experience such as assumption, over-personalisation and lack of research or understanding of a cohort as diverse as the millennials. They also shared their experiences for various types of platforms, brands and usage characteristics of millennials. It was easy to funnel the honest and varied comments from the interviews and focus group into summarised conclusions, since responses were very similar. It was difficult to compare the data from the interviews with current literature since information on this topic often changes especially considering behavioural and attitudinal theory and practice. We found that elements such as content, visual imagery and

technology do not stand in isolation. As much as the design elements of online ads play an important role in attracting the consumer, functionality, privacy and access through devices and the way the ads are viewed through the mediums are also pivotal for user engagement.

To gain a better understanding of online advertising strategies to millennials considering the phenomena of online advertising avoidance, the theories of expectancy-value and the theory of reasoned action were employed. Expectancy-value theory is derived from Fishbein and Ajzen (1975) based on the response of an individual determined by their belief in the product or service. The theory of reasoned action developed by the same researchers, states that behaviour is determined by the intention of the users and the evaluation of the influencing factors before performing the behaviour. In this case, antecedents influence the beliefs of consumers towards online advertising strategies and in turn their behaviour towards performing engagement and even purchase. Millennials also believe in the avoidance of online ads due to various factors and an assessment with this belief in mind will also determine their reasoning for engagement in terms of cognitive, affective or behavioural decision-making.

In chapter 1 the researcher outlined the context and OA antecedents leading into the research problem. Following this, the researcher discussed the background and problem statement of the research which included a summary of previous studies to give the context of the study aims and objectives. It was at this point that the lack of design of the ad and design personalisation exploration in the context of OA antecedents were stated. The purpose and setting of the study were outlined, OASs were discussed with the mention of ad blocking following the aim, objectives and hypotheses.

In chapter 2, definitions on general statistics in online usage and studies in consumer behaviour related to OA was expanded. This was followed by the South Africa consumer market. This was followed by statistics in online platforms, including mobile activities, socio-demographic segmentation in gender, age, marital status, education, employment status, population group and monthly personal income. The researcher then noted usage characteristics on POPs such as devices used when accessing POPs, millennials' advertising engagement, OA sharing and time spent on POPs. The influence of OASTs on decision-making were discussed from an internal and external point of view. Devices used to browse and communicate online were explained followed by a section on attitudes including its definition and attitude formation models. The OA antecedents were discussed and then the theoretical framework including the theories of expectancy value and theory of reasoned action.

In chapter 3 the various online platforms (OPs) were discussed such as social media, website, e-commerce, video, animation, web banner or popup, subscriptions, apps, game, shopping blogs and recommended information advertising. The definition of online advertising avoidance (OAA) with definition, background, models developed and OAA antecedents was outlined.

Chapter 4 outlined the approach for the research methods that was used in the study. This consisted of mapping the research objectives, the quantitative and qualitative purpose statement, the scope of the study, research perspective, which was divided into the two phases namely, the positivist and interpretivist paradigms. This was followed by the research design and strategy which was descriptive and explorative in nature. The selection of respondents was described including the sampling of population factor descriptions for both the quantitative and qualitative phases of the study using the online survey, key informant interviews, millennials' interviews and focus group. An explanation was also provided for the measurement scales used in the online survey. The tools were also described such as the online system used to distribute and capture the data from the online survey, the interview guides for both the key informant interviews, millennials' conversation and focus group. Reliability and validity were also explained followed by the procedures and guidance for the quantitative and qualitative analyses. The trustworthiness, costs and ethics were also stated.

In chapter 5 the quantitative and qualitative findings were explained and summarised. The quantitative findings were listed as usage characteristics such as the POP engagement, POP devices, POP advertising engagement and hours spent per day on POPs. The demographic factors were also listed such as the gender, age, marital status, education and employment status of millennials, population groups and monthly personal income. The frequency of OA antecedents and attitudinal response scales of the design of the ad and design personalisation were explained following reliability and validity tables and SEM analysis. The qualitative findings were explained by themes and categories that were found during the analysis process. Collectively there were seven themes and 25 categories.

Chapter 6 provided the discussion and analysis of the research. Online advertising avoidance (OAA) antecedents and design-related influences were explained along with the outcomes of the hypotheses. After this, the researcher discussed the influence of usage characteristics and demographic factors on OAA design-related antecedents and then the influence of engagement factors. A summary was given of the reasons why millennials had positive and negative attitudes towards OA accompanies by the relevant support of literature.

7.3 Participants of the study

A self-administered online survey (through FourEyes) was distributed to millennials in the five departments of the Cape Peninsula University of Technology, in a corporate environment and community youth setting as well. This online survey was divided into three parts namely, their preferred online platform (which are also online advertising strategies employed by online advertisers) for engaging with online ads, their usage factors, demographic characteristics and attitudinal responses to the antecedents of online advertising avoidance. This was used to gather information on millennials' attitudes towards online advertising strategies considering the phenomena of online advertising avoidance (Cho & Cheon, 2004). Secondly, the qualitative phase of data collection made use of key informant interviews. At the time of data collection, online strategists were asked to reflect on their knowledge and experience of the design and implementation of online ads in engaging millennials as a cohort.

Online advertising strategists shared the pitfalls of online ads as well as the strengths and largely expressed the danger of assumption on the part of advertisers in the importance of relevance of ads and its information to targeted users, online placement and timing of ads considering the devices millennials view on, the use of private information to design personalised ads, how to improve highly irritating ads, how to add value to online ads, highlighting users' price consciousness, how to decrease scepticism and improve credibility of ads, and how the design of ads can improve engagement. Thirdly, the researcher conducted a focus group with millennials and found social media and shopping networks to be their preferred platforms when browsing ads online. Several millennials were open to sharing more which resulted in several informal interviews. Most millennials browse their platforms with a positive attitude between 2 to 3 hours per day. A large percentage did not want to engage with online ads generally because they felt irritated and did not trust it, had a challenge with irrelevant information and therefore preferred online ads that were more framed in an experience and were entertaining. They felt that the design of ads was also too general and hoped that ads could be timed appropriately for email and when browsing social media or websites on their mobile devices.

From this study, the researcher would further recommend that future studies explore smaller segments of millennials or those specific profiles, personas, contexts, etc. Future research could also explore design components, demographic factors, usage characteristics and phenomenological situations with more specificity and more depth.

The precepts of these theories align with this current study, and the objective of the current thesis. The theory also clarified factors such as the adoption of attitudes towards online advertising strategies considering online advertising avoidance antecedents. These antecedents cannot be adequately understood outside the social, technological and economic environment that millennials flourish and

embed themselves in. The theory offered a systematic approach in understanding attitudes, reasoning and purchase behaviour. It also highlighted the tensions between antecedents.

7.4. Online advertising strategies directed at millennials

This study explored the attitudes of millennials towards the antecedents of online advertising avoidance (OAA) affecting the design of online advertising strategies (OASs). A large percentage of the respondents selected social media as the most frequent platform of engagement with online advertising and websites as the second most popular POP.

