

Investigating the determinants behind advertisement-avoidance on social networking sites by Generation Z students in Durban, South Africa.

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DECLARATION

I, Tamsin Richards, hereby declare that the Research Report submitted for the Bachelor of Arts Honours in Strategic Brand Communication degree, to The Independent Institute of Education, is my own work and has not been previously submitted to another University or Higher Education Institution for degree purposes.

A handwritten signature in black ink, appearing to read 'Tamsin Richards', is written over a horizontal line.

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14 December 2020

DEDICATION

I dedicate this dissertation to Sharon Richards – my mother.

Without you, none of this would've been possible – from my undergraduate degree all the way through to honours – you've always believed in me and always had my back. Thank you for everything you've done, single-handedly, the past couple of years. You are an inspiration to me, and I am so grateful and proud that I'm able to be your daughter.

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Thank you to my mom, gran and pops – your continuous love and support is overwhelming. With you in my corner, I know I will never fall.

Matthew – you have been by my side since my first year of my undergraduate degree, and I know I can always find you there. I really couldn't have asked for a better boyfriend and best friends. Thank you for your endless love and encouragement.

ABSTRACT

This study is a qualitative exploration of the factors that cause Generation Z individuals in Durban, South Africa, to avoid advertisements on social networking sites.

Generation Z includes those born between 1996 and 2012 and delineates the most technologically advanced generation of individuals. Growing up surrounded by technology, these individuals have unprecedented capacities to avoid advertisements on social networking sites – which is problematic for marketers trying to target them.

This study uncovered the determinants responsible for causing Generation Z to avoid advertisements on social networking sites, through the use of secondary research and a questionnaire – which allowed for an in-depth exploration of participants' subjective determinants of advertisement-avoidance.

It was concluded that goal impediment, scepticism, privacy concerns, advertisement clutter, pop-up, video- and engagement advertisements are relevant determinants that cause advertisement-avoidance among Generation Z. The reason that these determinants cause advertisement-avoidance is due to their great tendency to evoke negative emotions and perceptions among Generation Z individuals who engage with them. People's attitudes towards advertisements are pivotal mediators in determining whether or not they engage with an advertisement – hence in determining an advertisement's effectiveness.

Recommendations have been made, in efforts to further reduce the gaps in this under researched phenomenon.

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1. CHAPTER 1: INTRODUCTION & RESEARCH OVERVIEW

1.1. CONTEXTUALISATION

In congruence with the world's unprecedented technological advancements (Kotler, Kartajaya & Setiawan, 2017), pioneering information communication technology channels, such as social networking sites, has emerged (Duffett, 2017). Accordingly, marketers are frequenting these communication platforms to effectively reach their target markets (Hossain, 2018). Hossain (2018) cites that advertising online is more efficient than traditional mediums, and appears more effective in creating greater brand value. However, as much as technology has amplified communication channels, it has also heightened the issue of advertisement-avoidance (Kelly, Kerr & Drennan, 2010). According to seminal authors Speck and Elliott (1997), advertisement-avoidance is all actions taken by media users that decrease their exposure to advertisement-content. This problematic occurrence is especially true for the Generation Z target-market (Hossain, 2018).

Generation Z includes those born between 1996 and 2012, and have thus grown up in the midst of this technological era (Hossain, 2018). Accordingly, they have been exposed to unparalleled amounts of technology (PrakashYadav & Rai, 2017) which has led them to possess the sharpest digital skills compared to all preceding generations (Hossain, 2018). Likewise, Generation Z are exceedingly dependent on smart devices and the Internet, and online social networking sites have become an indispensable component of their everyday lives (Duffett, 2017). Social networking sites are the virtual environments that enable users to construct personalised virtual profiles, communicate and engage with friends, exchange content they have crafted and/or information from other sources (Duffett, 2017). Herewith, marketers are doubly determined to reach this cohort and target them via advertising on social networking sites (Hossain, 2018). However, Generation Z's unmatched digital skills and exposure has desensitised them to marketers' persuasive tactics, whereby they consequently circumvent online advertisements (Hossain, 2018).

This action of Generation Z is problematic for marketers targeting this cohort, as it renders online marketing efforts futile (Hossain, 2018). Moreover, there is a dearth of

academic research confronting the causes of advertisement-avoidance behaviour among Generation Z in South Africa (Duffett, 2017). Such research is pertinent if marketing efforts targeting this generation are to be successful. Therefore, this research study intends to unearth the determinants that cause South Africa's Generation Z to avoid advertisements on social networking sites, in particular.

1.2. RATIONALE

Online marketing efforts targeting Generation Z are becoming ineffective, largely owing to the cohort's problematic avoidance of advertisements on social networking sites (Hossain, 2018). Rodney Duffett (2017) offers evidence to suggest that the more time Generation Z spend on social networking sites, the less susceptible they become to the persuasion of online advertisements. Additionally, Madhobi Hossain (2018) corroborates this by depicting that Generation Z's technological affiliations and preferences has made them rather impervious to online advertising. This, mixed with the fact that Generation Z are naturally the most technologically-adapted generation, thus most experienced individuals when it comes to technology, poses a big problem for marketers trying to target and persuade this cohort via social networking sites (Hossain, 2018). Inevitably, these necessary marketing efforts are becoming futile.

It has become imperative to investigate why Generation Z avoid online advertisements (Hossain, 2018), as such research will assist marketers in taking measures to reduce advertisement-avoidance among this cohort. In South Africa, no academic research could be obtained regarding this subject. This is endorsed by Duffett (2017) who denotes that the attitudes of South Africa's Generation Z towards social media marketing hasn't been appropriately studied thus far. Therefore, this research study is worth investigating as it will provide data regarding advertisement-avoidance by Generation Z in the South African context, somewhat closing the aforementioned gap in academic research. Moreover, it will provide contemporary information for the marketing industry. Such information will assist South African marketers in reducing advertisement-avoidance and enhancing online marketing efforts, by facilitating the creation of more strategically effective online advertisements.

1.3. PROBLEM STATEMENT

Utilising social networking sites is an indispensable part of Generation Z's lives, hence marketers are doubly determined to frequent advertising on these sites when targeting Generation Z. However, Generation Z are rather averse to online advertising, which is consequently causing online marketing efforts to become futile (Hossain, 2018).

1.4. PURPOSE STATEMENT

The purpose of this study is to investigate the determinants behind advertisement-avoidance on social networking sites, specifically Facebook and Instagram, by Generation Z students in Durban South Africa, in a bid to devise a conceptual framework to guide contemporary marketers in successfully targeting Generation Z on social networking sites.

1.5. RESEARCH QUESTIONS

- What are the determinants propagating advertisement-avoidance on social media platforms by Generation Z students in Durban, South Africa?
- Why do these determinants cause advertisement-avoidance?

1.6. RESEARCH OBJECTIVES

- To identify the determinants evoking advertisement-avoidance on social networking sites by Generation Z students in Durban, South Africa.
- To explain why these determinants cause Generation Z students in Durban, South Africa, to avoid advertisements on social networking sites altogether.

2. CHAPTER 2: LITERATURE REVIEW

2.1. CONCEPTUALISATION

The key concepts that are substantial in administering a complete understanding of this research, are as follows:

- **Generation Z** – The generation cohort born between 1996 and 2012 (Hossain, 2018) – thus between 8 and 24 years old in 2020. Generation Z is pertinent to this study as it represents the generation cohort for whom this study's research problem arises from, and thus whom this research study needs to investigate in order to satisfactorily address the research problem, answer the research questions and fulfil the research objectives.
- **Advertisement-Avoidance** – All actions taken by media users that decrease their exposure to advertisement-content (Speck & Elliot, 1997). Advertisement-avoidance spearheads this study's research problem as it represents the problematic behaviour of Generation Z that is rendering online marketing efforts futile. This study will investigate why such actions prevail frequently for Generation Z, hence the importance of advertisement-avoidance to this study.
- **Social Networking Sites** – Virtual environments enabling users to construct personalised profiles online, communicate and engage with friends, exchange content they have crafted and/or information from other sources (Duffett, 2017). Social networking sites are pertinent to this study as they exemplify the medium through which this study's research problem occurs. This research study will investigate advertisement-avoidance by Generation Z on the social networking sites of Facebook and Instagram.
- **Determinants of Advertisement-Avoidance** – The primary factors that cause advertisement-avoidance (Baek & Morimoto, 2012). Determinants of advertisement-avoidance are pertinent to this study as they explain why the research problem (i.e. Generation Z problematically avoiding advertisements on social networking sites) is occurring. By investigating the determinants of

advertisement-avoidance, this study can identify the advertisement-characteristics that propagate advertisement-avoidance, and subsequently guide marketers in averting developing ineffective advertisements when targeting Generation Z on social networking sites.

2.2. THEORETICAL FOUNDATION

The theoretical framework of this research study is the Structural Model of Cognitive and Affective Antecedents of Attitudes Toward the Ad (hereafter Aad), by Richard Lutz, Scott MacKenzie and George Belch (1983). The model affords an understanding about how people digest information and form Aad (Castañeda, Rodríguez-Molina & Martínez, 2009). Aad is a situationally-bound construct relating to the specific characteristics of an advertisement (MacKenzie & Lutz, 1989). The model recognizes people's Aad as an integral mediator in fostering their perceptions of advertisements, and the effectiveness of advertisements thereof (MacKenzie & Lutz, 1989). MacKenzie and Lutz (1989) posit that individuals make evaluations of advertisements, which translate directly into Aad. If people possess negative Aad, then an advertisement's effectiveness in persuading the target audience becomes thwarted (Castañeda, et. al., 2009). Hence the influence of attitudes on advertisement-effectiveness.

The model presents five 'primary' determinants of Aad – ad credibility, ad perceptions etc. (as seen in **Figure 1**) – along a central/peripheral continuum (MacKenzie & Lutz, 1989).

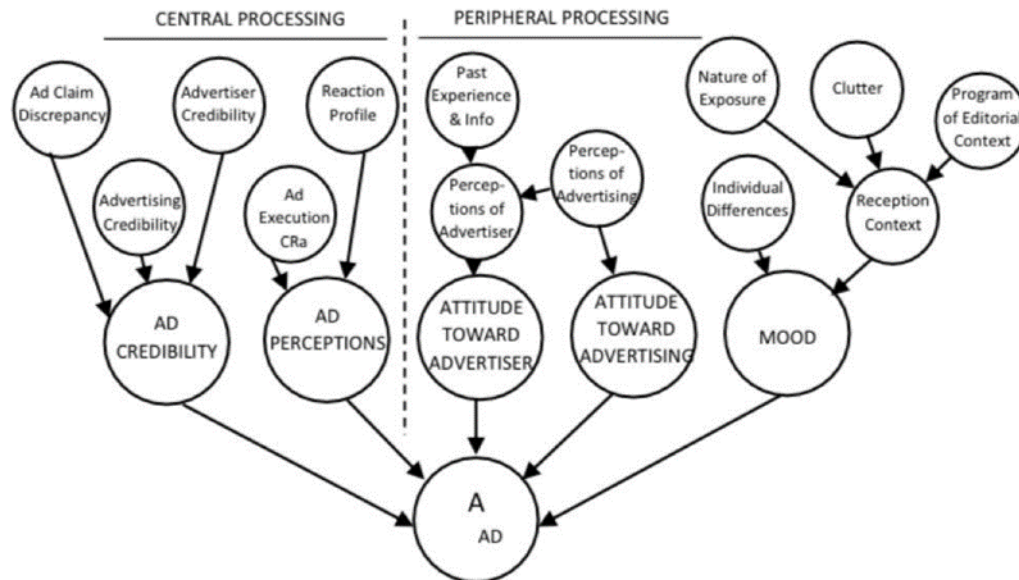


FIGURE 1: The Structural Model of Cognitive and Affective Antecedents of Attitudes Towards the Ad (Lutz, et. al., 1983).

Central processing occurs when an advertisement's content is the main source persuading consumers, whilst *peripheral processing* is when the advertisement's brand/company/person and/or contextual components persuade the audience (MacKenzie & Lutz, 1989). Involving the audience in message development engenders "central processing," which brands/companies/individuals should aim to conjure, whilst minute audience involvement facilitates "peripheral processing" (Baker & Lutz, 1987). The model intends to indicate how effectively/ineffectively certain advertisement-characteristics will be perceived by consumers (MacKenzie & Lutz, 1989).

