

"Investigating An Inducement, Of Gen-Z Behavior – Avoiding Social Media Advertising"

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ABSTRACT

Note that six thousand to ten thousand adverts, on average estimated, can be exposed to a consumer in a single day, as per the study. On the go, Gen z; are on the cusp of adulthood, as they are the colossal consumer market than any other generation. They've been grownup in a technology-driven world without any doubt; Indeed, they breed up with limitless options, but their time is not so. As a tech-native, they depend online for most of their activities; consequently, online marketing has stretched out popularity as the primary media for advertisement. As a result, most Gen z deliberately avoids social media advertisements, such as scrolling past or ignoring them. Therefore, this research aims to identify distinct profiles of people who are resistant to social network advertisements. According to the report, Gen Z is "more adept" at downloading ad blocking software in the U.S. when it comes to blocking digital advertising. Adblocking is an increasing problem for brands, with 309 million people doing so on the mobile web alone, according to statistics from Page Fair released in May 2016. Unconcerned users, playful avoiding users, and goal-oriented users were identified as three distinct behaviors of Generation-Z, who differed in their Avoidance of ads in Chennai city. The report suggests that backlash, both to the individual advertiser and ultimately to the entire industry when this frustration results in more people installing adblocking software. Given this, the only natural way forward is for brands to create content that will stop Gen Z in their tracks.

Keywords: Advertising avoidance, Social Media ads, Gen z, Skippable advertising, Digital Marketing.

INTRODUCTION

In an era of Internet and communication technology, trading has become a dynamic industry because consumers have become increasingly technology-dependent (Zhitomirsky- Geffet&Blau, 2016). Note that, six thousand to ten thousand adverts on average can be exposed to a consumer in a single day, as per the study. On the go, Gen Z; are on the cusp of adulthood, as they are the next colossal consumer market than any other generation. They've been grownup in a technology-driven world without a doubt; Indeed, they breed up with limitless options, but their time is not so. (Citation). As a tech-native, they depend online for most of their activities; consequently, online marketing has stretched out popularity as the primary media for advertisement. As a result, most Gen z deliberately avoids social media advertisements, such as scrolling past or ignoring them.



Figure 1 REASON FOR AVOIDANCE OF ADVERTISEMENT BY GEN Z

Although another study found that generation-z is happy, they are more likely to buy. Gen z prevents ad processing information provided by the advertiser because they are suspicious of advertising messages.(Global Editorial Services Copyright © 2020 McKinsey & Company). Generation-z is not fond of ads; they don't like to watch all ads be posted on social media because they perceive them to be time wast, so they avoid them. The commodity's quality is one of the most significant factors that contribute to ad avoiding ². Contracts to this Turow found that 66% of adults do not want marketing people to provide customized advertising based on their interest. When they learned that the main form of personal information is collected, the percentage rises to 73% to 86%.

Ad avoidance is regarded as "all behaviors by media consumers that differentially reduce their exposure to ad content and can occur by cognitive, behavioral, and mechanical means".¹

The three specific problems are emotional ad avoidance, Tech support to avoid ads, and uninterest in watching advertising. Speck and Elliot.Several different forms of commercials on the Internet that Gen Z avoids on internet-based advertisements; when they have a limited amount of money, they either don't have enough time to work or think that advertisements slow down internet date access. Cho Also given were three antecedents of online ad avoidance: task disruption, perceived ad relevance, Ad congestion, and previous negative experiences with internet-based advertisements.

Nonetheless, due to the massive increase in internet penetration, the study discovered that ad clutter does not assess ad avoidance. As a result of the increased control over web content, there is a perceived target impediment with ad avoidance. Inappropriate promotional posts and a lack of confidence in the social media sites' reputation is another antecedent to social media avoidance has been a lack of access to the Internet.