Researchers have argued that attractive and compelling components need to be applied to OASs for their products and services to appeal to the respective audience so that they would want to engage. In the design of these OASs, media can be strengthened stylistically to provide good images and a clear and concise layout design of the platform as well as OA. A key requirement for engaging OASs is the aesthetic and stylistic applications that are more than ordinary or kitsch. The message and visual should be cohesive since they both contribute to conveying one message. The symbolic aspects in composition of the structure or organisation of the OAS are a communication. While the visual concentrates on how to convey the message, the duration, placement, quality of content and other mediating variables for attracting and retaining consumers in real-time channels are also important (Branch & Rocchi, 2015; Njemanze et al., 2015; Petrovici & Neto, 2017).

7.4.1. Social media

Strategists agreed that millennials have grown up with social media and it is huge in South Africa. Millennials are forcing companies to take it a lot more seriously because they build their ideas of brands around the way its products function in the digitally social real-world. Several millennials from the focus group agreed that they prefer and enjoy social media platforms. Social media platforms have the highest adoption rates by millennials and are found to have the highest rates of engagement and brand experience. Due to increased technology, social media as a marketing channel is growing rapidly and is a critical component of OASs.

In numerous statistics extracted from reports in the previous chapters, the researcher can deduce that millennials are the heavy users of social media platforms and have a big impact on trends. They now represent the market of the future and the OASs that advertisers and marketers employ need to take the visual and design aspects of OA into consideration as much as the programmatic or algorithmic functions. Even though it is prevalent, users have still expressed concerns about the

privacy and sharing of their data to third parties. If they are to engage in OA efforts, being served relevant ads are very important. Therefore, it is important to look at social media platforms as a reputable and necessary mode of media in exploring antecedents of online advertising avoidance among millennials to gage online advertising strategies of advertising agencies (Lin & Kim, 2016; Lee et al., 2018; Ahmed, 2020).

7.4.1.1 Facebook

Focus group participants agreed that they check for the latest promotions on Facebook and that most of their social media time is spent on there among other platforms in order to retrieve essential information with pictures and prices. They even post these themselves as well and it becomes user-generated content. In the literature of the previous chapters, the researcher discussed and has found similarly as well, where photos and videos were most engaging and entertaining as content, the information is readily available. Another respondent said that most people used Facebook or Twitter platforms and were going to see advertising. They also said they will check the brand's Facebook page following the website. Facebook is the platform where they spend most of their social media time and it gives them key information. In South Africa, Facebook remains a popular social platform according to recent statistics mentioned in the previous chapters. It could just be the pictures posted with prices and all the need-to-know essentials about the product. Facebook is still popular with young adults even though adolescents have moved to Instagram and Snapchat.

This concludes that Facebook is still a widely adopted, used and an influential platform where millennials readily engage advertising that is relevant, attractive, shared or recommended by their peers and communities. Recommender systems also contribute to the placement of times on users' newsfeed (Murillo et al., 2016; Tran, 2017; Glover, 2018; Belanche et al., 2020; Ghosh, 2019).

7.4.1.2 Instagram, Twitter and Snapchat

According to the literature in the previous chapters, Instagram is the fastest growing app in South Africa. OASTs and millennial respondents in this study agreed that users look at the opinions of celebrities or people they follow or like on Twitter or Instagram that influence their buying and product preferences. The active population of these OPs rank high and have been noted by statistics mentioned in previous chapters as on the increase.

The brand content of OPs is attractive to users through the design, relevance and construction of content and especially because it is visual. Users also trust the review and recommendations coming from their peers on these platforms. Companies need to budget for online platforms where consumers are smart with stories and where they just use a clever caption with a cool video. These OPs are also

an affordable way to communicate through photos and video clips and is fast becoming widely used by advertisers and marketers as part of their marketing mix and engaging campaigns. OASTs are suggesting that brands engage millennials on these OPs with specifically designed ads, personalisation, visual elements and offers (Lepore, 2018; Bedgood, 2019; Fry, 2020; Smith, 2019a; Smith, 2019b).

Social media strategies work in tandem with other OA strategies such as email marketing and then websites that will drive new traffic but also current and loyal customers already following a brand. OASTs have suggested that brands spend more time building relationships in quality, timeous and quality engagement with their followers. Designers also have to become equipped with constructing the design elements in order to create a brand experience in a campaign rather than just single ads.

In this section we discussed three platforms that serve various purposes. Even though each has their specialisation according to the literature and the findings of this study, these platforms engage millennials because of relationships and its growth. Online advertisers should design ads that can penetrate online socialisation and communication in ways that will be less intrusive and more part of the daily stories millennials want to tell.

7.4.2 Websites

Focus group participants said that it is easy just to Google anything and click on the advertising. On websites the pools of data are different because people can use credit or debit cards, which has become a socially accepted practice for convenience and the norm, especially for university students. Even though South African millennials are not that well-versed with online credit purchasing, studies have found that there is a positive correlation between credit and saving behaviour. Millennials have become a large target for advertisers since they increase market share due to their avid online purchasing. OASTs said that the web experience for users' needs to be a lot more interactive and it is predicted that websites and email are going to fall away and that it will become instant chatting. The design of the interface is a large part of user experience, which also facilitates the attitudes and perception of users when they land on websites. Researchers have advised advertisers to explore a redesign of web components that would be user friendly and attractive. Due to the instant way platforms will perform, through clickable buttons incorporated with animated elements, advertising will need to change based on the platforms. According to researchers, the loading speed of a website is pivotal in creating a positive user experience as well as the rank of the website through the search engine. Responsive designs are modern and almost immediate in dynamically adapting the contents which could unfortunately take longer to load (TransUnion, 2016; Yu & Kong, 2016; Banks, 2017; Odom et al., 2017; Cheng et al., 2018; Koloba, 2018; Miroglio et al., 2018; Jankowski et al., 2019; Van Schalkwyk, 2019).

In previous research the impression of a website is determined by the visual appearance as well as the relevant information including the OA. There are numerous design aesthetics of websites that must be considered by designers for engagement, especially for e-commerce and platforms that are highly loaded and designed for OA. The way in which users navigate should be of high importance in the way they can view products and share information. Some researchers agree that ratios of graphics to text on websites should be 3:1 or 1:1 and that OA screen dominance should be balanced with website content. As users meet with the website, they also meet with the advertising. The loading time of content and how it is designed is also important. The design of websites can also predict the trust that users will have in terms of the buying behaviour and this can influence and predict the attitudes towards the online stores in general (Lin et al., 2013; Miniukovich & De Angelo, 2015). This concludes that websites are still very relevant to millennials. They will be expected to become more responsive and interactive. Websites will need to become more optimised and load faster, especially since millennials mostly access their online platforms through their smartphones.