This model is integral to this research study. Generation Z are the most tech-savvy generation, yet are rather averse to online advertising (Hossain, 2018). Advertisement-avoidance is typically the result of an unwelcoming attitude towards some advertisement characteristics (Rezola, Gutierrez & Linaza, 2016). The model illustrates the pivotal role of attitudes in determining positive/negative perceptions of advertisements by consumers. It also illustrates various advertisement-characteristics that evoke certain attitudinal responses (Lutz, et. al., 1983).

This study can utilise the model's illustration of the relationship between certain advertisement characteristics and certain attitudinal responses to explain the determinants of advertisement-avoidance. The model's conception of central and peripheral processing affords an understanding of how, and potentially why, certain characteristics (determinants) evoke certain attitudinal responses (advertisement-avoidance). If specific advertisement-characteristics that evoke specific attitudes can be identified, then marketers will be able to predict the behaviours that arise in response to these advertisement characteristics. Hence the model's imperative value to this study. It exhibits great potential to assist in outlining the determinants of advertisement-avoidance, and later explaining how these determinants drive the unproductive behaviour of advertisement-avoidance.

2.3. LITERATURE REVIEW

This literature review will disclose existing information discovered by other researchers that cover the fundamental concentrations of this research study. Aligned with the main research question and objectives of this study, Generation Z will be discussed exclusively, as well as in relation to social networking sites, social network advertising and advertisement-avoidance. Thereafter, determinants of advertisement-avoidance identified across the literature will be discussed to fully inform this study of the known triggers of avoidance-behaviours.

2.3.1. Generation Z

Generation Z is beginning to enter into tertiary institutions (Hampton & Keys, 2017). Duffett (2017) considers Generation Z as those born from 1997 onwards. Inversely, Hossain (2018) deems Generation Z as those born from 1996 to 2012, whilst PrakashYadav and Rai (2017) regard Generation Z as those born from 1991 onwards. It appears that the conception of Generation Z is markedly fluid across the literature. This study will adopt Hossain's (2018) conception of Generation Z as it is seemingly corroborated by Hampton and Keys's (2017) interpretation. Consistent with Hossain (2018), Generation Z are individuals aged 8-24 years old in 2020, whereby 18-24 years old represents the typical age of most youthful individuals in tertiary education (Hampton & Keys, 2017).

Generation Z have grown up in the epoch of computers, the Internet, instant messaging, smart devices and wireless connections (Duffett, 2017). Accordingly, they possess the sharpest technological skills compared to all preceding generations – making them a new breed of consumers for marketers to target (Hossain, 2018). Similarly, PrakashYadav and Rai (2017) and Duffett (2017) acknowledge that their unprecedented exposure and great familiarity with technology has rendered social networking interactions (an aspect of technology) an indispensable part of their daily socialisations. In fact, Generation Z use this concept of 'virtual bonding' to escape the numerous emotional and psychological struggles of their daily lives (PrakashYadav & Rai, 2017).

2.3.1.1. South Africa's Generation Z

Generation Z is the first to have grown up in South Africa's multicultural, post-apartheid community. They attend racially-diverse schools, have better access to tertiary education and thus greater opportunities for wealth creation. South Africa's Generation Z is extremely independent, motivated, confident, conscious and politically mobilised. Markedly, they are unlike previous South African generations, which makes them a unique target market (Duffett, 2017). This characteristic parallels with Hossain's (2018) assertion that Generation Z is a new breed of consumers. Like the broader Generation Z, South Africa's Generation Z have had constant access to the Internet and technology, whereby social networking interactions have become a habitual norm for them (Duffett, 2017; Hossain, 2018; PrakashYadav & Rai, 2017). South Africa's Generation Z is incredibly brand-savvy, and can immediately filter out unfavourable advertisement messages (Duffett, 2017). Herewith, Duffett (2017) depicts the problematic fact that South Africa's Generation Z are frequent social networking users, yet instantaneously avoid unfavourable online advertisements. Invariably, Generation Z's unmatched technological familiarity has made them more relentless in avoiding online advertisements. Such marketing setbacks need to be addressed in order to ensure that promotional efforts become lucrative.

2.3.2. Social Networking Sites (hereafter SNS)

Kelly, Kerr and Drennan (2010) describe social networking as a descendant of the Internet, affording individuals the opportunities to be part of global communities that share thoughts and content with each other. Facebook and Instagram represent SNS, and personify the sites to be investigated by this study (Foreman, 2017). Interestingly, both Duffett (2017) and PrakashYadav and Rai (2017) found that social networking impacts users' behavioural and attitudinal responses. SNS exposes users to various macro-environmental incidences occurring worldwide. This consequently exerts a profound impact on users' thoughts, opinions, morals etc., and thus attitudinal and behavioural responses (PrakashYadav & Rai, 2017). The recent tragedy of George Floyd in America demonstrates the powerful connectivity of SNS. Through SNS, the occurrence was communicated to billions of people globally, who subsequently mobilised to protest Floyd's death (Roberts, 2020). Although these macro-

environmental influences are outside the scope of this study, they demonstrate the power of social networking content to influence users, and therefore the capacity of marketers to persuade consumers via advertising on these platforms – so long as their promotional tactics are effective.

Additionally, Generation Z typically use SNS to socialise with others (the aforementioned concept of ‘virtual bonding’) and escape various psychosomatic and emotional struggles (PrakashYadav & Rai, 2017). PrakashYadav and Rai (2017) explain that they derive comfort from being able to strengthen bonds with family and friends via SNS. SNS also augments their self-esteem by supporting ancillary socialising needs. The illustrated power of SNS and motives behind Generation Z’s frequent use of SNS informs this study by insightfully enhancing the gravity of the research problem. The connectivity of SNS is a requisite for reaching out and obtaining new consumers in contemporary society. For marketers, Generation Z’s habitual usage of SNS, together with the connectivity of SNS, amplifies the likelihood of reaching them on SNS and thus the importance of targeting them on these sites in order to acquire their customer loyalty.

2.3.3. Social Network Advertising (hereafter SNA)

SNS have revolutionised communication between organisations and consumers (Duffett, 2017). Technological advancements have birthed newfound marketing tools for online advertising (Udadeniya, Yalagama, Wickramasinghe, Mannapperuma & Jayasuriya, 2019). Largely employed is the tool of “Online Behavioural Advertising” (hereafter OBA), whereby consumers’ data is gathered and personalised advertisements, tailored to this data, is developed and distributed to them (Baek & Morimoto). Additionally, Cho and Cheon (2004) and Kim and Seo (2017) summarise that online advertisements take the form of banner advertisements, pop-ups, interstitials, superstituals, sponsorships, emails, videos and affiliated marketing. OBA is considered to be part of the future of marketing, creating more effective advertisements, touching a larger target audience and improving consumer relationships (Boerman, et. al., 2017).

However, technological advancements have also made it easier for consumers to switch to competitors easily (McGinnis, 2018). Kelly, et. al. (2010) agrees with

McGinnis (2018), and adds that technology has also empowered consumers to avoid content that disinterests them more easily. This signifies the importance of crafting advertisements that will intrigue and keep consumers interested. Hence, the approach of OBA is largely employed due to its capacity to involve consumers in advertisement-development, and subsequently advertise in ways that interest them (Cho & Cheon, 2004). Interestingly, seminal authors Speck and Elliott (1997) concur that involving consumers in advertisement-development will decrease advertisement avoidance. Similarly, Lutz, *et. al.* (1983) theoretical model specifies that the involvement of consumers in advertisement-development engenders more favourable assessments of advertisements by consumers. These rational accounts across the literature deepen this research study's dispute that it is imperatively beneficial and necessary for marketers to target consumers online.

However, as effective and beneficial as OBA is to marketers, it is largely unwelcomed. OBA's acquisition of consumers' personal information is largely perceived as a violation of privacy (Baek & Morimoto, 2012; Boerman, *et. al.*, 2017). Baek and Morimoto (2012), Wen and Huang (2016) and Udadeniya, *et. al.* (2019) warn that the use of privacy tools is growing, with more than half of Americans using advertisement-blocking tools to avoid advertisements. Consequently, such measures impede the capacity of OBA. They prevent marketers from not only acquiring the information necessary to craft interesting advertisements, but from consumers seeing advertisements altogether (Udadeniya, *et. al.*, 2019). It is imperative to investigate the factors that encumber the effectiveness of online advertisements, so that such obstructions can be dissolved.

2.3.3.1. Social Network Advertising (SNA) and Generation Z

Duffett (2017) discovered that SNA generates primarily positive reactions among Generation Z whilst inversely, Hossain (2018) found primarily negative reactions towards SNA by Generation Z. Hossain's (2018) findings are seemingly analogous with the scant other studies investigating Generation Z and SNA-avoidance (PrakashYadav & Rai, 2017; Kim & Seo, 2017). However, Duffett (2017) did note that the more frequently Generation Z associate with SNA, the more accustomed they become to SNA content, and are thus less stimulated by it. This discovery is important.

Despite Duffett (2017) primarily advocating that SNA has a positive impact on Generation Z, evidence suggesting that the cohort becomes less accommodating towards SNA did emerge. Moreover, it suggests that SNA might become too monotonous to enthuse tech-savvy Generation Z. But fundamentally, the literature depicts the growing problem of advertisement-avoidance among this cohort (Duffett, 2017; Hossain, 2018; PrakashYadav & Rai, 2017). There is insufficient academic literature regarding the attitudes of South Africa's Generation Z towards online advertisements (Duffett, 2017). Thus investigating these attitudes is pivotal.

2.3.4. Advertisement-Avoidance

Baek and Morimoto (2012), Cho and Cheon (2004), Hossain (2018), Kelly, *et. al.* (2010), Kim and Seo (2017), Udadeniya, *et. al.* (2019) and Wen and Huang (2016) all cite seminal authors Speck and Elliott's (1997) definition of advertisement-avoidance: "all actions by media users that differentially reduce their exposure to ad content." Advertisement-avoidance is considered one of the largest obstacles for marketers (Baek & Morimoto, 2012). Although consumers acknowledge that advertising is pivotal for organisational success, many dislike advertisements and avoid them (Kim & Seo, 2017). Kim and Seo (2017) discovered that advertisement-avoidance was highest for the Internet compared to other media, i.e. newspapers. The Internet is an application of technology which, as discussed previously, heightens consumers' ability to avoid advertisements (Kelly, *et. al.*, 2010; McGinnis, 2018). Thus this finding is reasonable. Similarly, Speck and Elliott (1997) found that technology makes it easier for consumers to avoid advertisements. Herewith, it can be inferred that advertisement-avoidance is starkest for the Internet, which insightfully corroborates this study's research problem regarding advertisement-avoidance on SNS.

Speck and Elliott (1997) noted 'cognition' (consumers' views of products) and 'behaviour' (avoidance-behaviours other than lack of attendance) as two antecedents of advertisement-avoidance. Additionally, both Munir, *et. al.* (2017) and Cho and Cheon (2004) acknowledged Speck and Elliott's (1997) antecedents, and noted 'affect' (consumers' feelings towards a product) as a third. These antecedents influence consumers' decisions to engage with/avoid advertisements. These findings impart a great deal about broader influences impacting consumers' perceptions of

advertisements. Such information can aid this study's investigation into Generation Z's advertisement-avoidance.

2.3.4.1. Advertisement-Avoidance and Generation Z

Duffett (2017) found that the more experience Generation Z had with SNS, the less susceptible they were to SNA persuasion techniques. This suggests that Generation Z's habitual affiliations with SNS makes them so accustomed to online content, they eventually become desensitised to it. Consequently, Generation Z are developing increasingly negative attitudes, i.e. boredom/irritation, towards SNA, which is translating into advertisement-avoidance (PrakashYadav & Rai, 2017). Moreover, there is insufficient literature pertaining to the factors that cause advertisement-avoidance among Generation Z in South Africa (Duffett, 2017). Addressing this gap in the research is pivotal. Generation Z are a new breed of consumers and will be consumers for plenty years to come. Thus knowing how to effectively target them is imperative to obtain and sustain consumer loyalty from this cohort.

2.3.5. Determinants of Advertisement-Avoidance

Determinants of advertisement-avoidance are the primary factors that cause advertisement-avoidance (Baek & Morimoto, 2012). The ensuing determinants identified across the literature will be utilised to confront the critical issue of advertisement-avoidance by Generation Z in South Africa.

