

Chapter 5: Implications, Recommendations, and Conclusions

Facebook, Twitter and other social media sites can be used as avenues to interact with consumers through liking, commenting, or sharing posts (Lee & Hong, 2016). Organizations have to understand how social media can be used to advertise their products. Specifically, advertisers can learn how and why consumers use social media, and furthermore, how to integrate these platforms into their strategies (Cader & Al Tenaiji, 2013; Whiting & Williams, 2013). Despite the popularity of social media as advertising platforms, traditional platforms of media continue to be effective as a means to advertise products and services (Joo, Wilbur, Cowgill, & Zhu, 2013). Television advertising is still effective and influential for advertisers and consumers (Tanyel, Stuart, & Griffin, 2013).

The general problem in this study was that many advertisers focus on spending more on social media advertising to reach millennials, despite evidence that television advertising is more effective compared to social media advertising in terms of attitudes and awareness of consumers regarding a product (Belch & Belch, 2014; Roozen & Meulders, 2015; Roux, 2014). Researchers found evidence that television remains the most influential advertising medium among millennials, specifically about word of mouth and brand awareness (Belch & Belch, 2014; Roozen & Meulders, 2015). Given that access to television content can also be found online, a newer perspective on the distinction between social media and television advertising is necessary (Chalaby, 2016).

The specific problem in this study was the lack of understanding of how millennials perceive the value, uses, and gratification gained from television and social media advertising regarding informativeness, irritation, and entertainment (Lin, Paragas, & Bautista, 2016; Roozen & Meulders, 2015; Tanyel et al., 2013). This is one of the challenges in examining customer

behaviors and perceptions toward marketing activities (Gao & Feng, 2016). Millennials spend an average of 4.13 hours using television every day (Lupis, 2017). Millennials are also exposed to different social media sites such as Facebook (88%), Instagram (59%), and Twitter (36%; Greenwood, Perrin, & Duggan, 2016), where they also view advertisements. However, Nyheim, Xu, Zhang, and Mattila (2015) found that millennials perceived this type of advertising as irritating.

The purpose of the qualitative phenomenological study was to understand the perceptions of millennials regarding the value, uses, and, gratification gained from television and social media advertising in terms of informativeness, irritation, and entertainment. The phenomenological study involved millennials in a single geographic location in the United States: the southeastern region. Twenty participants answered the online survey. Data were analyzed using thematic analysis to develop categories and themes.

The chapter will include several topics intended to discuss the results of the study. The following includes the topics covered in this chapter: (a) Implications, (B) Recommendations for application, and (C) Recommendations for future research. The chapter concludes with a summary of the whole study.

Implications

Research Question 1. What needs are being fulfilled when millennials are exposed to television and social media advertising?

Nine (45%) of the 20 participants stated that television advertisements fulfilled their needs with the ability to convey information on new products or events, while social media addressed their needs through targeted and tailored advertisements. According to the participants (45%), television advertisements were effective in introducing products and events, as well as

informing their audience about the use of these products and the purpose of events. This finding is similar to the findings in the existing literature. Jin and Lutz (2013), Guhl (2016), and Stipp (2016) found that TV remained viable and reliable in accomplishing advertising goals.

Television remained the most dominant platform for advertising among younger people, such as millennials (Jin & Lutz, 2013). Even though they are active in social media, television advertising remains to be effective. Similarly, Belch and Belch (2014) stated that television remained the most dominant advertising platform that affected the behaviors and attitudes of consumers. One of the possible reasons on the effectiveness of television advertising is because of the accessibility of television advertising to consumers. Young people still spend a lot of time sitting in front of the television compared to surfing the net.

Compared to television advertising, social media advertising can be more specific with their audience because they deal with an individual user or owner of the social media account compared to television advertising, where any individual with a television can watch the advertisements. No previous study has confirmed that millennials perceived that social media addressed their needs through targeted and tailored advertisements. The results of this study revealed that social media advertisements were able to address the needs of the audience more with its ability to connect with the users and associate through their customized and tailored content for 50% of the participants. This finding extends previous research focusing on the reasons advertisers use social media and the effectiveness of social media advertising in general. Social media platforms are used to increase brand awareness, gather feedback from consumers, give promotions, and provide links to business websites (Cader & Al Tenaiji, 2013). Social media represented effective tools for marketers and advertisers to influence the attitudes and behaviors of consumers (Dehghani & Tumer, 2015; Lee & Hong, 2016). Researchers have also

found that the perceptions of millennials regarding the use of social media were generally positive (Chu, Kamal, & Kim, 2013; Dehghani & Tumer, 2015). The advertisements in social media are tailored to the profile of the user based on their online activities such as what they have searched for and what they have liked or follow on their social media accounts. In this way, the advertisements they see are aligned with their preferences.