7.4.3 Shopping networks

There has been a massive proliferation these days of online shopping platforms. While the email newsletters increase irritation for some, it works for others when the brands they have subscribed to send them product information with prices, quality and value. Millennials said that networks should not send emails at uncommon times because it is very irritating. Millennials said that some like networks that compare products or users can see which products are better, cheaper and valuable. Millennials revealed that their favourite shopping networks were Superbalist, Takealot and Spree. While shopping networks are becoming more and more common, there is a growing trend to improve and enhance branding of products on more platforms. This is a major opportunity to online advertisers to take note of (Bilgihan, 2016; Lissitsa & Kol, 2016; Reimers et al., 2016; White, 2016; Blake et al., 2017; Budree, 2017; Swiegers, 2018; Ijaz & Rhee, 2018; Wallace, 2018; Euromonitor International, 2019; Hootsuite, 2018; 2020; Montasell, 2019; Chen et al., 2019).

7.4.4 Online video

7.4.4.1 YouTube

YouTube is changing the way people consume cinematic media. An OAST said that agencies are taking pieces of video content and distributing it on various platforms for consumption with a minimal budget. Another said that this method is more targeted to audiences and good for testing. Another strategist said that YouTube is a social network even though it is also a video hosting platform. If millennials want to watch advertising, they will seek it out on YouTube. Researchers confirm that there are benefits for consumers to view ads on YouTube. Researchers found that ads on YouTube create

ad value through information and entertainment and that intrusive ads can also impact the dwindling effect of advertising interest on YouTube. While the history of avoidance was born out of skipping or ignoring TV ads, researchers said that TV as an offline medium has experienced the highest avoidance compared to YouTube video ads (Afshar, 2016; Net Age, 2016; O'Connor, 2016b; Kim & Seo, 2017; Penni, 2017; Verna et al., 2017; Yang et al., 2017; Abraham, 2018; Moahloli, 2018; Aziza & Astuti, 2019; Duffett et al., 2019a; 2019b; 2020; Firat, 2019; Iqbal, 2019; van Es, 2019). This concludes that YouTube is one of the strongest platforms hosting ads where consumers prefer to go and search them out to be informed and entertained. It is also cheaper for advertisers and also reaches more millennial audiences.

7.4.4.2 Netflix

An online strategist has commented on how well Netflix advertises with relevance to its viewers. He said they will catch the attention of viewers directly to their interest. The majority of Netflix subscribers consist of a millennial community where the 18 to 34 year old age group rules, even though they did not grow up with the platform (Matrix, 2014; Newman et al., 2020). Millennials said that Netflix is also more responsive to users' viewing history and preferences and will offer recommendations based on it and users can control their entertainment. The downside about Netflix is that users find it relieving to avoid ads completely (Chutel, 2018).

7.4.5 Subscriptions (email)

Millennials said that emailers they subscribe to and are genuinely interested in are great, since it contains the latest deals they want to know about. They also think that personalised emails are great and that the future will see emails falling away and users having instant chats with brands. Research on several platforms agree that instant messaging may replace emails, especially in the workplace to make communication more fluid and optimise on time. Platforms such as Slack, Google Hangouts, Facebook Messenger, WhatsApp and more are being used (Maina, 2013; Schofield, 2017; Douglas, 2018; Turner, 2018; Mohan, 2020).

Largely, millennials have preferred relevant and engaging emails because they like the fact that they can check it whenever they want and there is control. The emails need to be appealing visually and its content relevant. Advertising significantly affects consumers' behavioural dispositions toward email advertising. Users subscribe to receive mailers that they want to receive and are interested in. The results suggest that permission-based email is more effective compared to spam email advertising. Some research suggests that subscriptions on mobile are pivotal and a main source of advertising earnings (Chang et al., 2013; Nerves de Carvalho, 2014; BrightWave, 2016; Bratt, 2017a).

About half of the millennials participating in a study indicated a preference in email advertising. Another study noted that email continues to be a frequently used communications channel for consumers. One third of the sample under study said that they check their email frequently for marketing or advertising (Taken-Smith, 2011; Stokes, 2013; Adobe Email Usage Study, 2019).

This concludes the importance and relevance of email marketing and that millennials still find relevant and well-designed emails engaging. Due to these reasons, they will still subscribe to brands of their preference in order to receive information, discounts, etc.

7.4.6 Apps you install

Millennials agree that apps should stand for something, for example Uber or Airbnb, because they make a connection with their consumers. Millennials like to read the reviews through apps. According to Deloitte Global (2018), the sharing economy is built on apps like Uber and Airbnb. In the same study Airbnb was used by over 50% of the participants. In a sample of 2, 201 Canadian adults, 69% of 18-24 and 57% of 25-34-year-olds said they had a positive view of Uber compared to using a traditional taxi (29% for both) and make use of the app. In the Deloitte Global (2018) study of 120 millennials from the Nordics, 80% of Generation Y (18 to 37 years old) uses app-based car services. Nearly 75% of all rides were done through the app. In an in-depth analysis of 18 focus groups conducted in six European countries (The Netherlands, Germany, Norway, Italy, The United Kingdom and Switzerland), findings were based on millennial consumers. There were numerous and positive reviews from the platform. It seems that the apps work in conjunction, as many millennials that are booking Airbnb are also using Uber, since they travel, especially because it is convenient. One strategist suggested that advertisers should think more about app development than websites. A millennial said they would prefer to pay for a useful app than receive lots of media or ads that are not relevant to them. Researchers agree with this and said publishers could be monetizing traffic in-app if they move their activity. One study concluded that Airbnb is an example of the process of 'branding'. Some believe that users find apps they have voluntarily downloaded to be valuable and useful resulting in positive attitudes. The app, by extension and compression becomes the website of the brand. These are identified as native apps. In terms of apps' developmental and aesthetic value, the visual stimuli of the app are also important in drawing consumer interest and developing purchase intention. The visuals also represent the brand and its values. The imagery and the products must be relevant (Deloitte Global, 2018).

7.4.7 Online games

One millennial said that advertising in games should provide a useful service or engagement and should be interactive and clever, like the KFC online game. This is an example of advergames (Kinnard & Hartman, 2013). Advergames have been researched in numerous contexts such as brand management, social media, tourism, food products, emotional connection and location-based advertising (Chou & Wang, 2016; Lupiáñez-Villanueva, 2016; Stavljanin et al., 2017; Vashisht & Pillai, 2017; Farías, 2018; Catalán et al., 2019). One strategist said that games should be about creating a space and allowing users to come into the South African section of the Abraham (2018), playing games were still some of the highest ranked online activities by age groups 16-24 (68%), 25-34 (69%) and 35-45 (72%). 21% of users indicated their games player was a portable device. Some users know that they were being advertised to, but they did not mind it. Serazio (2015) alluded to this when he said that marketers should look at being creative in branded and branding online games.

Ad placement is beyond just the game but becomes a standpoint in strategy and is used in a unique way because it could speak and promote the brand throughout the gaming experience. In advergames, the customer is not interrupted by in-your-face ads but can choose to engage. The gamer has fun because the advertising content is becoming part of the gaming experience. Gamers can get rewards and reach levels that offer them value.