2.3.5.1. Privacy Concerns

Munir, *et. al.* (2017) defines privacy as being devoid of other individuals' scrutiny. As previously discussed, OBA obtains consumers' personal information without their permission, so as to craft customised advertisements and target consumers more effectively (Baek & Morimoto, 2012). Consequently, consumers' typically feel invaded, which eventually produces privacy concerns and affects OBA outcomes (Boerman, *et. al.*, 2017). Munir, *et. al.* (2017) and Udadeniya, *et. al.* (2019) concur that these privacy concerns bring about reluctance amongst consumers to share any information with

marketers when asked to, and largely result in advertisement-avoidance. Moreover, acquiring consumers' personal information without their permission births additional causes of advertisement-avoidance, mainly perceived scepticism and perceived personalisation (Boerman, et. al., 2017).

2.3.5.2. Perceived Scepticism

Perceived scepticism describes an incredulity towards advertising claims (Baek & Morimoto, 2012; Boerman, et. al., 2017). When organisations publish advertisements with unrealistic content, or exaggerate product claims that leave consumers disappointed when the product underachieves, scepticism is fostered (Munir, et. al., 2017). Viewing advertisements as manipulative also demonstrates scepticism (Kelly, et. al., 2010). The preservation of sceptic doubts causes consumers to dislike advertisements more, count on them less and avoid advertisements entirely (Baek & Morimoto, 2012). This consequently foils prospective marketing efforts from other organisations altogether (Baek & Morimoto, 2012).

With regards to OBA, sceptic consumers tend to perceive personalised advertisements as bids to manipulate them (Baek & Morimoto, 2012). Additionally, Munir, *et. al.* (2017) warns that sceptical behaviours tend to transfer over unto other individuals. These detrimental impacts can be marginally averted if organisations ensure that they communicate honest, truthful claims to their consumers (Kotler, et. al., 2017).

2.3.5.3. Perceived Personalisation

Perceived personalisation refers to the tweaking of advertisement content to deliberately correspond with consumer interests (Munir, et. al., 2017). In light of this study's focus on SNS, perceived personalisation resembles OBA strategies. OBA evidently fosters its own determinants of advertisement-avoidance, mainly privacy concerns and scepticism (Wen & Huang, 2016). Baek and Morimoto (2012) suggest that plentiful consumers perceive personalised advertisements as an obstruction to their freedom, defiantly ridding them of control over their privacy. Consequently, they

focus on regaining control over their privacy instead of deliberating advertisements, and thus advertisements become avoided.

Interestingly, Munir, *et. al.* (2017) and Wen and Huang (2016) disputed Baek and Morimoto's (2012) findings, and ascertained that perceived personalisation does not necessarily result in advertisement-avoidance. Munir, *et. al.* (2017) and Wen and Huang (2016) agree that personalisation of advertisements impacts consumers constructively because of its capacity to engage with them over their own personal interests. Clarification regarding the role of 'perceived personalisation' in triggering advertisement avoidance is necessitated. If it transpires as a determinant of advertisement-avoidance for Generation Z, then marketers need to note it accordingly.

2.3.5.4. Perceived Ad Clutter

Speck and Elliott (1997) consider ad clutter to be the overexerted presentation of advertisements in a medium. The issue of ad clutter has reached distressing heights (Hossain, 2018). Consumers have a restricted capacity to digest information, thus exposure to numerous advertisements can trigger negative reactions, slash advertisement efficacy and cause advertisement avoidance (Hossain, 2018). However, Kelly, *et. al.* (2010) found that most teenagers consider SNA reasonable, and don't avoid advertisements because of excessive clutter online. Similarly, Hossain (2018) found that ad clutter impacted consumers' attitudes very little.

However, Cho and Cheon (2004) discovered that consumers do avoid advertisements online because of perceived ad clutter. This finding seemingly corresponds with seminal studies (Speck & Elliott, 1997). However, both Hossain (2018) and Cho and Cheon (2004) agree that marketers need to establish a balance between distributing an appropriate amount of advertisements, and being conscious that advertisement clutter can diminish SNA effectiveness.

2.3.5.5. Prior Negative Experiences

Consumers' inferences from previous experiences influences their attitudes and behaviours (Wen & Huang, 2016; Cho & Cheon, 2004). Negative experiences are

comprised by disappointment, supposed lack of helpfulness and incentive for clicking on advertisements, and consequently propagates advertisement-avoidance (Cho & Cheon, 2004). Kelly, *et. al.* (2010) found that plentiful individuals end up adopting the negative experiences of others, i.e. some people feel uncomfortable because of the warnings they received from others about contracting computer viruses from clicking on SNA. Similarly, Udadeniya, *et. al.* (2019) express that negative feelings towards OBA, i.e. violation of privacy, also fosters negative experiences for consumers towards advertisements. Negative experiences fuel advertisement-avoidance (Cho & Cheon, 2004; Hossain, 2018; Udadeniya, *et. al.*, 2019).

2.3.5.6. Goal Impediment

Internet usage is incredibly goal-orientated, thus goal impediment has been identified as one of the most substantial determinants of advertisement-avoidance (Wen & Huang, 2016). Hossain (2018) and Udadeniya, *et. al.* (2019) define goal impediment as the inability to accomplish one's online goals (i.e. browsing/sourcing content) because of online advertisements. Hossain (2018) found goal impediment to be the second most significant predictor of advertisement-avoidance. Likewise, Speck and Elliott (1997) found that when consumers' online goals are disrupted by advertisements, they respond directly with cognitive and behavioural avoidance. Interestingly, Kelly, *et. al.* (2010) found that young consumers perceived disruptive advertisements as only 'slightly' irritating. It seems that young consumers use SNS to reduce boredom and socialise – it has little task-orientation (Kelly, *et. al.*, 2010). Furthermore, it appears that goal impediment may exert little influence over advertisement-avoidance by Generation Z, who utilise the Internet for different purposes compared to other generations (PrakashYadav & Rai, 2017). Nonetheless, if goal impediment has any influence on Generation Z's advertisement-avoidance behaviours, it needs to be noted accordingly.

2.3.6. Conclusion

There is a dearth of literature pertaining to the causes of advertisement-avoidance on SNS by Generation Z in South Africa. Generation Z's habitual technological affiliations

has rendered them the most averse to online advertisements compared to preceding generations. The power that SNS offers marketers today, as well as Generation Z's frequent use of SNS, makes advertising on these sites when targeting Generation Z of paramount importance. However, a large resistance to SNA exists, and is especially true for Generation Z. Hossain (2018) states that an investigation of the causes of advertisement-avoidance by Generation Z on SNS will contribute to understanding this new breed of consumers, and will deliver more strategically effective marketing methods. Various determinants of advertisement-avoidance have been identified across the literature, but their relevance to Generation Z in particular is unclear.

3. CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.1. RESEARCH PARADIGM

This research study will employ the *Interpretivist paradigm*. du Plooy-Cilliers (2014: 27) describes Interpretivism as the examination of meaningful social action, whereby researchers gain an in-depth comprehension of human behaviour. Interpretivists contend that reality is a subjective, social construction, and thus studying people objectively, like objects, is not possible. Interpretivists believe that people assign their own idiosyncratic meanings to their experiences. Therefore, in order to investigate human behaviour and experience accurately, it is imperative to examine the particular contexts in which people reside. In doing so, researchers can unearth the true reality behind occurrences, and thus gain an accurate understanding of the phenomena under investigation (du Plooy-Cilliers, 2014).

Similarly, Interpretivists challenge the notion of an objective truth. They believe facts, like reality, are social constructions that arise from the idiosyncratic meaning systems of individuals, and are thus fluid in their meaning (du Plooy-Cilliers, 2014). Hence the ideation that, in order to gain an accurate understanding of phenomena, researchers have to analyse the social environments in which individuals reside, as these environments influence their experiences and interpretations. Herewith, Interpretivists aspire to investigate the world through individuals' eyes in order to gain accurate understandings (du Plooy-Cilliers, 2014).

Interpretivism is an appropriate paradigm for this study as researchers investigating advertisement-avoidance have found dissimilar results across various samples, i.e. 'perceived personalisation' was identified as being a determinant of advertisement-avoidance in some studies but not others (Munir, et. al., 2017; Wen & Huang, 2016; Baek & Morimoto, 2012). This indicates that the samples used influence the results, likely because all individuals are distinctive. Added to this, Generation Z is a new breed of consumers with different skills, interests and capacities compared to other generations (Hossain, 2018), which further corroborates the distinctiveness of individuals.

Furthermore, the fluidity of reality and knowledge highlights the importance of the researcher to gain an in-depth understanding of participants' subjective determinants of advertisement-avoidance. Therefore, Interpretivists' focus on comprehending human perspectives and experiences (du Plooy-Cilliers, 2014) makes the paradigm obligatory for this study to employ. Through an Interpretivist lens, this study can identify the accurate and unique determinants propagating advertisement-avoidance on social networking sites for Generation Z in Durban, South Africa specifically.

3.2. CONCEPTUAL APPROACH

Qualitative research is concerned with obtaining profound understandings about human experience by studying phenomena in the natural settings in which it resides (Nieuwenhuis, 2020). In doing this, researchers can examine the subjective meanings and experiences related to a specific phenomenon, which is the ultimate goal of qualitative research (Strydom & Bezuidenhout, 2014). Furthermore, qualitative research holds the capacity to obtain an understanding of underlying opinions, thoughts and motivations which provide deeper insight into a problem (DeFranzo, 2011).

A qualitative approach is most appropriate for this study. Its focus on examining individual perspectives will aid this study's investigation in identifying subjective determinants of advertisement-avoidance. As mentioned previously, the environments in which individuals reside shapes them (Nieuwenhuis, 2020). It is for this reason that this study assumed an Interpretivist approach, as Interpretivism facilitates accurate investigations regarding the distinctive viewpoints of phenomena. Also for this reason, this study will assume a qualitative approach as qualitative research aligns with Interpretivist principles, and enables the investigation of subjective viewpoints (Strydom & Bezuidenhout, 2014). Herewith, qualitative methods are mandatory in order to accurately fulfil the intentions of this study, and thus satisfactorily investigate and unearth the real reasons for Generation Z's avoidance of advertisements online in Durban, South Africa.

3.3. CASE STUDY APPROACH

According to Strydom and Bezuidenhout (2014: 179), case study research bids to gain a comprehensive understanding of participants' lived experiences, by examining them in their natural environment. Case study methods enable researchers to represent phenomena authentically (Strydom & Bezuidenhout, 2014). The goals of case study research synchronises with that of qualitative research and Interpretivism, as these approaches all aim to explore the lived reality of individuals in efforts to gain deeper understandings. Case study research intends to acquire a profound understanding of authentic experiences. By seeking Generation Z's first-hand experiences regarding the factors propelling them to avoid online advertisements, an identification of relevant determinants, and an authentic understanding of the role of these determinants in advertisement-avoidance, can ensue and fruitfully fulfil this study's purpose. Hence all three approaches align and serve the purpose of this study.

Moreover, Nieuwenhuis (2020) explains that case study research focuses on analysing data via identifying patterns in the findings, whilst simultaneously ensuring that all pertinent data is reflected. This ultimately informs this study's data collection method – to identify pertinent themes in the data that answer the research question, whilst accounting for all information that provides context to the issue of online advertisement-avoidance by Generation Z in Durban, South Africa. Therefore, a case study approach is imperative to this research study.

3.4. EXPLANATORY DESIGN

Explanatory research intends to identify a cause-and-effect relationship between phenomena in order to understand a situation (Nieuwenhuis, 2020). Thus explanatory research intends to explain the 'how' and 'why' of specific circumstances (Strydom & Bezuidenhout, 2014). This study will be an explanatory study, as explanatory studies harmonise with this study's intentions – to identify and explain why certain determinants cause online advertisement-avoidance among Generation Z. Thus this study intends to identify and explain this phenomena in efforts to assist marketers and supply contemporary research around this topic in the South African context.

3.5. POPULATION

3.5.1. TARGET POPULATION

This study's target population, referring to everyone that meets the population parameters (Pascoe, 2014), is all South African, private tertiary students between 18 and 24 years of age, who have a social networking profile on Instagram and Facebook. Generation Z are individuals currently 8-24 years old (Hossain, 2018), but due to ethical reasons, this study only focused on Generation Z individuals between 18 and 24 years of age. However, due to the unmanageable size of the target population, an accessible population was determined.

3.5.2. ACCESSIBLE POPULATION

An accessible population refers to the portion of the population by which the researcher actually has access to (Pascoe, 2014). This study's accessible population included all students studying at private universities in the city of Durban, South Africa, between the ages of 18 and 24 years old, who have social networking profiles on Instagram and Facebook.