Furthermore, users visit websites to watch video content rather than advertising, so they decide whether to skip advertising. Skippable advertising increases users' feelings that they are respected, so positive intention and acceptance may be enhanced (Youn& Kim, 2019). Therefore, Generation-z does not necessarily avoid ads; promotional campaigns are less appealing than other social media material. Banner ads catch fewer Generation-z customers in a related analysis. Compared to recommend advertising, this ad has gotten a lot of coverage (by any person connected on social media). Furthermore, Gen z has a skepticism of personalized marketing strategies, which contributes to adverse reactions and aversion

LITERATURE REVIEW

Generation Z is young adults born in 1995 or later (Bassiouni&Hackley, 2014; Fister-Gale, 2015) and are highly educated, technologically savvy, innovative, and creative

(www.ey.com). It is the first generation born into a digital world that lives online and virtually integrates and engages with its favorite brands (Bernstein, 2015). Generation Z are heavy users of technology, and they see it as an instrument for them (Van den Bergh &Behrer,

2016). Generation Z is a challenge since it appears that they behave differently to earlier generations, and this behavior can lead to changes in consumer behavior (Schlossberg, 2016).

Attitudes toward ads have been a significant subject of research over time (e.g., Dutta-Bergman 2006; Homer 2006; Homer and Yoon 1992; Mehta 2000; Shavitt, Lowrey, and Haefner 1998; Speck and Elliott 1997; Shavitt, Lowrey, and Haefner 1998; Speck and Elliott 1997). Consumer mistrust of ads is documented in these studies (Shavitt, Lowrey, and Haefner 1998), as well as strong inclinations to avoid advertising. Consumers are well aware that advertisement influences the price of goods they buy, and they conclude that products that aren't marketed provide better value (Shavitt, Lowrey, and Haefner 1998). Worse, they believe that goods do not work and advertised and that most advertising is more misleading than insightful (Mehta 2000).

Advertising avoidance intention is based on a decision made before the behavior

appears, and it can be used to predict the actual behavior of skippable video patch advertising. Therefore, following previous studies, we apply the concept of ad avoidance intention. Van den Broeck et al. (2018) Van den Broeck, E., Poels, K., &Walrave, M. (2018).

Most video operators in China currently use cost per mille (CPM) billing rules, forcing users to watch advertisements, thus ensuring the display's effectiveness. However, users have become disgusted with long-time playback and low-quality advertising, so they have adopted different strategies to cope with the forced exposure to such advertising

(Jeon et al., 2019; Redondo & Aznar, 2018).Redondo, I., & Aznar, G. (2018).

However, regarding skippable advertising, the users first perceived a feeling of control caused by the "skip-ad" option, and ad intrusiveness was not a sufficient reason for users to avoid advertising.

Moreover, because skippable advertising uses advertising content as a carrier, the quality of this content is a factor that should be considered (Hwang &Jeong, 2019).Advertising avoidance is a possible result of these customer attitudes toward advertising. Advertising avoidance is described as "all behaviors by media consumers that differentially minimize their exposure to ad content" (Speck and Elliott 1997, p. 61). It can be achieved by cognitive, behavioral, or mechanical means. Choosing to ignore a newspaper or magazine advertisement (cognitive method), leaving the room during an advertising break (behavioral approach), deleting pop-ups on the Internet, or using a digital video recorder (DVR) to miss commercials are all examples of advertising avoidance (mechanical means

OBJECTIVES OF THE STUDY

- To analyze the consumer orientation, usage patterns and behavior related to Generation-Z behavior in

Chennai city

- To test the Generation-Z students' behavior avoiding Social Media Advertisement

METHODOLOGY:

In this organized research, study on Generation-Z behavior perception of social media Advertisements influencing factors of selected for study 50 Generation-Z was using purposive sampling in Chennai City. A study of 50 customers were selected and data collected through questionnaire and conventional reliability through Cronbach's Alpha tested using SPSS version 25 software is used for the research study. For analysis, descriptive statistics, Factor analysis, Rank correlation, chi-square, Multiple Regression Analysis were used for the study.

Factors influenced by Generation-Z behavior student's perception of social media Advertisements

Generation-Z does not trust the knowledge obtained from online social networking platforms They conclude that online social networking platforms lack legitimacy and that commercial claims in this format are poorly controlled is measured by twenty-seven variables. Based on the responses collected and given by the selected respondents, factor analysis with principal component method using vari-max rotation was applied to group the variables into factors. It was compressed with three factors for analysis purpose.