7.4.8 Shopping Blogs

The facilitator of the focus group discussion with millennials, added to the discussion that advertisers who present ads on blogs should ensure that it relates to the blog content. Various researchers have discussed the dynamics behind blog post content and blog advertising. Blogs must be entertaining, interesting, a pleasure to view and the content of value to the reader. Bloggers provide their opinions and sometimes the bare truth of their experience as a review, especially when sharing about products and services. The ads need to be relevant and authentic (van Esch et al., 2018; Samala, 2019).

The attitudes of users towards blogs are positive as discussed in the previous chapters. The most important factor to note is that OA needs to be relevant to the blog content as recommender or programmatic ads might not place or share ads that are relevant, thus inciting irritation and avoidance behaviours. The researchers found that there was a psychological connection between the consumer and the ad creator because consumers connect with and engage in ads that are perceived as authentic, credible and less deceptive and are also influenced by the level of trust they have in the blogger.

7.4.9 eWOM

The practice of word of mouth arose as an answer among advertisers. An online advertiser said that word of mouth will remain a trusted mode of online advertising. Another said that WOM is exponentially greater than other forms of advertising because it gives everyone the opportunity to influence. eWOM has been explored and studied in various contexts, where researchers have found positive and increased correlation in its use through social media platforms and reviews of products in e-commerce and online shopping behaviour (Erkan & Evans, 2016; Ewalda et al., 2016; Gvili & Levy, 2016; Husnain et al., 2016; Pham, 2016; Huete-Alcocer, 2017; Shahid et al., 2017; Martínez-Navarro & Bigné, 2017; Porter, 2017; Yang et al, 2017; Chang & Wang, 2019; Hirzianto et al., 2019; Ngarmwongnoi et al., 2020).

In an online survey to university students in Turkey, respondents recommended positive word of mouth to their friends. In the meantime, the electronic WOM influences the consumer purchasing decision, which in turn affects the purchasing intention in two ways positive or negative. eWOM, meanwhile, influences the purchasing decision of the consumer, which in turn affects the purchasing intention in two ways - positive or negative. Word of mouth stimulates consumer expenditure and accounts for two-thirds of consumer product sales, according to a study. eWOM is one of the most effective factors influencing brand image and purchase intention of brands. In terms of an unbiased point of view and opportunity to provide, millennials value the opinions of others on social media (Choi & Scott, 2013; Solomon, 2015; Sa'ait et al., 2016).

Due to the fact that the millennials share reviews, whether it is negative or positive, it still contributes towards a general and relevant view about brands, even though eWOM has a more negative influence, impacting on a firm's reputation, the quality of a brand, degradation of attitude towards the brand and distrust (Gvili & Levy, 2016; Zhang et al., 2017; Chu & Kim, 2018). Studies have shown that gender plays a significant role in eWOM (Barnes, 2015; Jorgensen & Ha, 2018; Milaković & Ivasečko, 2018; Zhao et al., 2019).

In eWOM reviews were shared on the social media account of the brand, the stronger ones increased the attitude of the respondents. Similar conclusions were made, where the eWOM was credible and valuable in changing attitudes positively and where persuasive messages enhanced the consumer's brand attitude (Wu & Wang, 2011; Wang et al., 2015; Park & Jeon, 2018; Sethi et al., 2018; Heryana & Yasa, 2020).

7.5 Design components of online advertising strategies

It is important for online advertisers to recognise that the design interface including the visual components of an advert must be taken into consideration along with the technical and interactive

elements of online ads. Users are drawn by the visual aspects first before they decide to interact with it.

It is important to note that this study found that a good design and design personalisation of OAs resulted in more positive perception regarding ad irritation. This finding emphasises the importance and value of the design of the ad and design personalisation in OASs.

7.5.1 Design in POPs

On Snapchat users are clever with stories, where they will post a video or good quality photos with a cool caption. According to an OAST, the website experience needs to become much more interactive, where users can subscribe to receive their offers or specific news about the brand and instant chat. More things are becoming clickable and more animated or moving elements are being incorporated with lesser content but bolder graphics. Online advertisers have been spending more money in producing high quality short videos that can be used on social platforms on large media for broadcasting. In this way online advertisers also get to trial and test at lower costs to make sure that they are getting engagement with their desired target audience. At the end of the day, even though a channel like YouTube is a video-hosting platform, it is also a social network. Electronic word of mouth is still highly trusted and recommended.

7.5.2 Influence of demographics on design antecedents

According to the OASTs, there is no possibility of really getting away from demographics when developing for marketing. A strategist suggests that the way advertisers are going to know and understand their demographics better will become more scientific. Matching target audiences with products are challenging especially the content that will be "activating" that demographic. The break-down of the ideal 'one-person' known as personas becomes an important part in the strategy development process. Strategists also believe that the creative can formulate how best to speak to certain kinds of people.

7.5.3 Influence of usage factors on design antecedents

According to the OASTs, many users still trust doing banking transactions or payments more on their PC or laptop than over a phone. Even though leads are coming through the mobile phone, transactions are still happening on a desktop-like device, where there is a full picture of the website or shopping platform. They also agree that much more people have access to a smartphone compared to other devices and because of this the design and functionality for advertising on mobile

will become pivotal. Advertisers are encouraged to change their shift and objective of engagement to go through the smartphone. Designers and developers need to understand the specialisation of adapting for mobile devices and especially for millennials. It is also important to consider how seamless online activities are becoming as users move between their different devices during the day – from their workstations, onto their mobile devices, wearables, etc. OASTs suggest that advertisers strategize on how they want to tell the story. Media is only the method of delivery and there are multiple interactions, from the first encounter a user makes, ultimately to purchase. OASTs have also said that millennials share advertising or brands that they believe in because they want to feel comfortable and confident with sharing it with their friends. They share because it is useful, relevant or inspires them.

7.6 Recommendations – How OASs on millennials attitudes can be improved or changed

To improve the design of OASs in the practice of online advertising avoidance, this study makes several recommendations. These recommendations focus on raising awareness among various stakeholders in online and digital advertising such as online retail advertisers, online merchants using various tools in e-commerce, apps, email, social media and eWOM on the need to address the 10 antecedents of OAA to improve millennials' engagement with online ads. The recommendations emphasise the necessity of improving online advertising strategies and providing insight into the technical and sensitive online environments where millennials build their online communities and share information, opinions and ideas. The recommendations also propose key information on how to improve the antecedents of ads which influence the design of online advertising strategies. These strategies are informed by the relevant findings which point to the factors that cause millennials to avoid and adopt negative attitudes towards online ads as well as the assumptions online advertisers use to design online advertising strategies to engage millennials. The recommendations of this study are also informed by expectancy-value theory and theory of reasoned action, which presented the perceived beliefs of millennials about online ads and the behaviours adopted and exercised when encountering ads on their preferred online platform. The major recommendations proposed are as follows:

In the key informant interviews with OASTs, we found that online advertisers need to be aware of which platforms work best for which type of audience with what type of content. For example, if you are going to use photos to sell or market your brand, Instagram would be the best. OASTs believe that social platforms should be about turning followers into active promoters on the brand, wherever they are sharing and socialising in the context of the brand. Channels need to become more linked to each other, e.g., from the social platform to an emailer that users can subscribe to, to a Twitter account where social or news information would break first. Brands that use Google Ad Words will achieve

more by driving their purchases through their websites. The algorithms continuously change and the focus is becoming mobile first since this is where demographics are going. Users want information that is easily accessible and immediate. OAs need to be aware of the legitimacy of their Google Analytics since results can become skewed by the online spiders, crawlers, bouncer ads and the fear users have of tracking funnels. The tools are important for measurement since this can still be very challenging for e-commerce. Users are finding click-throughs to be spammy and that is why some of their analytics could come up as very low. Millennials like personalised mailers with content they have subscribed to and with deals that are relevant to them. According to OASTs, an online service needs to stand for something and make a connection. The examples of those provided are Airbnb and Uber. They have no products, represent connecting with people and assure safety. Strategists have recommended that advertisers need to think more about apps than websites because users are paying for apps to receive no ads. They are finding alternative platforms or online spaces to use where they do not have to be served ads they do not want to see. According to OASTs word of mouth is still largely trusted and best for advertising and is also opening more opportunities for users and businesses or brands to create chains of influence.

7.7 The use of theories

The study's theoretical contributions are confined to the field of the design of online advertising with a specific focus on online advertising strategies in an era of online advertising avoidance practice. Literature in the field of online advertising avoidance and its antecedents were used relating to platforms, devices and demographics.

Such literature as is available is marked by the gaps and lack of knowledge in the areas. Not much is known about these antecedents in relation to their influence of online advertising strategies with South African millennials' demographic and usage factors as the context. It is hoped therefore that some of the findings of this study might assist in the improvement of antecedents and the development of OASs, based on established models of online avoidance, to focus on improving negative attitudes towards online ads, from a South African perspective specifically. The researcher has not established a specific contribution of the theories of Expectancy-value or Reasoned-action but has used it as lenses to approach the research problem. These theories have guided the understanding of millennials' attitudes towards OASs.

Online advertisers shared models that they use as part of the process of their strategy design. Some of the models that were mentioned were McKinsey 7s Framework (Demir & Kocaoglu, 2019); The Loyalty Loop (Court et al., 2009; Court et al., 2017); Porter's Path or Porter's Five Forces (Porter,

1985); SWOT Analysis by Humphrey in the 1960s (Morrison, 2012), etc. In exploring models employed in OAS development, researchers could consider looking into this for further study.

7.8 Practical implications

Statements have been made in our findings in terms of research and the processes agencies follow. According to five advertisers, the digital perspective of things is very much research based. They believe that it is quite tricky and that there is a gap between the understanding of how consumers behave and the consumer-insight space. Advertisers need to cross pollinate different sources and find the digital insights that are up to date and relevant. An advertiser mentioned Distell as an example, where they will have a person working full-time on a research project once a year. They will move through the country, interview thousands of people, show them bottles and ask them questions relating to their consumer behaviour and preferences around alcohol brands. Some advertisers see there is a gap in digital specific behaviour, especially if it is context or brand specific – like in South Africa and how South African consumers think or behave. An example of women's deodorant was made. In a pitch, the client may ask the advertisers, "where are they in terms of what they are doing on digital?" and the advertiser needs to have answer that an x amount is on Facebook, an x amount has internet access, etc. Some South African ad agencies conduct their own research on mobile, daily and internet usage. They also believe that more research is needed on consumer channel choices, attitudes, decisions as well as demographic and geographical information.

Agencies also look at international trends to see where things are going on a global scale. They also find that research in South Africa struggles to keep up. OASTs believe that some of the strategies or research employed is trial and error and that there is not a strict formula. Some are trying to find out what they should do and others what they should not do in terms of strategies. Research makes the conceptualisation interesting and compelling. One of the biggest lessons for agencies currently is that they cannot underestimate the intelligence of the target market because they often use assumption. An agency may push out 4 or 5 different things and then assess which one works. They also make use of surveys and the analytics are taken from the ads themselves. They also do a lot of desk research in order to look at trends. Certain information will be primary research and another secondary research. Agencies also make use of "voxprops" because it gives real opinions of real people that have reasons to share. Some online advertisers find that focus groups don't work because people are so different and it is not valuable enough.

One agency follows a process where they will explore the emerging technology, then the demographic, their location and then further segment the target audience into sample groups to study more in-depth. They also analyse the social platforms such as Twitter or YouTube comments to get

insight into what people generally think. Agencies do internal and social audits that is done qualitatively and quantitatively. The data is then presented back to the client or used within the strategic process. The data could consist of sales data or research into self-wellness. An advertiser said that strategy is a personal approach and advertisers need to assess which would be the best approach for them based on the client.

7.9 Limitations of the study and suggestions for future research

The results of this study could be generalised to an extent in that it can serve numerous areas in design advertising and marketing but cannot be generalized to other cohorts. This study was limited to five departments of Cape Peninsula University (CPUT), millennials in corporate spaces fitting the basic criterion and millennials in urban communities around Cape Town. In terms of the key informants, 17 online strategists were interviewed from online or digital agencies in Cape Town. In total 3 430 millennials completed the self-administered online survey and five millennials comprised the focus group. This study did not include other cohorts outside of the framework of Millennials, neither online advertising strategists that were not currently working in an online advertising space within industry. All the participants were based in Cape Town.

7.9.1 Suggestions for further research

Keeping the limitations of the study in mind, future research could widen and complete the picture it presents as follows:

1. Future research could include a larger sample size from other institutions of tertiary education such as colleges, academies or universities in other cities across the ten provinces of South Africa, to produce a broader account of other millennials' experience or preferences based on their usage and demographic factors. Further research needs to be conducted in exploring more antecedents and the technological influence of automation and programmatic components in online advertising that creates the reasons for fear and avoidance in millennials in preventing engagement.

2. Research that links to online advertising engagement and experience patterns along with the effect of the design aspects of antecedents could be explored in more depth as they were not fully tackled in the current study.

3. Bearing in mind the limitations of this study as previously pointed out above, future research could widen and complete the picture it presents as follows:

4. Future research could explore more design-related OAA antecedents in-depth and qualitatively.

5. Future research could extend to other provinces or across other universities in the Western Cape and even South Africa.

6. Research can be conducted in a case-study format within a particular online advertising agency exploring the exact strategies employed in OA engagement.

7. Further research could explore specific and in-depth design factors in OAA and its causes.

8. Could explore OAA models that are specifically employed when looking at design-related factors or influences in improving OA strategies to minimise OAA.

7.9.2 Limitations

The researcher is a Millennial, as well as a graphic designer, who works closely in overlapping fields of OA and graphic design. For this research it was vital for the researcher to be objective. Deductive reasoning is the motive why the researcher is referred to as 'the researcher' instead of 'I'.

Due to limitations on financial resources, the study was restricted to a convenience sample of millennials and OASTs within digital/online agencies located within Cape Town, Western Cape. This means that the data may also be area specific and may not be representative of all agencies and their strategy design practice or the view of the entire population of millennials.