3.5.3. POPULATION PARAMETERS

Pascoe (2014) defines population parameters as the nature (people or artefacts), size and unique characteristics of the population to be investigated. This study's population parameters were as follows:

- **Nature/Unit of Analysis:** People – private university students.
- **Size:** All students, 18-24 years old, studying at private universities in Durban, South Africa.
- **Unique Characteristics:** All students, 18-25 years old, studying at private universities in Durban, South Africa, and have social networking profiles on Instagram and Facebook.

3.6. SAMPLING

3.6.1. NON-PROBABILITY SAMPLING METHODS

This study utilised non-probability sampling methods. Non-probability sampling is used when accessing the whole population isn't feasible (Pascoe, 2014). Therefore, despite an accessible population having been established, this study's population was still too large and a more manageable sample was drawn.

Currently, the COVID-19 pandemic is rife throughout South Africa. COVID-19 has caused copious preventative measures to be implemented in efforts to curb its spread (Eyewitness News, 2020). Part of these restrictive, preventative measures is the restriction of social movement and prohibition of social gatherings, as limited face-to-face contact is the best way to decrease the virus's spread (Coronavirus Disease 2019, 2020). Herewith, physical contact/interactions will be circumvented by the researcher in efforts to abide by the current law and reduce the virus's spread. Therefore, in order to source an appropriate sample during these difficult circumstances, the researcher made use of **convenience sampling** and **snowball sampling** to create this study's sample.

3.6.1.1. CONVENIENCE SAMPLING

Convenience sampling involves targeting individuals that the researcher knows and has fast/easy access to. Consequently, there is always a risk for convenience samples to be heavily bias towards the researcher's social and professional contexts (Pascoe, 2014). However, considering the circumstances and nature of this study, it was most appropriate. The researcher reached out to relevant individuals that she knows, who met the population parameters, and were willing to participate in the study. These individuals subsequently comprised part of this study's sample.

3.6.1.2. SNOWBALL SAMPLING

Once relevant individuals were conveniently sourced by the researcher, the researcher made use of snowball sampling to limit the risk of researcher bias – though

this cannot be fully curbed – and complete the selection of an appropriate sample for this research study. Snowball sampling occurs when selected participants provide suggestions of individuals who they know that fit the population parameters (Pascoe, 2014). Associated with snowball sampling is the risk of limited results that cannot be generalised. This will comprise a limitation of this study. Nonetheless, participants sourced conveniently by the researcher were asked to suggest additional participants who met the population parameters. The researcher then verified the relevance of these participants to the study's population parameters and, upon confirming that these participants were suitable to participate in the study, provided them with a questionnaire to complete.

3.6.2. SAMPLE SIZE

Since this study is qualitative, only a small sample of 8-12 individuals, who meet the population parameters, were selected. Seven participants were selected via convenience sampling methods, and the remaining five participants were sourced via snowball sampling methods. The researcher was able to obtain 12 participants in total, which for qualitative studies, is sufficient.

3.7. DATA COLLECTION METHOD

3.7.1. SECONDARY RESEARCH

Secondary research was conducted through the use of online journals and online academic resources. The information set forth by these sources/studies provided the researcher with an understanding of the topic of advertisement-avoidance among Generation Z individuals. The valuable information obtained from these secondary sources was discussed comprehensively in the literature review, and informed this study of the key determinants that cause advertisement-avoidance on social networking sites. Subsequently, these determinants were incorporated into the study's data collection tool, in efforts to see whether or not these determinants (in amongst others) are applicable to Generation Z individuals in Durban, South Africa.

3.7.2. QUESTIONNAIRE

This study made use of a qualitative questionnaire to collect the necessary data. Questionnaires are a popular instrument for qualitative data collection as they present a list of different questions, all tailored to acquire specific information from participants (Aryal, 2020). Questionnaires are also inexpensive, consistent (i.e. the same information is obtained from all participants), free from bias (i.e. participants write their own, truthful answers) and can reach participants residing in distant areas as questionnaires can be distributed via e-mail. Though a noteworthy limitation of questionnaires is the potential for participants to provide untruthful responses, as well as provide incomplete answers. This would perceptibly impact the accuracy of the findings (Aryal, 2020).

However, considering this study aims to investigate the factors that cause advertisement-avoidance among Generation Z students in Durban, South Africa, a qualitative questionnaire was appropriate. The consistent information that the questionnaire was able to obtain from all participants went a long way in satisfying this study's research problem, questions and objectives. This is owing to the fact that the researcher was able to get straight to the point and ask clear-cut questions about the determinants of advertisement-avoidance – which this study's research problem, objectives and questions are centred around. Perceptibly, this was beneficial as these questions were able to acquire the precise information that the researcher needed in order to satisfy this study's objectives.

Likewise, the capacity of questionnaires to gather participants' personal, truthful responses to questions aided this study's investigation into the determinants of advertisement-avoidance, as the researcher was able to identify participants' subjective determinants of advertisement-avoidance. Considering this study intends to provide marketers with pertinent information surrounding Durban, South Africa's Generation Z individuals and advertisement-avoidance, identifying participants' subjective determinants of advertisement-avoidance was pivotal. Added to this, the ability of questionnaires to gather participants' subjective answers aided this study's bid to achieve/answer the second research objective and question, which both convey the intention to explain why these determinants cause advertisement-avoidance on social networking sites. Herewith, participants' subjective reasons for avoiding

advertisements on social networking sites was identified, satisfactorily addressing this study's question, objective and research problem.

Lastly, the ability of questionnaires to reach participants residing in distant areas aided this study's investigation during the restrictive social measures brought about by the COVID-19 pandemic in South Africa. Herewith, questionnaires were safely distributed to relevant participants via e-mail, evading the need to initiate a social gathering and/or physical interactions between the researcher and participants, and therefore aligning with this study's aim to avoid any/all physical interactions and to curb the spread of the virus as much as possible.

3.7.3. APPLICATION OF DATA COLLECTION METHOD

The questionnaire used consisted of 14 main questions and several sub-questions. These questions made use of multiple choice tick-box options, with extra space that allowed participants to elaborate on their selected choices. Herewith, the researcher was able to gather definitive feedback from participants regarding determinants of advertisement-avoidance on social networking sites, as well as a deeper understanding of participants' thoughts and feelings thereof.

The questionnaire, and its corresponding consent form, was distributed to relevant participants via a Microsoft Word format on e-mail. The consent form was necessary considering that the participants' were asked to return their questionnaires to the researcher via e-mail, and it would then be possible for the researcher to connect the participants' responses with their identity. Obviously, deciphering participants' identities was not necessary nor ethical in the context of this study. Thus the consent form was sent with the questionnaire in efforts to assure participants that they, and their private information and responses, will remain completely anonymous despite the researcher having the capacity to identify them.

Participants were given one week to complete their questionnaire and consent form, and to e-mail both back to the researcher. Unfortunately, some responses were still outstanding after the one week period ceased. This kept the researcher waiting an additional five days before all 12 responses were e-mailed back, which consequently delayed the researcher's data analysis process. Added to this, four participants failed

to e-mail back a completed consent form with their questionnaire. For ethical reasons, the researcher could not proceed to analyse the data until all completed questionnaires were accompanied by signed consent. Gathering these outstanding consent forms delayed the researcher by an additional four days. Overall, the data collection period took ten days longer than the researcher initially planned.

Nonetheless, the researcher was able to obtain the 12 responses necessary to gather sufficient data pertaining to the study's research problem, questions and objectives.

3.8. DATA ANALYSIS METHOD

This study used a *deductive qualitative content analysis* to analyse collected data.

A deductive data analysis involves moving from general assumptions to more specific suppositions about phenomena (Bezuidenhout & Cronje, 2014). This assisted the researcher with narrowing down general assumptions, and allowed the researcher to produce more specific inferences about Generation Z and advertisement-avoidance on social networking sites in Durban, South Africa. Also, deductive analyses are beneficial as they allow researchers to explain causal relationships between phenomena (Streefkerk, 2019). This function of deductive analyses served the researcher as this study also intends to explain why the identified determinants cause Generation Z individuals to avoid advertisements on social networking sites. Hence, with the use of a deductive data analysis, the researcher was able to gather specific data about why the identified determinants cause advertisement avoidance.

Added to this, a *qualitative content analysis* was used. According to Strydom and Bezuidenhout (2014: 191), qualitative content analysis refers to the subjective interpretation of the content of text data, through the categorisation process of coding and identifying themes and patterns. Qualitative content analyses are used when researchers intend to identify explicit and hidden themes entrenched in a text to establish meaning (Strydom & Bezuidenhout, 2014). This analysis method helped the researcher to analyse the data as the researcher was able to develop categories before the research study commenced. These predetermined categories are representative of the key information that the researcher needs to identify in order to satisfactorily address and answer the study's research problem, questions and

objectives. For example, one category is called 'Goal Impediment' (a determinant identified from previous literature; discussed comprehensively in the literature review), and all information obtained from participants' responses pertaining to the impediment of their goals on social networking sites will be placed in this category. Later, all information grouped into this category will be analysed and the researcher will be able to determine if 'goal impediment' is in fact a determinant of advertisement-avoidance for Generation Z consumers.

Herewith, a deductive qualitative content analysis is an appropriate data analysis method for this research, as it allows the researcher to establish information categories prior to the commencement of data analysis, ensuring that the researcher addresses and answers this study's research problem, objectives and questions properly.

3.8.1. APPLICTION OF DATA ANALYSIS METHOD

As mentioned previously, predetermined categories (vital to the process of content analysis) were established so that data could be organised and grouped into appropriate corresponding categories. The predetermined categories established by the researcher are as follows:

1. Length of time participants' have had Instagram and Facebook accounts.
2. Daily time spent using Instagram and Facebook.
3. Primary uses for Instagram and Facebook.
4. Goal impediment (determinant #1 – identified from previous literature).
5. Irritating advertisement characteristics (determinant #2).
6. Privacy concerns (determinant #3 – identified from previous literature).
7. Ad clutter (determinant #4 – identified from previous literature).
8. Perceived personalisation (determinant #5 – identified from previous literature).
9. Negative Experiences (determinant #6 – identified from previous literature).

10. Additional determinants of advertisement-avoidance (determinant(s) #7)

Once all questionnaires were collected, the researcher began by identifying themes in participants' answers that corresponded with the nature of the aforementioned categories. The researcher used line-by-line coding, which involves applying codes to each line of qualitative text embedded in the questionnaire. These codes were representative of the nature of the predetermined categories, so any information that fitted any particular code was easily grouped into the code's relevant category. Subsequently, information about what that particular category means for Generation Z consumers in Durban, South Africa was discovered.

This technique was very useful as it is allowed the researcher to 'dig deep' into the data and obtain as much significant information pertaining to this study's research problem, questions and objectives as possible. Also, with this analysis method, the researcher was able to allow new themes to emerge from the data, and fruitfully avoided having to apply a pre-existing framework to the data – which could have impacted what information is obtained. This was especially useful giving that the determinants of advertisement-avoidance on social networking sites by Generation Z in the Durban, South African context, is an under-researched phenomenon. Hence, authentic information pertaining to this phenomenon was extracted, and allowed the researcher to present completely authentic information regarding this under-researched phenomenon.

With line-by-line coding, the researcher slowly uncovered the authentic components associated with advertisement-avoidance on social networking sites by Generation Z in the Durban, South African context. With this analysis method, and subsequent coding techniques, the researcher was able to organise all of the relevant data into appropriate categories, and gathered sufficient information from participants to give a holistic outline of the determinants that cause Generation Z consumers in Durban, South Africa, to avoid advertisements on social networking sites.

3.9. TRUSTWORTHINESS

In qualitative studies, trustworthiness is a measure taken to promote veracity and reliability of results. This imparts that if another researcher had to repeat the study, they would obtain similar results (Koonin, 2014). Trustworthiness is measured in terms of credibility, transferability, dependability and confirmability.

3.9.1. CREDIBILITY

Credibility considers how assured the researcher is that the findings are truthful. Ultimately, this evaluates the researcher's accuracy in interpreting the collected data. Moreover, credibility can be amplified by spending lengthy time with participants to understand their perspectives, and when the eventual results are realistic from participants' perspectives (Koonin, 2014).

This study achieved this by ensuring that all participants were in fact representatives of the selected population parameters, and by ensuring that all findings presented are 'believable' by participants.

3.9.2. TRANSFERABILITY

Transferability signifies the capacity of results to be applied to similar contexts and similar results to be acquired. Ultimately, transferability speaks to the capacity of this study's findings to be generalisable to other contexts (Koonin, 2014).