Factor Analysis

Table-1

Thoughts/feelings/actions about Social Media Advertising	Communalities		
		Initial	Extraction
V 1	I am not attracted towards Social Media ads.	.872	
V 2	Social Media ads are monotonous.	.876	
V 3	I ever watch Social Media ads from beginning to end.	.871	
V 4	Social Media ads are irritating.	.885	
V 5	Social Media ads are boring.	.885	
V 6	I switch to a different tab to avoid watching a Social Media ad.	.882	
V 7	I turn off the device volume to avoid listening to an ad.	.878	
V 8	I focus on other stuff while the ad is playing.	.873	
V 9	I wait for the ad to get over to get to the content I am looking for.	.870	
V 10	I concentrate on the timer while the ad is playing and click on the 'skip ad' button when it is displayed.	.876	
V 11	I scroll down the page to avoid watching the ad.	.881	
V 12	I close tabs or windows where the ad is playing.	.882	
I like to watch a Social Media advertisement	V 1	I search about the product online.	.867
	V 2	I search about the product offline.	.871
	V 3	I go to the brand website.	.867
	V 4	I share the ad link with my friends.	.876
	V 5	I tag my friends in the ad.	.869
	V 6	At times I share ads that I don't like just to irritate people in my social circle.	.871
	V 7	I feel like writing a review where I can praise/criticize the ad.	.868
	V 8	I feel the brand has a personal connection with me.	.869
Technology and Internet usage	V 1	I prefer to use the most advanced technology available.	.870
	V 2	Technology makes me more efficient in my work.	.867
	V 3	Technology gives me more freedom of mobility.	.872
	V 4	I keep up with the latest technological developments in my areas of interest.	.872
	V 5	If I provide information over the Internet I can never be sure it really gets to the right place.	.870
	V 6	I do not consider it safe giving out a credit card number over a computer.	.883
	V 7	I do not consider it safe to do any kind of financial business online.	.882

The result of the KMO measures of sample adequacy and Bartlett's test of sphericity indicates that the application of factors analysis is appropriate for the data. The KMO measures of sampling adequacy were 0.879, and it was significant ($p < .001$). Three variables are reduced into six factors by analyzing the correlation between variables (Generation-Z behavior perception on social Media Advertisements). In this case, twenty-seven variables are reduced to three factors.

Friedman's test for related samples Social Media channels:

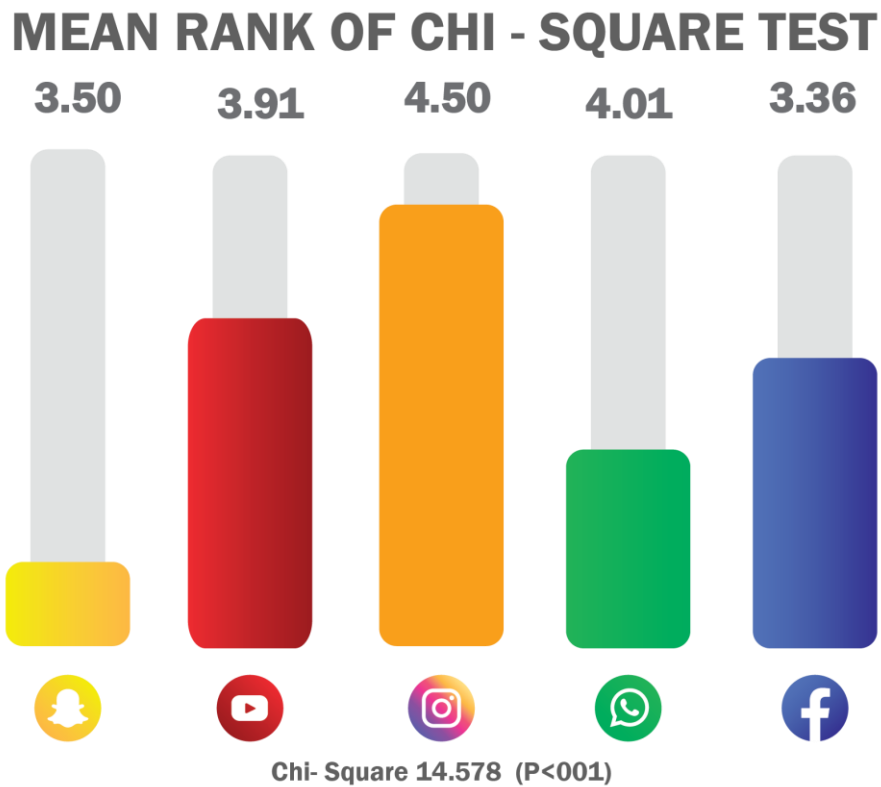
Generation-Z behavior of Social Media channels is divided into seven major parts Facebook, Twitter, Instagram, WhatsApp, LinkedIn, YouTube, and more than one social media channel are tested with Friedman's test for k-related samples. The test result and discussions were presented below.