The first limitation was that the respondents were millennials only, according to the criterion set for selecting the sample. The second limitation was that the researcher only contacted online strategists or digital experts experienced in online or digital advertising in Cape Town, Western Cape and interviewed those that had complied with the knowledge of ethics and what was required for them to share. This means that the data may also be area specific and may not be representative of all agencies and their strategy design practice or the view of the entire population of millennials. The third constraint was that the depth of the data was dependent on the OASTs interviewed and their pool of knowledge and experience in the design of the components of OASs employed to engage millennials. These OASTs must have worked, be working or freelancing for a digital or online advertising agency (OAAY). A large percentage of these participants were in management of these agencies and equipped with many years of experience.

7.10 Conclusions

In reflecting on the objectives of this study, there was an overall positive effect of OA design-related antecedents on millennials. This was specific for factors such as making sure that the design elements were relevant to the content, placed appropriately and engaging. The influence of usage characteristics showed that millennials who used POPs often had more knowledge and experience of OASs compared to those who did not, therefore, those who used POPs for longer periods experienced more irritation and annoyance and were likely to install ad blocker software on their devices. Millennials who also engaged with OA they preferred, liked and suited their lifestyle also readily shared, wrote reviews on and looked for reviews on OASs. They were also more than likely to share the experience of information about the brands, becoming advocates and brand ambassadors in creating user-generated content. In order for this to be prevented, it has been advised that online advertisers and marketers take more time in understanding the demographics and preferences of target audience segments and cohorts with research instead of assumptions. Demographic characteristics such as age set the biggest parameter for the study, since the researcher looked at the influence on millennials. It was noted that in comparison to past and current statistics and data from the respondents of this study, that different age groups react to and adopt POPs and OASs differently. It has been established that millennials have both positive and negative attitudes towards OA under specific circumstances of OASs as discussed in previous chapters. The negative attitudes have certainly opened up the discussion from OAST responses in how OASs might be further improved. OASTs have shared conditions they have experienced and the researcher has outlined and discussed these in the recommendations section (7.6) of the current chapter.

As a practical contribution, this thesis offers valuable insight into the attitudes of millennials towards online advertising avoidance antecedents, on what could encourage improved design of online ads to engage millennials and influence their purchase beliefs and behaviour positively. The study encourages online advertisers to prevent acts of assumption when designing online advertising strategies. While millennials are very aware, knowledgeable and personal about ads, priority needs to be given to the balance between the designs of antecedents that have attitudinal influence on millennials choices to engage in online ads.

The following final section provides a snapshot of the researcher's journey by highlighting some of the important lessons the researcher learned during the study. This process of recalling events and how they happened is essential in any study as it assists in improving the quality of similar studies in the future. The process emphasises some of the researcher's key strengths and weaknesses and how these were dealt with along the way. In all, a design that is visually less attractive will create difficulty for consumers in their decision-making to click or engage with brands and might even

decrease the retargeting OA compared to the generic OA. What has been generally neglected is the advertising agency's knowledge, response and approach to the design of OAS in the face of research in personalisation, targeting and the focus of elements in the design of OA to work in congruence or close relation with technical or algorithmic tools (Frick & Li, 2016).

7.11 Recalling the researcher's journey

In qualitative research, the researcher is the main instrument for the data collection of data, which means that the researcher should include some information about his or her capabilities, training, values and worries, as they might affect the output or quality of the end results. Additionally, a true account of the research journey needs to be given, recalling the topic development, limitations and background. With my background in graphic design, marketing and social media advertising, carrying out this research was still challenging in terms of linking the attitudes of millennials and their preferences to the design of online strategies. Especially because the research was both quantitative and qualitative, every detail needed to be presented in a way that confirmed to the requirements of a Master's degree thesis. The concept of this study was developed from online advertising avoidance and its antecedents. The study was also inspired by Cho and Cheon (2004) as well as Ha and McCann (2008), whose focus was development and understanding of online avoidance and attitudes. The focus of the present study was to explore attitudes of a wider variety of antecedents and the influence of usage and demographic factors on attitudinal responses in an aim to design online advertising strategies that would engage millennial users.

Considering the numerous benefits of this research to online advertisers, account managers in advertising firms, graphic and digital designers, UX/UI designers and online/ digital marketers, it is clear that there is value in exploring, evaluating and examining the impact of consumers on brands and vice versa. This greatly informs online advertising strategies, even amid the changing tides of society and the industries that drive this field.

In this study, respondents were helpful and participants forthcoming. The research was very interesting in terms of discovering the relationships between design and technical or programmatic aspects of online advertising in the context of social meaning and behaviour. The honest responses of a variety of personalities of millennials made the qualitative data even richer and was a pleasure to explore.

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APPENDICES

Appendix A: POP (preferred online platform) online survey

Preferred Online Platform (P.O.P.) Survey
Thank you for voluntarily participating in this study on online advertising. The survey will not take longer than 10 minutes to complete and no personal particulars are requested. Responses are confidential and will provide valuable information on online advertising strategies that will be used for academic purposes. Thank you!

1. Tick ONE of the following platforms that ENGAGES you the most in online advertising:
☐ Social Media (For example: Facebook, Twitter, etc.)
☐ Websites (For example: Gumtree, GroupOn, Brand sites, Retailers, etc.)
☐ Shopping Networks (For example: TakeALot, Amazon, Zando, Loot, Orange, etc.)
☐ Video (YouTube Ads, Vimeo, etc.)
☐ Animations
☐ Web banners/ Pop-Ups
☐ Subscriptions
☐ Apps you install
☐ Games
☐ Shopping Blogs
☐ Recommended to you when browsing
☐ Other_____

2. Tick ONE device that you prefer to use when browsing your Preferred Online Platform (P.O.P.)
☐ PC   ☐ Laptop   ☐ Tablet   ☐ Mobile/Smartphone   ☐ Other (Please specify)_____

3. How often do you ENGAGE with advertising on your P.O.P.? Tick ONE
☐ Rarely   ☐ Sometimes   ☐ Often   ☐ Always

4. How often do you SHARE advertising on your P.O.P.? Tick ONE
☐ Rarely   ☐ Sometimes   ☐ Often   ☐ Always

5. How many hours do you SPEND on your P.O.P.? Tick ONE
☐ ≤ ½ Hour   ☐ ½-1 Hour   ☐ 2 Hours   ☐ 3 Hours   ☐ 4 Hours   ☐ ≥ 5 Hours

6. Which ONE of the following causes you to MOSTLY ENGAGE on your P.O.P.?
☐ Relevant information of the ad
☐ Value I will receive from engaging with the ad
☐ Online placement and timing of the ad
☐ Credibility of the ad
☐ Trust towards the ad (I can adjust my privacy)
☐ The ad is personalized to me
☐ Bandwidth of the ad (Uses limited data to load)
☐ Price of the service or product suits me
☐ Interface of the ad