The researcher enhanced transferability by ensuring that a thorough description of the research context and suppositions central to the study is provided. This way, similar conditions can be produced by other researchers and thus, with caution, similar results produced. Also, with having refined descriptions of the study's conceptions and contexts, this study's findings can be transferred and used to comprehend the contemporary perceptions, problems and challenges surrounding advertisement-avoidance by Generation Z. Added to this, findings can be transferred and used, with caution, in the preliminary stages of crafting more strategically effective marketing plans for marketers targeting Generation Z.

3.9.3. DEPENDABILITY

Dependability refers to the quality of the process of amalgamation between the study's data collection method, data analysis and the inferences generated from the findings. Ultimately, if this process is done appropriately, similar results could be attained when measuring the same thing twice (Koonin, 2014). Although, for the purpose of comprehending dependability, measuring the same thing twice is not possible. Herewith, dependability accentuates the need for the researcher to account for the ever-changing context in which the research occurs, and how such changes potentially influenced the study (Trochim, 2006).

Obviously, this research study was conducted during the global COVID-19 pandemic. This, in amongst plentiful other contextual influences, will impact the outcome of this study. Already, sampling methods and data collection methods were tailored to account for the implications associated with the pandemic. Thus, in efforts to obtain a trustworthy degree of dependability, the researcher has provided a comprehensive description of the pandemic, and everything it entailed, including its impact on this research study. Also, by conducting a review of previous literature/studies (Chapter 2), this study can conceptualise the topic of advertisement-avoidance thoroughly, despite the impact of COVID-19. Herewith, transparency of the study's contextual proceedings, analysis and findings, in relation to preceding studies, is afforded and a degree of dependability ascertained.

3.9.4. CONFIRMATIBILITY

Confirmability indicates how well the findings emerge from the data. This requires the researcher to explain the research process profusely, so as to help others examine the research design accurately (Koonin, 2014). Hence, confirmability refers to the degree to which the study's findings can be confirmed or verified by other researchers (Trochim, 2006).

In efforts to attain confirmability, the researcher has documented the procedures taken to examine the data throughout the study. Trochim (2006) suggests that confirmability can also be obtained through the researcher enacting the 'devil's advocate', which involves actively seeking and pronouncing the negative occurrences that contradict

previous observations. The researcher will do this, especially considering the uncertainty of COVID-19, in efforts to produce confirmable, truthful results.

4. CHAPTER 4: FINDINGS & INTERPRETATION OF FINDINGS

4.1. INTRODUCTION

This chapter presents the primary research data collected for this study. Through the use of a questionnaire, participants expressed their thoughts, feelings and opinions about advertisements on Facebook and Instagram. Herewith, factors driving participants to avoid advertisements on social networking sites, and the reasons thereof, was unearthed.

The data was analysed according to the method outlined in Chapter 3, and findings are discussed within the broader context of the research problem, objectives, questions and previous literature discussed in the literature review.

4.2. PRESENTATION AND DISCUSSION OF FINDINGS

Respondents have been profiled and figures have been used to illustrate the pertinent information found during the data analysis process.

4.3. PROFILE OF RESPONDENTS

Respondents were equally male and female, aged between 19 and 24 years old. Majority of respondents have had their Facebook and Instagram profiles for either 6-7 years or 4-5 years – long enough periods of time to be able to provide fruitful conceptions of advertisement-avoidance. Respondents typically use Facebook and Instagram for about 1-2 or 3-4 hours every day, and primarily use Facebook to reduce boredom and Instagram to socialise.

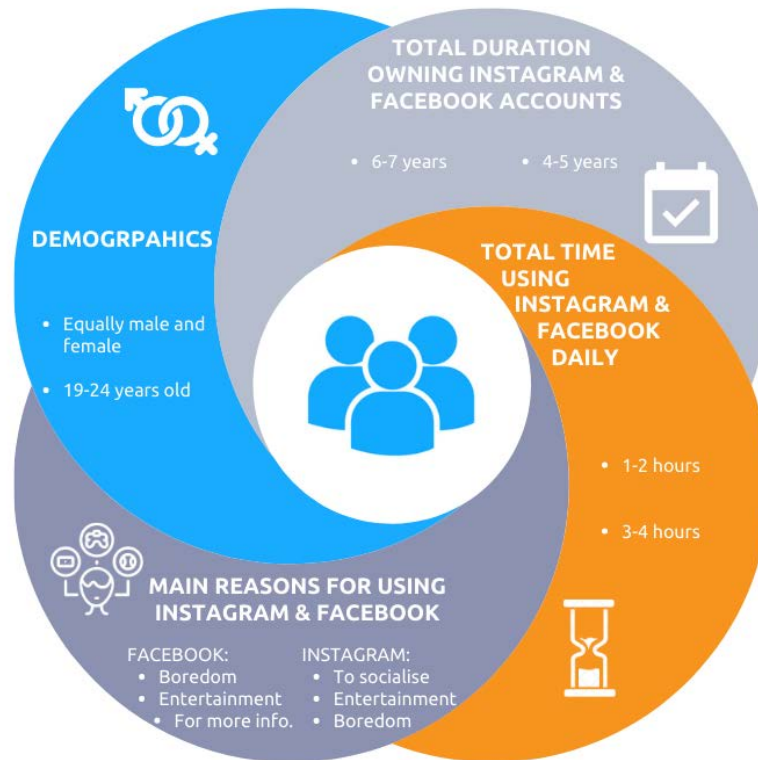


IMAGE 1: Profile of Respondents (own image)

4.4. INTERPRETATION OF FINDINGS

4.4.1. OBJECTIVE 1: To identify the determinants evoking advertisement-avoidance on social networking sites by Generation Z students in Durban, South Africa.

4.4.1.1. DISCUSSION OF FINDINGS

Several questions within the questionnaire allowed for findings that will address the first research objective, research problem and main research question. The questions that effected responses regarding Objective 1 and the main research question have been analysed below.

Question 6: Does it irritate you to see advertisements on Facebook and Instagram?

Below is a pie graph illustrating the respondents' answers to the multiple choice question above:

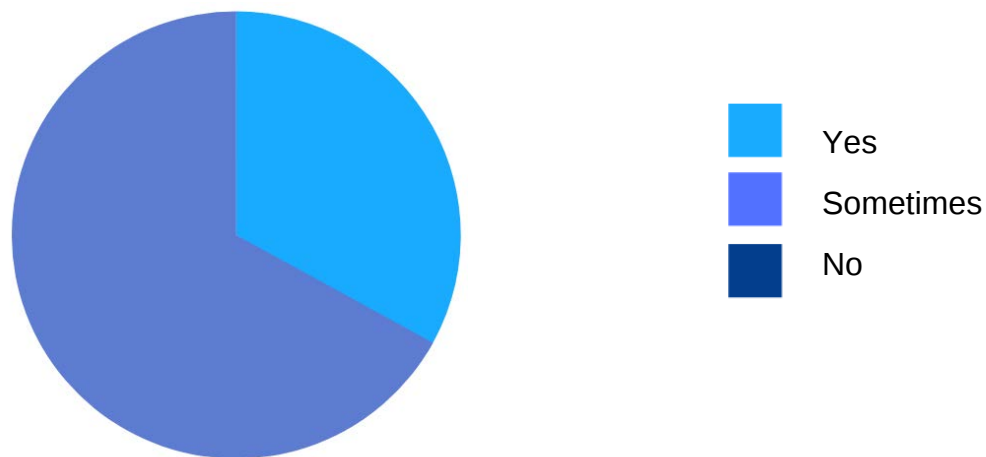


IMAGE 2: Question 6 responses (own image)

Attitudes towards advertisements play a major role in determining whether or not consumers are willing to view and/or engage with an advertisement (Lutz, MacKenzie & Belch, 1989). Respondents are only *sometimes* irritated by advertisements on Facebook and Instagram. However, not one participant selected 'No' – which serves to indicate that advertisements on Facebook and Instagram cause respondents no irritation at all.

Question 7: Do you feel that advertisements on Instagram and Facebook interrupt your use (listed in Q.3) of Instagram and Facebook?

This question refers back to the main reasons that respondents use Facebook and Instagram, mentioned in 4.3. *Profile of Respondents*. Below is a pie graph illustrating the respondents' answers to the multiple choice question above.

Facebook:

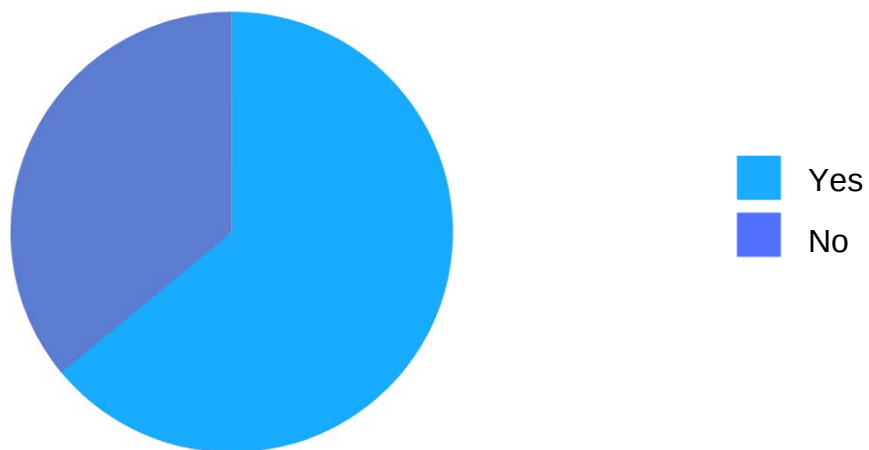


IMAGE 3: Question 7 responses for Facebook (own image)

Instagram:

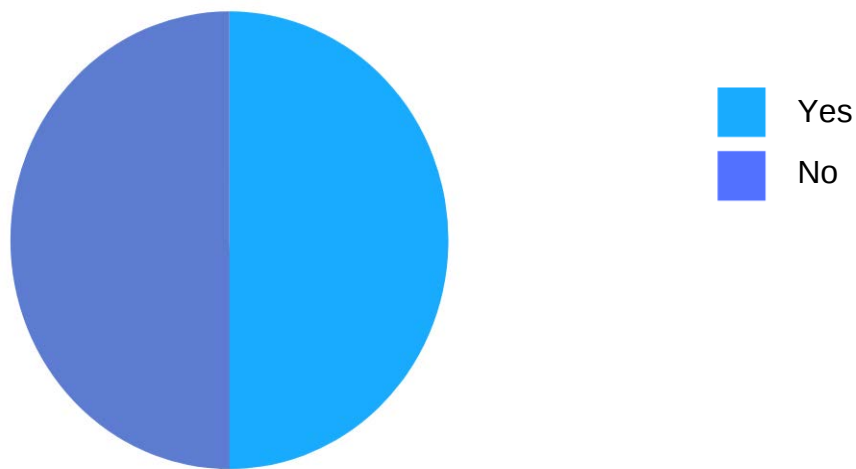


IMAGE 4: Question 7 responses for Instagram (own image)

Previous literature identified 'goal impediment' as a determinant of advertisement-avoidance (Hossain 2018; Speck & Elliott, 1997). Respondents indicated that advertisements disrupt their use of Facebook quite significantly, but disrupts their use of Instagram rather moderately.

Previous literature identified 'goal impediment' as a profound determinant of advertisement-avoidance, when the online platform being used is very goal-oriented. Respondents largely use Instagram for socialising, to reduce boredom and for entertainment, as opposed to Facebook which is also used to reduce boredom and for entertainment, but also to gather more information about things. It appears that Facebook is potentially more goal-oriented than Instagram for respondents, which could possibly explicate why Facebook scored higher for goal impediment than Instagram.

In relation to the main research question, goal impediment is a determinant of advertisement-avoidance for Generation Z in Durban, South Africa.

Question 8: Please rate how irritating the following advertisement characteristics are for you.

This discussion is inclusive of all of the data gathered from Question 8, including the sub-questions for Question 8, all of which aim to analyse the role of online advertisement characteristics in causing advertisement-avoidance.

The following pie graph illustrates how irritating the supplied characteristics were rated to be.