Selected Generation-Z factors have ranked to test the significance of various factors influencing the behavior of Social Media channels in Chennai; Friedman's test for k-related samples was applied to study the relationship between various reasons to the advertisement.

Null Hypothesis H01:

All the Social Media channels have an equal impact on influencing the behavior of Generation-Z with social media Advertisements of Chennai city.

Table-2



The results of the Friedman's test showing that calculated value is higher than the table value at 5%. Hence, the null hypothesis is rejected at 5% level. Not All the Social Media channels have an equal impact on influencing the behavior of Generation-Z with social media Advertisements of Chennai city

CHI-SQUARE TEST:

PURPOSE OF USING SOCIAL MEDIA WITH FREQUENCY OF USE OF SOCIAL MEDIA

Null Hypothesis:

- (a) H0₁: There is no significant relationship between the Purpose of using social media with the frequency of use of social media of generation-z behavior.
- (b) H0₂: There is no significant relationship between the Purpose of using social media with activity on social media of generation-z behavior.
- (c) H0₃: There is no significant relationship between the Purpose of using social media with generation-z preferred device for browsing.

Alternate Hypothesis:

- H0₁: There is a significant relationship between the Purpose of using social media with the frequency of use of social media of generation-z behavior.
- H0₂: There is a significant relationship between the Purpose of using social media with activity on social media of generation-z behavior.
- H0₃: There is a significant relationship between the Purpose of using social media with generation-z preferred device for browsing.

Table-3 CONSOLIDATED RESULTS OF CHI-SQUARE TEST

Purpose of using social media with frequency of use of social media					
Factors	Table Value	d. f	Calculated Value	Level of Sign.	Result
Frequency of use of social media	37.566	20	48.668	5%	Significant**
Activity on social media	26.296	16	26.658	5%	Significant*
Preferred device for browsing	20.090	8	24.280	5%	Significant**

Inference

The Purpose of using social media with were categories with five distributions viz. To keep in touch with friends and family, to create new contacts, to pass time, to get new information and all the above. The frequency of use of social media was categorized with six distributions viz. Frequently, every one hour once, Once-daily, More than once daily, Once in a week, and More than twice in a week of generation-z. Activity on social media were categories with Browse, Like, Tag and Share, Comment and Post. Preferred devices for browsing were categories with three categories Laptop, Mobile phone, and any other variables of generation-z behavior in Chennai city.

The results of the test are presented in table 1 that reveals the accepted alternate hypothesis. "There is a significant relationship between Purposes of using social media with a frequency of use of social media. Advertising causes a feeling of distrust and irritation in the minds of ad-avoiding consumers. This signifies that if a consumer has an avoiding nature towards the social media advertising, they will generate hatred for the advertised brand. It was concluded that there is a highly significant relationship between the Purpose of using social media with a frequency of use of social media

MULTIPLE REGRESSION

Considering the final series showed that Attraction, Active Engagement, and Affiliation (drivers of social media advertising) have a significant positive impact on word of mouth, while Avoidance (inhibitor of social media advertising) has a significant negative effect. Word of mouth could be transmitted before and during the usage of a product or brand in the form of social network ads. Before and after purchasing a commodity, a generation-z might be drawn to a social network. Because of its insightful and amusing appeal, social networking may contribute to a sequence of exchanges with other generation-z customers that hold opposing views. Generation-z who is Actively Engaged with brand-related social networking forums is more likely to share word of mouth via the social media site, according to the findings. As a result, it is discovered that customers who have a strong desire for affiliation spread the message. These customers engaged in self-regulatory opinions (Gangadharbatla, 2008) about the branded brand, unwittingly generating word of mouth for the company. Avoidance of social network ads, on the other side, has a detrimental influence on online word of mouth. Generation-z who disregard social network ads overlook brand-related details exchanged by advertisers and therefore do not add to the dissemination of word of mouth. Multiple regression analysis was carried out to significant impact on the overall behavior of Generation-Z with Social Media advertisements in Chennai city.