7. Demographic Factors
7.1. What is your Gender?   ☐ Male   ☐ Female
7.2. Your age (in years)?   ☐ 18-21   ☐ 22-25   ☐ 26-29   ☐ 30-33
7.3. Your marital (marriage) status?   ☐ Married   ☐ Living together   ☐ Single   ☐ Widower/Widow
☐ Separated   ☐ Divorced
7.4. Your highest level of education?   ☐ Gr. 8-11   ☐ Gr. 12   ☐ Completed Gr. 12
☐ Post-Matric Diploma/Certificate   ☐ Degree   ☐ Post Grad. Degree
7.5. Your employment status? ☐ Employed (full-time) ☐ Employed (part-time)   ☐ Self-employed   ☐ Unemployed
(not looking for work)   ☐ Unemployed (looking for work)   ☐ Student   ☐ Housewife   ☐ Other:_____
7.6. With which population group do you associate yourself most? ☐ Black   ☐ Coloured   ☐ Indian/Asian
☐ White   ☐ Other:_____
7.7. What is the average monthly income? **Please indicate**
☐ ≤ R800   ☐ R801-3 200   ☐ R3 201-6 400   ☐ R6 401-12 800   ☐ R12 801-25 600   ☐ R25 600-51 200
☐ R51 201-102 400   ☐ R102 401- 204 800   ☐ R204 801+

8. Please indicate the extent to which you agree/disagree regarding your P.O.P. (Preferred Online Platform) statements:
   TICK ONE block per statement

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Relevant Information					
Online ad information assists in receiving the right message about the product/service					
Online ads facilitate the understanding of new product/service information					
Online ads provide useful information on products/services					
Online ads are effective in helping to better understand the information on products/services					
Online ads provide relevant to the content I'm viewing					
Online ads assists me in getting what I want or need					
Value					
Online ads are important					
Online ads are valuable					
Online ads are useful					
Online ads are effective					
Online ads work together with me to produce offerings that better suit me					
Online ads interact with me to design offerings that meet my needs					
Online Placement					
I expect online ads to disrupt the reception of desired content					
I expect online ads to intrude on my search for information					
I expect online ads to disrupt viewing of content					
I expect online ads are excessive					
I expect online ads are invasive					
I expect online ads to be related to the content on the online platform					
Skepticism & Credibility					
Online ads present a different picture from the actual product or the service					
I feel that online ads are exaggerated					
I feel that online ads are not objective					
I feel that online ads are not believable					
I feel that online ads are not convincing					
I feel that online ads are misleading					
I feel that online ads are not credible					
Privacy/Trust					
I am concerned about the potential misuse of personal data					
I fear that my information has not been stored safely					
I feel uncomfortable when my data is shared without permission					
I do not trust the information conveyed in online ads					
It bothers me to receive too much online ads of no interest to me					
I feel my personal information given for transaction will be compromised to a third party					
Design Personalization					
I feel that the design of the online ads are tailored to me					
I feel that the design of online ads are personalized to me					
Personalization					
I would be prepared to spend time providing my personal details (a user profile) to make online					
I think that personalized online advertising enables me to order products that are tailor-					
This personalized online advertising makes me feel that I am a unique customer					
I prefer online ads that are adjusted to my preferences					
I allow retrieval of my browsing history (cookies)					
Ad Irritation					
I feel that online ads are irritating					
I feel that online ads are deceptive					
I feel that online ads are annoying					
I feel that online ads are intrusive					
I feel that online ads are almost everywhere					
I find that most online ads are messy					
I am often irritated by unwanted pop-ups in most online ads					
Price Consciousness					
I get better value for my money in brands advertised online than in unadvertised brands					
I click on the online ad that has the best value for money					
I compare the price-offer with all other aspects of the brand or product on the online ad					
I will click on the online ad if the price-offer is advantageous to my budget					
I usually buy online when products or services are on sale					
Price is a very important factor when it comes to online comparison					
Design of the ad (Interface)					
The design of the online ad must be attractive					
The design of the online ad must be easy to understand					
The design of the online ad must be easy to navigate					
The design of the online ad must not access links I do not expect					
The design of the online ad must be changeable according to my viewing preference					
The design of the online ad must be good					

Thank you for your time! Please feel free to contact me on nmcreativ@gmail.com

Appendix B: Key-informant interview questions for online advertiser or online strategist

Project Title: An exploration of online advertising strategies to millennials in an era of online advertising avoidance

Researcher: Natassha Miller

Faculty of Informatics and Design, Cape Peninsula University of Technology

All the key informants received the POP Survey that was conducted to give them a more technical idea of what we had explored regarding millennials' attitudes. The questions were generally unstructured but followed the items of the POP survey and the following below:

Questions derived from POP survey

1. Which of these POPs (Preferred online platforms) engage millennials the most? (Refer to Appendix A)

    Please elaborate on some of their use in the marketing mix in a paragraph.

1. What do millennials prefer to use when browsing on their POP? (Refer to Appendix A)

2. In your experience, why?

3. How often do millennials engage online advertising on their POP? (Refer to Appendix A)

4. How often do millennials share online advertising on their POP? (Refer to Appendix A)

5. What causes millennials to engage the most on their POP? (Refer to Appendix A)

6. Please elaborate on why any of these are important to consider in online advertising strategies.

7. What are some of the demographic factors of the LSM that engages and shares online advertising the most? For example, 21 years old, urban setting, approx. earns R8 600 per month, etc.

8. Comment on each of the below constructs that affect the engagement of millennials with online advertising. List from the survey for options.

9. Do you make use of academic models to design online advertising strategies that engage millennials?

Conversational questions

1. What is an ad campaign that hasn't worked, and why hasn't it?

2. How do you effectively measure your campaigns?

3.   Who are the millennials?

4.   Why do you target them?

5.   How do you target them?

6.   What works and what does not?

7.   In an age of online advertising avoidance, millennials are known be its biggest supporter, how do you circumvent or design your advertising to prevent avoidance?

8.   What is your online advertising strategy?

9.   What are the attitudes of millennials towards online advertising?

10.   What are your agency attitudes towards millennials as a target audience?

11.   How do you conduct customer research?

Appendix C: Key-informant interview invitation and consent letter

Project Title: An exploration of online advertising strategies to millennials in an era of online advertising avoidance

Researcher: Natassha Miller

Faculty of Informatics and Design, Cape Peninsula University of Technology

Dear Sir/Madam

You are kindly being requested to be interviewed as an expert or key practitioner in the field of online advertising in the research project conducted by Natassha Miller from the faculty of Informatics and Design at Cape Peninsula University of Technology. The main aim of the research is to explore and seek clarity on the formulation of online advertising strategies to the Millennial cohort on Cape Town in an era of the phenomenon of online advertising avoidance. If you consent to participate, your responses will assist to improve knowledge on online advertising strategies and consequently, if applied, the attitudes of millennials towards their preferred online platforms in their engagement with online advertising. Any of the information you have shared will be protected and your identity remain anonymous and confidential. The data will be securely stored in a locked space in the research supervisor's office in the Faculty of Informatics and Design and will be accessed by the researcher only. Your participation in this research is fully voluntary. You have the right to refuse to answer any questions or withdraw from the interview at any time by advising Natasha Miller. Your withdrawal or refusal to participate at any given time with not harm your relation to the Faculty of Informatics and Design at CPUT or the researcher. If you have any questions and would like to contact the researcher by phone on 0712850730 or email mtechdatanm@gmail.com you are welcome to do so.