According to the uses and gratifications theory (Severin & Tankard, 1997), millennials who participated in this study had a positive attitude toward utilization of social media because of the opportunity to their gratify psychological needs. Millennials perceived that television advertising fulfilled their need for enhancement of knowledge as it can convey information about new products, services, or events. Fifty percent of the participants perceived that social media advertising fulfilled their need because it makes them feel important, which is a psychological need as well. The targeted and tailored advertisements in social media advertising made them feel wanted and needed. It would seem that millennials perceive that social media advertising fulfill their needs because they feel important. In addition, millennials would get to see advertisements from products they already like, unlike in television advertising where they might not be interesting in all the products.

The advertising value model can also be used as a lens to interpret the results. The criterion of informativeness is evident as millennials both perceived that television (45%) and social media (50%) advertising fulfilled their need to be informed about new products or events, or about a specific product customized for them. In line with this, it can be said that television and social media advertising can be considered effective advertising in terms of informativeness.

Research Question 2. How do millennials perceive television and social media advertising as sources of gratification?

Television advertising were perceived by 40% of participating millennials as a source of gratification by being entertained through humor and music. TV ads were considered a source of gratification when the content had relevance to one's needs or life in general, or when one gains information and updates on events and products. Forty percent of the participants also watched the advertisements when they were funny or humorous. There has been no previous study that explored how millennials perceive television advertising as a source of gratification. This finding extended previous studies in the literature by providing another perspective on the influence of television. Past and current research continues to provide support that shows the effectiveness of television advertising platforms (Stipp, 2016). Previous research shows how television advertising led to the intent to buy or online shopping practices of consumers (Joo et al., 2016; Liaukonyte et al., 2015). Joo et al. (2016) found that television advertising was linked with online search terms related to brand names, especially brands that were relatively new in the market. Individuals will be exposed to products in television advertising that would lead them to buy these products, mostly online since it is convenient and available all the time. This behavior would address the self-gratification of the consumers.

Social media advertising was a source of satisfaction or fulfillment if it had relevance to one's needs or life, was able to communicate and convey messages, could entertain through humor and music, or could convey information on new products or events. Specifically, the source of gratification came from social media's ability to address the participants' (45%) needs through targeted and tailored advertisements. There has been no study that explored whether social media advertising was perceived as sources of gratification. The finding that social media is a source of gratification extended knowledge in the literature as it showed another view on the relationship between social media and advertising. Millennials are active users of social media

and have positive perceptions about social media advertising that also influenced their behavior, specifically, their purchasing behaviors (Chu et al., 2013). It is easier to click the link in social media advertising that would be redirected to the shopping site where consumers can buy the product. Millennials then can easily buy their product and indulge their gratification.

The findings were in line with the major premise of the uses and gratifications theory that individuals expose themselves to media to fulfill their needs (Severin & Tankard, 1997). Participating millennials perceived that television (40%) and social media (45%) advertising were valuable because the content on these two types of advertising resonated with them.

Using the advertising value model, millennials valued the content of the advertisements they saw in both television (40%) and social media accounts (45%). Moreover, the advertising value model could be used to assess the effectiveness of advertising in terms of influencing attitudes and behaviors about a particular product or services (Dar et al., 2014; Deraz & Awuah, 2015).

Research Question 3. How do millennials perceive television and social media advertising based on informativeness, entertainment, and irritation?

Informativeness. TV ads were not considered educational or enlightening for several reasons. 40% of participating millennials perceived TV ads to be more about glamour than conveying information. In addition, TV ads are not targeted to the needs and preferences of individual consumers, which some viewers might not find helpful.

40% of participants conveyed TV advertisements were informative or informational. They served as a gateway to gaining information and updates on community events and products. TV ads were deemed effective in informing the public about the events and other important happenings within the local community. This finding is consistent with existing

literature. Previous research has found that individuals found television to be informative, especially in relation to new products and events. De Mooij (2013) found that some individuals still prefer television advertising and felt that these advertisements are instructive. The consumers were more informed and had the intention to buy favored, promoted items over less widely known items. Moreover, television was perceived as an effective platform for promoting products or services, targeting various individuals in different age groups (Fisher et al., 2015; Shriver, 2014). It is inconclusive whether millennials find television advertising as informative as 40% of the participants that believe TV ads is informative but 40% of the participants also believed that TV ads are not is not informative.