Null Hypothesis:

H01: Independent variables are having a significant impact on the overall behavior of Generation-Z with Social Media advertisements in Chennai city.

REGRESSION FOR GENERATION-Z STUDENTS BEHAVIOR WITH SOCIAL MEDIA ADVERTISEMENTS

Table-4

ANOVA									
Model		Sum of Squares	df	Mean Square	F Calculated value	F Tabulated value	Sig.	R	R square
1	Regression	3246.164	18	180.342	11.686	2.67	.000 ^b		
	Residual	478.416	31	15.433				.7	.3
	Total	3724.580	49						
a. Dependent Variable: Total perception of all factors									
b. Predictors: (Constant), Thoughts /feelings/ actions about Social Media Advertising, I like to watch a Social Media advertisement, and Technology and Internet usage									

In the above Table, the F calculated (11.686) is greater than F tabulated (2.67). Therefore: the null hypothesis is rejected, with a significant value=.000<0.005. There is a positive relationship between the

independent variables), Thoughts /feelings/ actions about Social Media Advertising, I like to watch a Social Media advertisement, and Technology and Internet usage. R-value =(0.7), Which refers to the coefficient of correlation of the independent variable and the dependent variable of Generation-Z behavior were not on the greater side impacted by Social Media Advertisement.

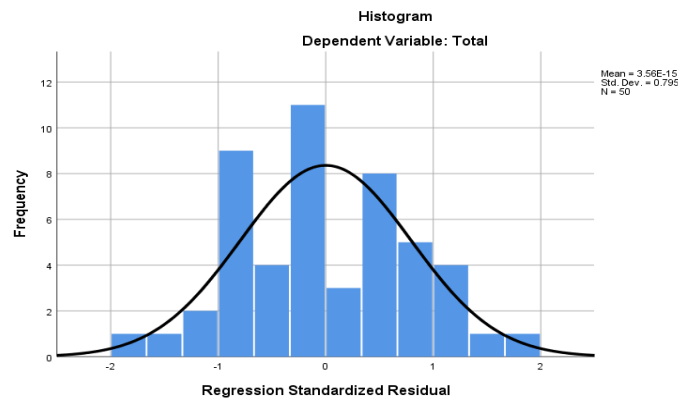


Table-4

Table-5

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.872	.797	3.92846
a. Predictors: (Constant), Thoughts /feelings/ actions about Social Media Advertising, I like to watch a Social Media advertisement, and Technology and Internet usage				
b. Dependent Variable: Total perception of all factors				

The above table shows the model synopsis behavior of Generation-Z with social media Advertisement not influenced (predictor). It explains the 79.7 % of Generation-Z with social media Advertisement not influenced ($R^2=0.872$).

CONCLUSION AND FUTURE SCOPE OF RESEARCH

Advertising avoidance on the Internet is a growing problem in Chennai, and it is one that companies and advertisers must consider when they ramp up their digital marketing activities. This analysis established four key factors that affect online advertisement avoidance based on previous research. The results show that all determinants are positively linked to advertising avoidance, implying that target impediment, privacy concerns, ad congestion, and adverse experiences lead Generation Z consumers in Chennai to affect online advertisements negatively. However, it also shows that lousy expertise has the most significant effect on ad avoidance, with target impediment coming in second. Consumers' views about web advertising remain primarily unchanged by safety issues and ad clutter. The findings emphasize the need for businesses to understand how to strike a compromise between providing the correct amount of internet advertising and strategizing successful online sales strategies that are important to the target audience. However, there are several drawbacks to the analysis. To decide whether there are any other variables affecting ad avoidance, a detailed analysis is needed. Furthermore, further investigation should be performed to investigate such contributing causes and investigate alternative solutions to the issue.

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