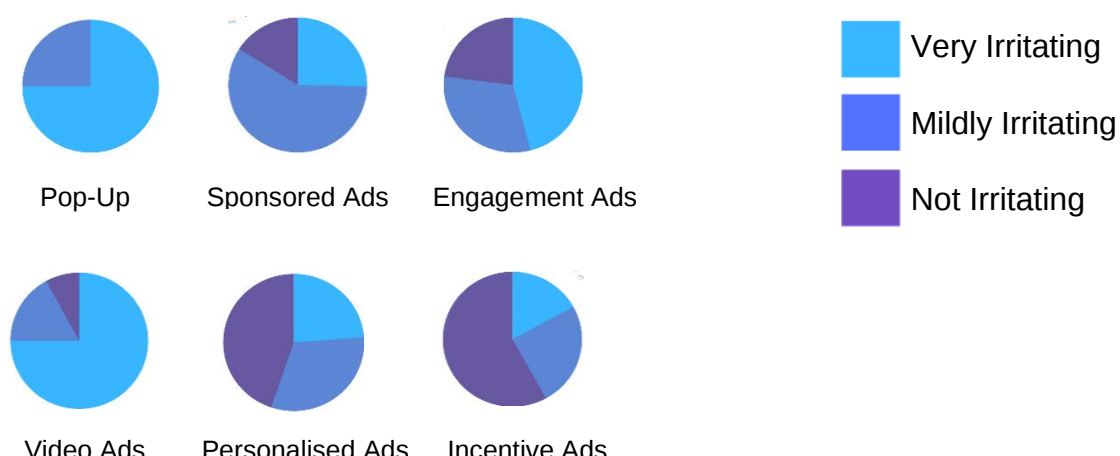


IMAGE 5: Pie graphs illustrating the ratings given for each advertisement-characteristic (own image)

As mentioned previously, attitudes towards advertisements are major antecedents in determining a consumer's willingness to view/engage with an advertisement. Pop-up, video and engagement advertisements irritate respondents the most.

Below is a word cloud outlining all of the advertisement-characteristics that Respondents listed as determinants of advertisement-avoidance:



IMAGE 6: Question 8 responses (own image).

These findings are linked directly to Objective 1 and the main research question. A common theme in respondents' answers was a major dislike for compulsory video advertisements and unforeseen pop-up advertisements. One respondent described these kinds of advertisements as "forceful," and said that they make them "feel flustered."

The characteristics outlined in Figure 6 are significant enough to drive respondents to avoid an advertisement displaying these characteristics. Ultimately, these identified characteristics are determinants of advertisement-avoidance for Generation Z in Durban, South Africa.

Question 9: Do you trust advertisements on Instagram and Facebook?

Below is a pie graph illustrating respondents' multiple choice responses to the question above.

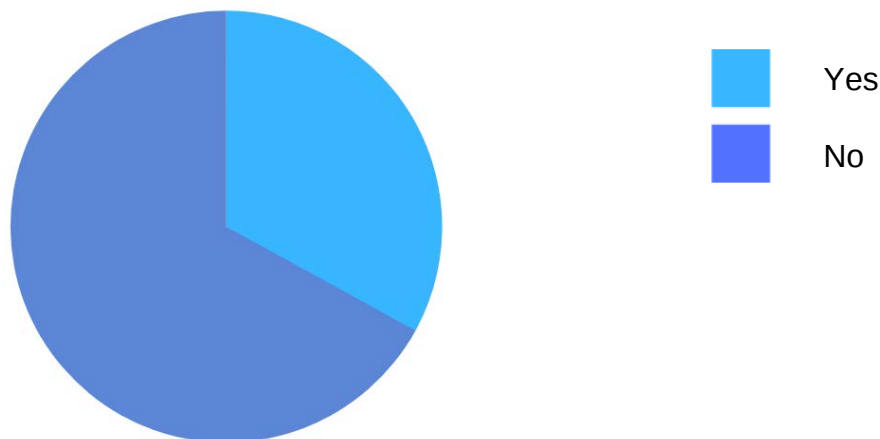


IMAGE 7: Question 9 responses (own image)

And;

Question 9.2: If you selected 'No', does this mean that you avoid advertisements completely when you see them on Instagram and/or Facebook?

Below is a pie graph illustrating respondents' multiple choice responses to the question above.

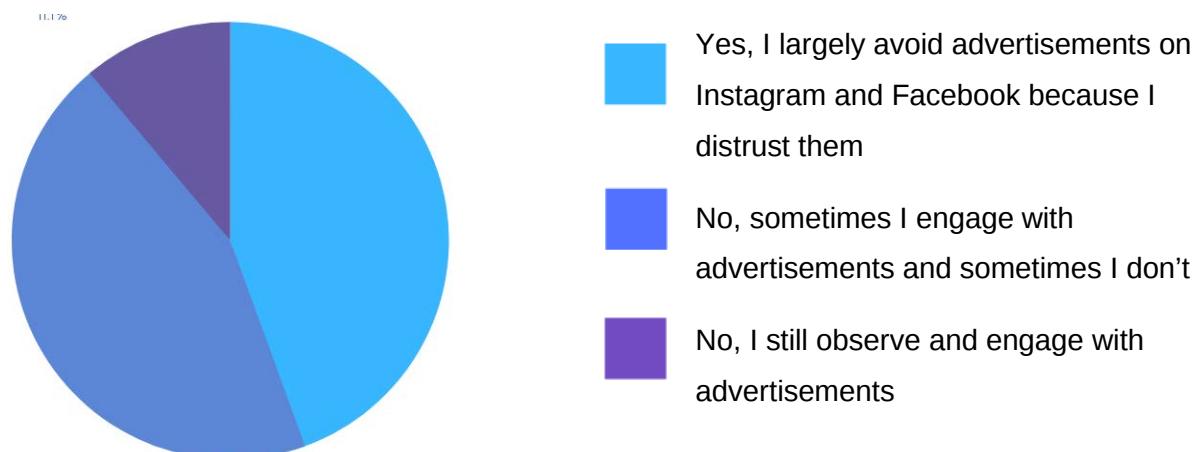


IMAGE 8: Question 9.2 responses (own image)

'Perceived scepticism,' which is an incredulity towards advertising claims, is a determinant of advertisement-avoidance identified from previous literature.

Respondents showed a large incredulity towards advertisements on Facebook and Instagram. Although, interestingly, this incredulous distrust is not significant enough to drive respondents to avoid advertisements entirely. Despite their distrust, numerous respondents still *sometimes* observe and engage with advertisements, whilst several respondents observe and engage with advertisements all of the time.

Question 10: How likely are you to give your personal information to an advertisement/website?

And;

Question 10.1: If you selected '*I definitely won't*' or '*Unlikely, but possible*', is this because you are concerned about your privacy?

Below is a pie graph illustrating respondents' multiple choice responses to **Question 10** above.

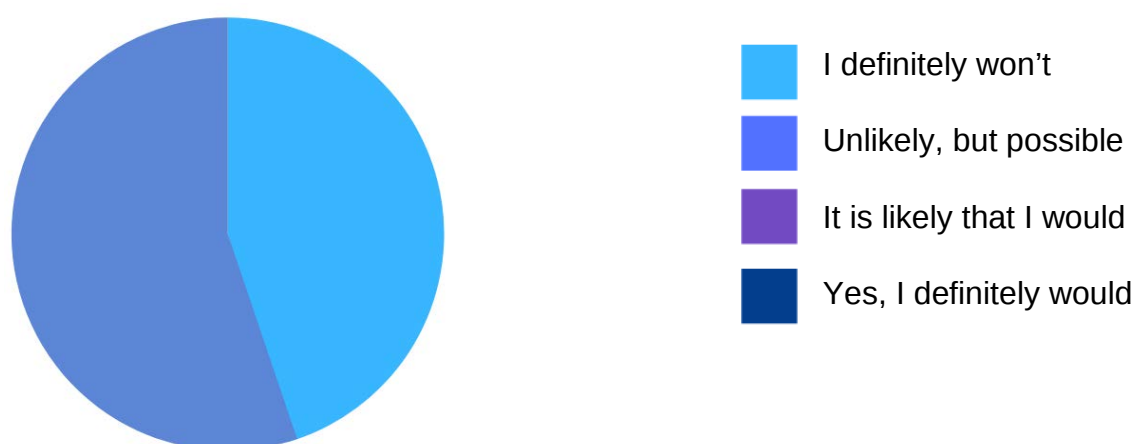


IMAGE 9: Question 10 responses (own image)

None of the respondents are totally willing to share their personal information with an advertisement/website, and all respondents are reluctant to share their personal information because they have privacy concerns.

'Privacy concerns' is also a determinant of advertisement-avoidance identified from previous literature. Privacy concerns emerged as a very significant determinant of advertisement-avoidance, partially satisfying Objective 1 and the main research question.

Question 11: Does the appearance of lots of advertisements on Instagram and/or Facebook, impact your willingness to acknowledge advertisements?

Below is a pie graph illustrating the respondents' responses to the multiple choice question above.

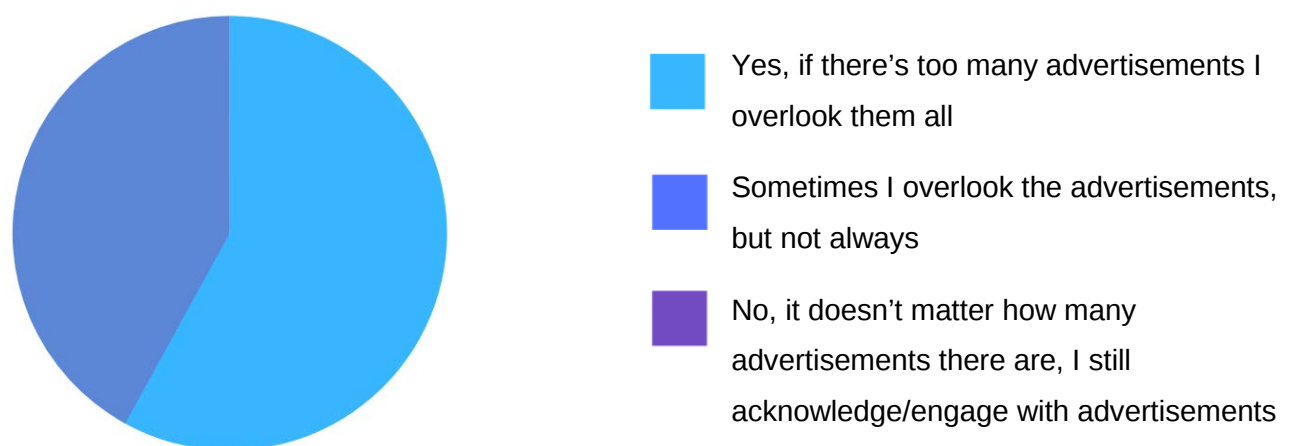


IMAGE 10: Question 11 responses (own image)

Modern consumers have a limited capacity to digest information, and the excessive presentation of advertisements in a medium can trigger advertisement-avoidance. 'Ad clutter,' as a determinant of advertisement-avoidance, is fluid across the literature. Though respondents indicated that ad clutter is a factor that will cause them to overlook advertisements.

Question 12: Do you find it beneficial when an advertisement is noticeably personalised to fit your personal preferences?

Below is a pie graph illustrating respondents' responses to Question 12.

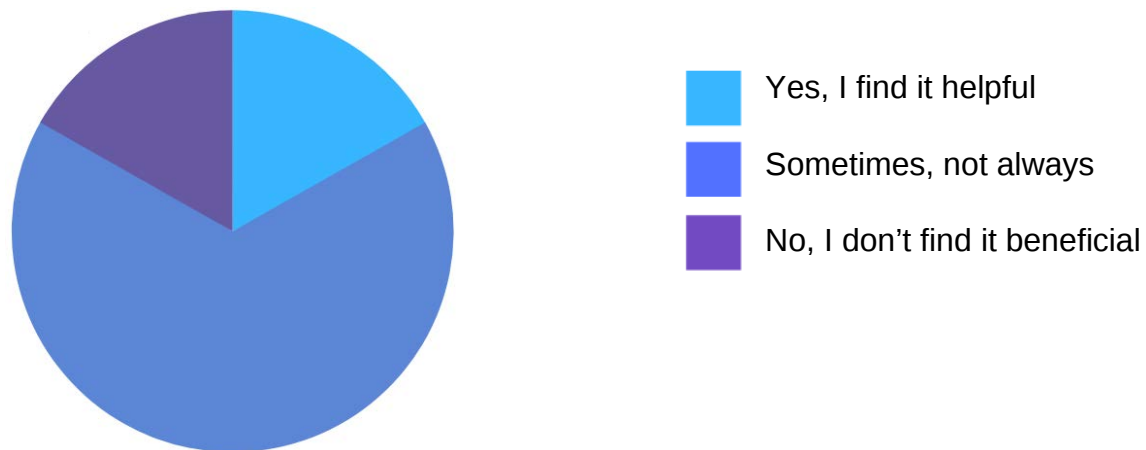


IMAGE 11: Question 12 responses (own image)

'Perceived personalisation' (also a determinant identified from previous literature), did not prevail as a noteworthy determinant of advertisement-avoidance. A majority of respondents perceive personalised advertisements as relatively helpful.