Social media was perceived to be informative by 60% of participants as it can deliver updates on community events and products more swiftly and completely. Social media can present more information about the product and can address the needs of the audience through targeted and tailored advertisements. Advertisements based on the wants and preferences of the consumers made it more informative as the consumers will listen and pay attention to the ads. Moreover, social media was also found to be more accessible compared to television. Social media urged the users to research and learn more about the content of the advertisements. This finding is consistent with the existing literature. In Lee and Hong's (2016) study, the major factors that determined the effectiveness of social media advertising were perceived informativeness and the creativity of the platform. Due to the informativeness and creativity of social media advertising, consumers had positive perceptions about this type of advertising that translated into positive consumer behaviors, such as intention to purchase. Similarly, Murillo et al. (2016) indicated that informativeness was the strongest predictor of Internet advertising perceptions among Mexican millennials. For the majority of the participants (60%), social media

was advertising because it contained more information about the product compared to what they see in TV ads.

Entertaining

TV ads were deemed effective in seeking and acquiring the attention of the viewers or the audience by 70% of participants. The use of humor and comedy, music, songs, or jingles, and influential people made TV ads entertaining. It was found that millennials were more willing to watch and attracted to the ads if they were comical and amusing. The use of music, songs, or jingles caught the attention of the viewers. Influential personalities also affected the reason viewers would want to watch television advertisements. There has been no recent study that found that millennials find TV advertisement as entertaining, particularly the use of humor, music, and influential people. The traditional type of advertising is still effective to millennials because they still spend a lot of time watching television.

Social media advertising was not found to be as entertaining as what was presented on television. One participant commented that the only entertainment factor in social media was a witty tagline or a photoshopped or edited photograph. This information provided new knowledge to the field of social media advertising as there is a scarcity of literature about the entertaining aspect of social media advertisements.

Irritation

Television advertising was found to be the most irritating by 90% of the participants because they hinder or delay the audience from viewing the content completely, resulting in their decision to perform other tasks to skip commercials. Additionally, TV ads were found irritating because they may conflict with the beliefs and interests of the audience, or the ads may target a specific age group in which they do not belong. This finding agreed with the existing literature.

Television advertisements have been said to be intrusive because they interfere with the stream of the shopper's most loved show or music (Cheong & Park, 2015).

Social media advertising was also perceived as irritating by 75% of the participants because they interrupt the viewers with advertisement pop-ups, delaying the tasks of the audience and presenting irrelevant products or advertisements. Participants viewed the advertisements and tracking as an invasion of privacy. This finding is consistent with the existing information in the literature. Social media advertisements can be mistaken as spam, which can be irritating to many users (Kim & Kim, 2016; Vargo, 2016). Consumers who found it irritating to receive spam with their other messages usually ignored these advertisements (Kim & Kim, 2016). Moreover, privacy and concerns about privacy negatively affected the perceptions of the participants about Facebook advertising (Jung, Shim, Jin, Khang, 2016). Lastly, flag advertising and pop-up advertisements have been seen as irritating and disdained for comparable reasons (Cheong & Park, 2015). On the other hand, in the context of Twitter, Murillo et al. (2016) revealed that that the value irritation was not statistically related with the perceptions of the sample regarding Twitter advertisements, suggesting that Twitter was an acceptable advertising format for this generational cohort.

Based on the results of the study, television advertising was sometimes seen as irritating because they are perceived as disruptions to the regular programming being watched by the consumer. This will make the advertisements not effective as the consumers will have a negative perception about the product. This was also the same as social media advertisements. If these advertisements are perceived as spam messages, they can make the advertisements ineffective due to negative experiences that would lead to negative perceptions. Both television and social

media advertising are considered as advertising mainly because they disrupt what the consumer is watching.

Recommendations for application

Research. One of the gaps was that research about advertising value model was mixed; some researchers found the model fit in assessing consumer perceptions about advertising (Deraz & Awuah, 2015; Hassan et al., 2013), while others did not find the same empirical support (Dar et al., 2014). The results of this study were able to advance knowledge by providing empirical support to the advertising value model.

Another gap in the literature was the limited understanding of the perceived value of traditional advertising platforms, such as television, based on informativeness, entertainment, and irritation from the perspectives of millennials. Previous studies also included samples primarily consisted of consumers from different generational cohorts. The study addressed this identified gap in the literature by focusing on a single generational cohort: millennials. The results revealed that millennials still patronize television advertising. Based on the information in this study, advertisers can develop a more effective allocation of resources when targeting millennial consumers.