By signing below, you consent to participate and be allocated as an expert key informant in the exploration of online advertising strategies used to engage millennials in their preferred online platforms in light of online advertising avoidance as conducted by Natasha Miller. I understand that the data collected from my engagement and sharing with be for academic purpose and publication and I content that it be used in the manner explained above.

Signed   Date

…………………………………….   ………../ …………/ ………….

Name (Please print)

Appendix D: Research participants' consent form

Project Title: An exploration of online advertising strategies to millennials in an era of online advertising avoidance

Researcher: Natassha Miller

Faculty of Informatics and Design, Cape Peninsula University of Technology

Dear Sir/Madam

You are kindly being requested to be interviewed as millennial in the field of online advertising in the research project conducted by Natassha Miller from the faculty of Informatics and Design at Cape Peninsula University of Technology. The main aim of the research is to explore and seek clarity on the formulation of online advertising strategies to the Millennial cohort on Cape Town in an era of the phenomenon of online advertising avoidance. If you consent to participate, your responses will assist to improve knowledge on millennials experience of online advertising strategies and consequently, if applied, techniques to better engage them on their preferred online platforms. Any of the information you have shared will be protected and your identity remain anonymous and confidential. The data will be securely stored in a locked space in the research supervisor's office in the faculty of Informatics and Design and will be accessed by the researcher only. Your participation in this research is fully voluntary. You have the right to refuse to answer any questions or withdraw from the interview at any time by advising Natassha Miller. Your withdrawal or refusal to participate at any given time with not harm your relation to the Faculty of Informatics and Design at CPUT or the researcher. If you have any questions and would like to contact the researcher by phone on 0712850730 or email nmcreativ@gmail.com you are welcome to do so.

By signing below, you consent to participate and be allocated as an millennial in the exploration of online advertising strategies used to engage millennials in their preferred online platforms in light of online advertising avoidance as conducted by Natassha Miller. I understand that the data collected from my engagement and sharing with be for academic purpose and publication and I content that it be used in the manner explained above.

Signed   Date

………………………………………….   ………../ …………/ ………….

Name (Please print)

Appendix E: Unstructured questions for focus group

Project Title: An exploration of online advertising strategies to millennials in an era of online advertising avoidance

Researcher: Natassha Miller

Faculty of Informatics and Design, Cape Peninsula University of Technology

All participants had also filled out an online survey and showed an interest in sharing more of their opinions in a focus group scenario. The researcher then setup a focus group with 5 millennials including a facilitator with the same background as the researcher and with a good understanding of the research purpose. The participants were required to give a brief description of their current background but had the right to remain anonymous.

The facilitator introduced the study, just to refresh the minds of the participants and set the tone for the group conversation. The facilitator stated and answered the following questions as part of the introduction:

1.   Who are the millennials?

2.   Where do you fit in?

3.   Who are you?

All the millennials introduced themselves, the position they hold at their company and a quirk about themselves. Their profiles are as follows:

P1: Amazon Web Services: Social Media Dept.

Responsibility:

We offer support on their social media platforms on Twitter/ FB and other platforms as well as internal event monitoring. We hold summits and we monitor those summits and make sure it goes smoothly on the online site and if there is anything that comes through. We also have our enterprise big customers that will ask us to monitor things and make sure that their new service is running smoothly.

Quirk: I review everything before I buy it.

P2: Currently a junior IOS developer. We did with different kinds of clients that want Apps. If someone wants an app, we will develop it for him or her. I am a self-taught developer through YouTube and online tutorials. I am always reading, always trying to learn new stuff.

Quirk: I YouTube everything

P3: Final Year Civil Engineering Student at CPUT. I like tech-stuff.

P4: Regulatory Affairs Scientist

Quirk: I read up about everything

P5: A graphic designer/digital-going-into-web-design.

Quirk: I am not very tech-savvy

Prepared questions:

1. What is your reaction to online advertising?

2. Does online advertising have a place in society? Why/Why not?

3. What about an online advert is appealing to you?

4. What about an online advert is annoying to you?

5. Is advertising cultural? How?

6. Comment on Cape Town online culture and advertising

Conversational questions:

1. How does online advertising affect your day?

2. From morning to evening. When you wake up, when you drive to work, during lunch, when you leave work, etc.

3. Question from Facilitator: Many of you said radio. Do you tend to change the channel when ads come on?

4. What are you enjoying and what do you prefer? What of those ads do you enjoy?

5. Question from Facilitator: You mentioned disruptive, what does that mean?

6. What adverts are you avoiding?

7. What are you concerned about? What is the reason you are concerned?

8. Question from Facilitator: Regarding the more than 5 emails, do you find that to be effective in terms of having that many to get certain content?

9. How would you like to be advertised to? How would that look?

10. Question from Facilitator: Do you feel that with the way that advertising is being handled that a lot of our freedom is taken away because we are being bombarded with so many things that obligates me.

Appendix F: Ethical clearance certificate

Cape
Peninsula
University
of Technology

Office of the Deputy Vice Chancellor:
Research, Technology Innovation & Partnerships
Bellville Campus
P O Box 1906
Bellville 7535
Tel: 021-9596242
Email: NhlapoC@cput.ac.za

6 May 2016

Miss Natassha Miller
Cape Peninsula University of Technology
Faculty of Informatics and Design
Cape Town

Dear Miss Miller,

RE: PERMISSION TO CONDUCT RESEARCH AT CPUT

The Faculty Research Ethics Committee received your application entitled "An examination of online advertising strategies targetng Millenials in an age of online adverstisement avoidance", together with the dossier of supporting documents.

Permission is herewith granted for you to do research at the Cape Peninsula University of Technology.

Wishing you the best in your study.

Sincerely

APPROVED
Chair Senate Ethics Committee

0 6 MAY 2016
Cape Peninsula
University of Technology
Sign: ....

PO Box 1906 Bellville 7535 South Africa
086 123 2788

Appendix G: Copy editor certificate

4th December 2020

The Supervisor

Prof Rodney Duffett

Marketing Department: Associate Professor and Research Co-ordinator
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PO Box 652 Cape Town 8000
Hanover and Tennant Street, Zonnebloem, South Africa

Dear Prof Duffett

Re: Confirmation of language editing of thesis

I hereby confirm that I performed the proofreading and editing of a Thesis submitted in fulfilment of the requirements for the degree Magister Technologiae: Graphic Design in the Faculty of Informatics and Design at the CAPE PENINSULA UNIVERSITY OF TECHNOLOGY titled: AN EXAMINATION OF ONLINE ADVERTISING STRATEGIES TARGETING MILLENNIALS IN AN AGE OF ONLINE ADVERTISING AVOIDANCE by NATASSHA VERA MILLER.

Yours truly

Ms RA Basson (MA Research Psychology)
Email: renedabasson@gmail.com

Appendix H: Turnitin originality report

Turnitin Originality Report

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