Question 13: Have you ever had any bad experiences with online advertisements?

Below is a pie graph illustrating respondents' responses to the multiple choice question above.

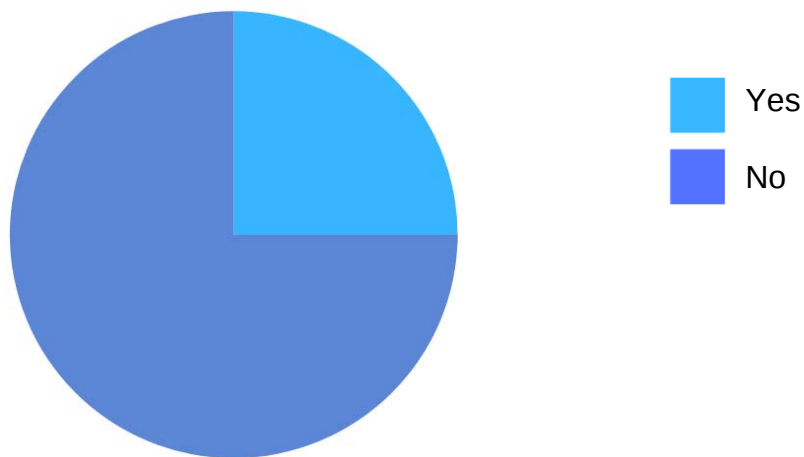


IMAGE 12: Question 13 respondents' responses (own image)

'Negative experiences' (the final determinant of advertisement-avoidance identified from previous literature) did not prevail as a determinant of advertisement-avoidance, largely because respondents haven't had any bad experiences with online advertisements.

For the few respondents who have had a negative experience, a common theme within their negative experiences was being deceived by false information. Another negative experience supplied was the threat of a security risk.

4.4.2. OBJECTIVE 2: To explain why these determinants cause Generation Z students in Durban, South Africa, to avoid advertisements on social networking sites altogether.

4.4.2.1. DISCUSSION OF FINDINGS

These findings build on the findings from the first research objective. Several sub-questions within the questionnaire enquired about respondents' reasons for the answers they provided, which will satisfy Objective 2. The questions that effected responses regarding Objective 2 and the secondary research question have been analysed below.

Question 7.1: If you selected 'Yes' for any of the above, please specify why you feel that advertisements on Instagram and/or Facebook impede your use of Instagram and/or Facebook?

Goal impediment was deemed a determinant of advertisement-avoidance through findings from the first research objective.

The two word clouds below outline respondents' reasons for online advertisements disrupting their use of Instagram and/or Facebook.

INSTAGRAM:



IMAGE 13: Question 7.1 responses for Instagram (own image)

FACEBOOK:



IMAGE 14: Question 7.1 responses for Facebook (own image)

Facebook scored higher for goal impediment than Instagram, hence more reasons were supplied for Facebook than Instagram.

A major theme in respondents' answers was an intense frustration towards advertisements that appear during videos and/or stories on Facebook and Instagram. Respondents described these advertisements as "frustrating," "irritating," "annoying," and that they "infringe on my time." These advertisements deter respondents from engaging entirely, and sometimes from using the platforms.

Interestingly, the advertisements described by respondents' are synonymous with the notion of 'pop-up' advertisements, which was deemed a significant determinant of advertisement-avoidance.

Question 9.1: Please provide a reason for your answer.

Question 9 identified 'perceived scepticism' as a determinant of advertisement-avoidance, though not a significant one.

Respondents' common reasons for having sceptic preservations are illustrated in the word cloud below.



IMAGE 15: Question 9.1 responses (own image)

A major theme in respondents' answers is distrust due to scammers and hackers. Respondents find it hard to trust advertisements with unfamiliar brands, very little information and false information, and often these advertisements to be indicative of a scammer or a hacker.

A smaller theme that developed is that more trust is given to paid advertisements.

Paid advertisements often take the form of personalised advertisements, which respondents considered helpful and not a determinant of advertisement-avoidance. This could partially explicate why respondents would find contentment with paid advertisements.

Question 12.1: Please provide a reason for your answer.

Although 'personalised advertisements' were considered *helpful* to respondents, and thus not a determinant of advertisement-avoidance, there were some respondents who did feel concerned.

The word cloud below outlines the prominent reasons given for the abovementioned inferences regarding personalised advertisements.



IMAGE 16: Question 12.1 responses (own image)

Two major themes developed from respondents' answers.

The first theme is a concern for the invasion of privacy. Even respondents who selected that they find personalised advertisements helpful, mentioned that these types of advertisements also feel like an invasion of their privacy.

The second theme is a strong liking towards being shown more options for certain products/services, whereby respondents can sometimes find better alternatives. Though, a noteworthy finding is that respondents get annoyed when the advertisements continue to show up long after they have bought the product/service.

Question 12.2: Do personalised advertisements (described in Q.12) create any privacy concerns for you? If so, please explain.

Previous literature found that personalised advertisements cultivate their own determinants of advertisement-avoidance, namely privacy concerns and scepticism (Wen & Huang, 2016). Although previously ascertained, this question explores the details of respondents' privacy concerns regarding personalised advertisements.

The word cloud below illustrates the detailed concerns respondents have with personalised advertisements.



IMAGE 17: Question 12.2 respondents' privacy concerns (own image)

CHAPTER 5: CONCLUSION

5.1. INTRODUCTION

The primary research findings discovered in Chapter 5, and pertinent findings from secondary research, have been succinctly evaluated and concluded, and future recommendations have been made for each research objective.

5.1.1. OBJECTIVE 1: To identify the determinants evoking advertisement-avoidance on social networking sites by Generation Z students in Durban, South Africa.

5.1.1.1. FINDINGS FROM LITERATURE

Previous literature outlined 'privacy concerns,' 'perceived scepticism,' 'perceived personalisation,' 'perceived ad clutter,' 'prior negative experiences' and 'goal impediment' as pertinent factors that cause advertisement-avoidance.

Similarly, Richard Lutz, Scott MacKenzie and George Belch's (1983) theoretical model of Cognitive and Affective Antecedents of Attitudes Toward the Ad, delineates that people's attitudes towards advertisements are integral mediators in determining their eventual perceptions of advertisements, and the effectiveness of advertisements thereof. Hence people's attitude towards advertisements are also determinants in potentially causing advertisement-avoidance.

These findings did not allow for the research questions, objectives and problem to be addressed. Instead, these findings provided a contextual overview of this study's research topic, and subsequently informed the research process whereby identified determinants were tried against participants.

5.1.1.2. FINDINGS FROM PRIMARY RESEARCH

Questions 6, 7, 8, 9, 10, 11, 12 and 13 identify the determinants that cause respondents to avoid advertisements on social networking sites.

With that, 'goal impediment,' 'scepticism,' 'privacy concerns' and 'ad clutter' emerged as relevant determinants of advertisement-avoidance for respondents. Although, interestingly, perceived personalisation and negative experiences did not emerge as noteworthy determinants of advertisement-avoidance, but rather minor determinants. Also, pop-up, video and engagement advertisements emerged as noteworthy determinants, along with advertisements that are 'too long,' suspicious-looking, offensive and/or lack important information (see Figure 6 for full list of characteristics).

Added to this, attitudes towards advertisements are major antecedents in determining a consumer's willingness to observe an advertisement (Lutz, MacKenzie & Belch, 1989). All of the determinants identified above cause irritation and/or concern for the respondents, in amongst other reasons, and thus cause advertisement-avoidance.

5.1.1.3. CONCLUSION

The literature findings supplied an appropriate context regarding 'determinants of advertisement-avoidance,' along with Lutz, MacKenzie and Belch's (1989) theoretical model of Cognitive and Affective Antecedents of Attitudes Toward the Ad. Together, they outlined existing determinants and provided insight into the role of pre-existing attitudes in causing advertisement-avoidance.

These determinants were valuably considered and tried against respondents. For South Africa's Generation Z, goal impediment, perceived scepticism, privacy concerns and ad clutter (derived from the literature) cause advertisement-avoidance. Advertisements with pop-up, video- and engagement characteristics are also significant determinants of advertisement-avoidance for Generation Z, as well as more the subtle determinants outlined in Figure 6 which, in spite of their minor significance, should still be considered accordingly.

These determinants were found to cause irritation and/or concern among respondents, which greatly impacted respondents' willingness to engage with advertisements. More

often than not, respondents avoid advertisements that evoke these emotions in them – corroborating Lutz, MacKenzie and Belch's (1989) proposition that attitudes towards advertisements play a major role in determining whether or not individuals engage with advertisements.

These identified determinants of advertisement-avoidance among South Africa's Generation Z individuals on social networking sites, address the main research question, main research objective and research problem. If South African marketers take into account the above-identified factors when crafting advertisements targeting Generation Z consumers, they will be able to avert advertisement-avoidance among this cohort on social networking sites quite substantially.

5.1.1.4. FUTURE RECOMMENDATIONS

Although the outlined determinants, and attitudes thereof, are definite causers of advertisement-avoidance, Generation Z's general receptiveness and willingness to consider advertisements should be investigated further. With Generation Z's unprecedented technological affiliations, the literature suggested that the more experienced they become with technology, the less susceptible they are to marketing communications – irrespective of existing determinants or unfavourable advertisement-characteristics.

If this is the case, then merely considering the abovementioned determinants when crafting advertisements targeting Generation Z won't be sufficient to avert advertisement-avoidance. Rather, this innate, preceding resistance towards advertisement persuasion needs to be researched, and the findings thereof added to the determinants outlined by this study. That said, if there are factors causing advertisement-avoidance outside the realm of the determinants outlined, then more research needs to be conducted to identify other factors that cause advertisement-avoidance. Only after such research is conducted, a more holistic framework, that could aid marketers wholly in crafting more strategically effective advertisements, will exist.

5.1.2. OBJECTIVE 2: To explain why these determinants cause Generation Z students in Durban, South Africa, to avoid advertisements on social networking sites altogether.

5.1.2.1. FINDINGS FROM LITERATURE

Previous literature denoted emotion and perception as chief reasons behind advertisement-avoidance. When certain determinants become apparent, consumers' perceptions and emotions towards these determinants drive their responses, i.e. when consumers perceive personalised advertisements as infringing on their privacy, they avoid the advertisement.

Similarly, Lutz, MacKenzie and Belch's (1983) theoretical model posits that individuals make evaluations of advertisements, which translate directly into their "attitude towards the advertisement." If people possess negative "attitudes towards the advertisement," then an advertisement's effectiveness in persuading the target audience is thwarted.

More often than not, the reason individuals avoid advertisements displaying the abovementioned determinants, is due to the irritation, distrust and/or concern that these determinants cause them to feel. And negative attitudes such as these, drive advertisement-avoidance.

5.1.2.2. FINDINGS FROM PRIMARY RESEARCH

Questions 7.1, 9.1 and 12 identify the reasons as to why respondents avoid advertisements displaying the identified determinants, on social networking sites.

Although a determinant, respondents' attitudes and perceptions towards/of advertisements also forms their reasons for advertisement-avoidance. When asked 'why' they avoided advertisements displaying the identified-determinants, respondents stated: "it's frustrating," "annoying," "interrupts my content viewing," "uninteresting," "seems pushy/desperate," "infringe on my time," "intrusive," to name a few. Perceptibly, all of these reasons are linked to respondents' emotions and perceptions,

either denoting how the advertisement made respondents feel (i.e. irritated, annoyed) or what their thoughts were towards the advertisement (i.e. intrusive, uninteresting).

5.1.2.3. CONCLUSION

The literature, along with the primary findings, correspond and thus corroborate each other's claims. The overarching reasons as to why the outlined determinants cause South Africa's Generation Z to avoid advertisements on social networking sites, is owing to their capacity to evoke negative emotions and unproductive perceptions among consumers, which ultimately translates into, and thus drives, advertisement-avoidance.