There are also limited studies about the value of social media in terms of the advertising value model. Previous studies involving media advertising were primarily quantitative in nature, failing to have in-depth explanations of the attitudes of consumers (Kim & Kim, 2016; Vargo, 2016). This gap was addressed by the qualitative study by focusing on the perceptions of millennials on social media advertising based on the values of entertainment, irritation, and informativeness.

Overall, the results of the study contributed to advancing the scientific knowledge in the literature of advertising. The gap in the literature was the limited understanding of the perceived value of traditional advertising platforms, such as television-based on informativeness, entertainment, and irritation from the perspectives of millennials. This study addressed this gap through conducting a qualitative study that examined the in-depth perspectives of millennials about the effectiveness of television and social media advertising.

Practice. The data from this study can help developers of advertising tools in using their resources more effectively in targeting millennial consumers. There is clearer and more detailed information about how television and social media advertising are perceived by millennials in terms of entertainment, informativeness, and irritation values. Advertisers can use this information to be more strategic when making decisions in advertising a particular product or service. Moreover, through the data from the study, developers can improve their advertisements such as making television advertisements as informative as social media advertisements, making social media advertisements as entertaining as television advertisements and making both television advertising and social media advertising not irritating to young people.

Recommendations for Future Research

The results of the current study cannot be generalized to all millennials living in the United States. The study was based on the perspectives of millennials who are currently residing in the southeastern part of the United States. Future researchers could conduct a study with a representative sample of the population of millennials living in the United States. This is to ensure that the results can be generalized to other settings.

There should be more studies that use advertising value model to determine its efficacy in measuring the effectiveness of advertising. Previous research has produced mixed findings. The

results of this study provide empirical support for the advertising value model; however, more studies need to be conducted about it.

The results of this study could be a springboard for several more studies. The study established that millennials find television and social media advertising informative. However, in the case of television advertising, some individuals found the advertisements uninformative. A qualitative study focusing on the factors that determine the informativeness or non-informativeness of a television advertisement could be beneficial in having a deeper understanding of its effectiveness.

The results also showed that millennials found television and social media advertising as entertaining and irritating. These are new insights into television and social media advertising that could be explored to develop more effective advertisements, especially with the target population of millennials.

In this study, the objective was to reflect the perspectives of millennials regarding television and social media advertising using the values of entertainment, informativeness, and irritation as criteria. The interpretation of the results of the study cannot determine which advertising platform is effective or better. There will be no quantitative data to support which of the two platforms is more effective. Future researchers could conduct a comparative study to determine which advertising platform is effective.

Conclusions

The purpose of the proposed qualitative phenomenological study was to understand the perceptions of millennials regarding the value, uses, and, gratification gained from television and social media advertising in terms of informativeness, irritation, and entertainment. Twenty

participants answered the online survey. Data were analyzed using thematic analysis to develop categories and themes.

For the majority of the surveyed millennials, television fulfilled their needs by its ability to convey information on new products or events; while social media addressed their needs through targeted and tailored advertisements. The TV ads were perceived as a source of gratification by being entertained through humor and music. Social media ads could be a source of satisfaction or fulfillment if it had relevance to one's needs or life, was able to communicate and convey messages, could entertain through humor and music, or could convey information on new products or events. TV advertising could be either informative or uninformative, depending on how one views the content. Meanwhile, social media advertising was viewed as informative by the participants due to its ability to convey information and updates on community events and products. As for the entertainment of the television and social media advertising, the participants found the TV to be effective in seeking and gaining the attention of the audience, while believing social media advertising is not as entertaining as TV. Finally, the surveyed participants conveyed how TV and social media advertisements were both irritating.

The theory that informed this study was the uses and gratifications theory (Severin & Tankard, 1997). The main premise of the theory is that individuals face exposure to the media to fulfill their needs for relaxation, enhancement of knowledge, social interactions, or diversions (Severin & Tankard, 1997). This theory holds a positive perspective on using media and how this utilization is used as an opportunity to gratify psychological needs. The findings were consistent with the uses and gratifications theory that each individual interpreted the value of media (television and online advertising) based on the gratification of their own needs. Informed by the uses and gratification theory (Severin & Tankard, 1997), the conceptual framework of the

study was grounded in the advertising value model. Ducoffe (1995) asserted that the effectiveness of advertising could be assessed in terms of informativeness, entertainment, and irritation. The findings were consistent with the advertising value model. The perceptions of millennials about the informativeness, entertainment, and irritation of television advertising and social media advertising might serve as antecedents to the attitudes of individuals about advertising. The findings of this study can provide insights in developing more efficient and effective advertising practices within the industry, especially when products or services are targeted toward millennials.

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