This finding aligns even further, and is ultimately substantiated by Lutz, MacKenzie and Belch's (1983) model, which (as mentioned previously) posits that people's attitudes towards advertisements are integral mediators in determining whether or not they are persuaded by the advertisement's claims. When negative attitudes are present, such as those evoked by the abovementioned determinants, individuals will likely ignore/overlook the advertisement. And fruitfully, this study discovered exactly that, which satisfactorily addresses the secondary research question and objective. Likewise, this study's research problem has been partially addressed as this finding elucidates exactly why the identified determinants 'cause' advertisement-avoidance among South Africa's Generation Z.

5.1.2.4. FUTURE RECOMMENDATIONS

The reasons as to why South Africa's Generation Z avoid advertisements, can and should be researched more in-depth. Due to this study's limited capacity, the researcher only scraped the surface with uncovering respondents' subjective reasons for avoiding advertisements. Hence, the emotive and perceptive reasons discovered could, and should, be researched more comprehensively.

That said, like with how determinants of advertisement-avoidance exist outside the realm of the determinants discovered by this study, more research should be conducted to unearth reasons for advertisement-avoidance that may exist outside the

scope of 'emotions' and 'perceptions,' identified by this study. Although undetermined by this study, the researcher believes that there is more to advertisement-avoidance than merely emotive and perceptive forces. And discovering the truth thereof is imperative if more strategically effective marketing strategies are going to be crafted to target Generation Z in South Africa.

5.2. ANTICIPATED CONTRIBUTION

This research contributes to the existing body of knowledge, as well as the field of marketing.

The concept of advertisement-avoidance has been a problematical issue for marketers for decades. In efforts to resolve this issue, plentiful research studies analysing the causes of advertisement-avoidance have been conducted. Amid the technological advancements of the twenty-first century, a new breed of consumers (Generation Z) emerged, with the capacity to avoid advertisements more prominently than any other generation. In South Africa, there is scant literature pertaining to the marketing issue of advertisement-avoidance by Generation Z in a South African context (Duffett, 2017). Through this research study, the observable gap in the research regarding advertisement-avoidance by Generation Z in South Africa has been somewhat narrowed.

This research study provides contemporary data pertaining to the factors that cause advertisement-avoidance amongst Generation Z in Durban, South Africa. The acquisition of such data has provided contemporary information about the generation cohort's perceptions of online advertisements, willingness to engage with advertisements on social networking sites (thus the efficacy of advertisements), and the precise factors that propel them to avoid advertisements on social networking sites. Herewith, marketers can use this study's findings to adjust their marketing strategies, and create more strategically effective advertisements when targeting Generation Z individuals in Durban, South Africa.

5.3. ETHICAL CONSIDERATIONS AND LIMITATIONS

Ethical Considerations:

- The study attained **informed consent** (Annexure B and C) from participants via a consent form and an information form (drafted to fully inform the participant of the nature of the study).
- Outlines for **sensitive information** were stipulated in the information form, and afforded legal legitimacy to promote protection of private information and comfort amongst participants for partaking in the study.
- **Anonymity** and **confidentiality** of all participant information and data was outlined and guaranteed, affording participants comfort.
 - Participants were **handled sensitively** throughout the research process to evade harm.
 - E-mails containing completed questionnaires are being stored in a digital folder that **only the researcher will have access** to – this guarantee was stipulated in the information and consent form, and thus afforded legal legitimacy that, if breached, is liable for legal action to be taken in the event of the researcher's unlikely failure to comply.
- No individuals **under 18 years of age** were included in the study, even though Generation Z individuals are between 8 and 24 years old.
- The researcher did not **falsify information** to suit personal preferences/benefits. Data was analysed as objectively and accurately as possible.
- All data was analysed and interpreted for what it was. **Distortion of results** was prohibited from this study's proceedings.

Limitations:

- o The **COVID-19 pandemic** posed major restrictions on this study's ability to conduct research. The regulations and contextual-influences of the pandemic impacts this study's capacity to obtain generalisable findings.
- o Qualitative research produces **unique study samples**, which further restricts the generalisability of this study's findings.

- o The use of a questionnaire put the study at risk of obtaining ***potentially untruthful*** and/or ***incomplete information*** from participants, which is always a risk with questionnaires.
- o Considering participants had to be 18 years or older in order to participate in this study ethically, the study's investigation of the ***Generation Z cohort*** – individuals between 8 and 24 years old, which this study is centred around – is limited.
- o ***Only two social networking sites*** – Facebook and Instagram – were evaluated in this research study. Thus results cannot be generalised to be applicable to and representative of 'all' social networking sites.

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7. ANNEXURE A – ETHICAL CLEARANCE LETTER



7 August 2020

Student name: Tamsin Richards

Student number: 16018488

Campus: Vega School, Umhlanga

Re: Approval of Bachelor of Arts Honours in Strategic Brand Communication Proposal and Ethics Clearance

HONOURS/PGDIP ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued. We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample. Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor: Gareth Gray

A handwritten signature in black ink, appearing to read 'Gareth Gray', written over a horizontal line.

Supervisor signature

07/08/2020

Postgraduate Coordinator (CPC): Carolanda du Toit

A handwritten signature in black ink, appearing to read 'Carolanda du Toit', written over a horizontal line.

Postgraduate Coordinator (CPC) signature

10/01/2020

8. ANNEXURE B – INFORMATION SHEET



Information Sheet

To whom it may concern,

My name is Tamsin Richards and I am a student at IIE Vega School. I am currently conducting research under the supervision of Gareth Gray about the factors that drive Generation Z individuals to avoid advertisements on social networking platforms. Generation Z are a new breed of consumers and targeting these individuals online for marketing purposes has proven challenging, giving their unprecedented technological advancement and skills. The purpose of this study is to identify the precise factors that cause/propel Generation Z to avoid online advertisements. I hope that this research will enhance our understanding of these problematical behaviours and will enable marketers targeting this consumer target-market to produce more strategically effective advertisements.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

1. What will I be doing if I participate in your study?

I would like to invite you to participate in this research because I feel that your opinions, perspectives, thoughts and viewpoints will enable me to satisfactorily uncover the significant factors that cause Generation Z to problematically avoid online advertisements. If you decide to participate in this research, I would like to provide you with a questionnaire stipulating a list of questions designed specifically to help me to uncover the information pertinent to this study. Subsequently, I would like for you could complete the questionnaire and answer the questions as truthfully as possible.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer specific questionnaire-questions.

2. Are there any risks or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your personal perspectives/opinions/ thoughts/experiences surrounding online advertisements. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

3. Do I have to participate in the study?

- Your involvement in this study is completely voluntary;
- If you do not wish to participate, you have every right to do so;
- Even if you agree to participate in this study, you can withdraw at any time without having to provide an explanation for your decision.

4. Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. Nobody else, including anybody at IIE Vega School, will have access to your information and responses. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

5. What will happen to the information that participants provide?

Once I have collected all questionnaires, I will write summaries to be included in my research report, which is a requirement to complete my Bachelor of Arts Honours in Strategic Brand Communication. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

6. What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Tamsin Richards

(079) 551 4752

tamsinrichards10@gmail.com

The contact details of my supervisor are as follows:

Gareth Gray

(072) 304 4328

gareth.e.gray@gmail.com

9. ANNEXURE C – CONSENT FORM



Consent Form for Participants

I, _____, agree to participate in the research conducted by Tamsin Richards about the factors that drive Generation Z individuals to avoid advertisements on social networking platforms.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to complete the questionnaire for this research;
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

10. ANNEXURE D – QUESTIONNAIRE

Questionnaire

Introduction

I – Tamsin Richards, a Bachelor of Arts Honours in Strategic Brand Communication student at IIE Vega School [Umhlanga] – am conducting a research study to identify and explain the factors that cause Generation Z individuals to problematically avoid advertisements that they come across on social networking platforms.

I invite you to participate in this research study as through your participation, I can provide contemporary data on the issue of advertisement-avoidance on social networking platforms by Generation Z, which could produce more strategically effective marketing strategies for targeting this generation.

Your participation is completely voluntary, whereby you can refuse to partake, withdraw at any time and/or retract your data without any adverse consequences.

Anonymity will be manifested among all data – personal identities especially.

Estimated time for completion: *30-40 minutes*

Questionnaire

1. **Please indicate your gender.** (*please tick one appropriate box*)

Male

☐

Female

☐

2. **Please indicate your age.** (*please tick one appropriate box*)

18

☐

19

☐

20

☐

21

☐

22

☐

23

☐

23

☐

24

☐

3. **Roughly how long have you had Instagram and/or Facebook?** (please tick one appropriate box)

About 2-3 months	☐
About 1 year	☐
About 4-5 years	☐
About 7-8 years	☐

About 6 months	☐
About 2-3 years	☐
About 6-7 years	☐
10+ years	☐

4. **Roughly how much time do you spend using Instagram and/or Facebook every day?** (please tick one appropriate box)

1-2 hours	☐
5-6 hours	☐

3-4 hours	☐
6+ hours	☐

5. **Please indicate your main reasons for using Facebook and Instagram.** (you may tick more than one box for each social networking site)

	Instagram	Facebook
Because I'm bored	☐	☐
To check the likes/comments on my posts	☐	☐
For entertainment	☐	☐
To see what other people are posting	☐	☐
To get more information about things	☐	☐
To promote my business	☐	☐
To socialise with my friends	☐	☐
Other	☐	☐

- 5.1. **If you ticked 'Other', then please specify your additional reasons for using Instagram and/or Facebook.**

Instagram:

Facebook:

6. Does it irritate you to see advertisements on Facebook and Instagram?
(please tick one appropriate box)

Yes ☐ Sometimes ☐ No ☐

7. Do you feel that advertisements on Instagram and Facebook interrupt your use (listed in Q.3) of Instagram and Facebook? (please tick one appropriate box for each social networking site)

Advertisements on Instagram

Advertisements on Facebook

Yes ☐ No ☐ Yes ☐ No ☐

7.1.1. Please give a reason for your answer.

Instagram:

Facebook:

8. Please rate how *irritating* the following advertisement characteristics are for you. (please circle one box per characteristic)

Pop-up advertisements

(advertisements that suddenly appear when using an online site)

Sponsored advertisements

(paid advertisements that appear on Instagram and Facebook whilst scrolling through posts)

Engagement advertisements

(advertisements designed to entice you. Advertisements that directly encourage you to click on a link and engage with a brand further).

Video advertisements

(advertisements that immediately start playing videos as soon as you observe it)

Not irritating	Mildly irritating	Very irritating
Not irritating	Mildly irritating	Very irritating
Not irritating	Mildly irritating	Very irritating
Not irritating	Mildly irritating	Very irritating

Personalised advertisements

(advertisements that directly relate to you and your personal information, i.e. If you recently searched for a new vacuum on Google, and suddenly you start seeing vacuum advertisements appearing on Facebook and Instagram)

Incentive advertisements

(advertisements that offers you a gain, i.e. a discount, some sort of benefit, the ability to enter a competition etc.)

<i>Not irritating</i>	<i>Mildly irritating</i>	<i>Very irritating</i>
<i>Not irritating</i>	<i>Mildly irritating</i>	<i>Very irritating</i>

8.1. Are there any other advertisement-characteristics that make you feel irritated? (please tick one appropriate box)

Yes ☐

No ☐

8.1.1. If so, please indicate what these characteristics are.

8.2. Would any of the above characteristics (mentioned in Q.8. and/or Q.8.1.1.) drive you to avoid an advertisement completely? (please tick one appropriate box)

Yes ☐

No ☐

8.2.1. If you ticked 'Yes', please list the *precise* characteristics mentioned above that would drive you to avoid an advertisement completely.

8.2.2. Are there any other *reasons*, besides causing 'irritation', as to why you would avoid an advertisement if it displayed these characteristics (mentioned in Q.8. and/or Q.8.1.1.) If so, please list them below. (please tick one appropriate box)

Yes ☐

No ☐

8.2.2.1. If so, please list the additional reasons below.

9. Do you trust advertisements on Instagram and Facebook? (please tick one appropriate box)

Yes ☐

No ☐

9.1. Please provide a reason for your answer.

9.2. If you selected 'No', does this mean that you avoid advertisements completely when you see them on Instagram and/or Facebook? (please tick one appropriate box)

No, I still observe and engage with advertisements ☐

No, sometimes I engage with advertisements and sometimes I don't ☐

Yes, I largely avoid advertisements on Instagram and Facebook because I distrust them ☐

10. How likely are you to give your personal information to an advertisement/website? (please tick one appropriate box)

I definitely won't ☐

Unlikely, but possible ☐

It is likely that I would ☐

Yes, I definitely would ☐

10.1. If you selected '*I definitely won't*' or '*Unlikely, but possible*', is this because you are concerned about your privacy? (please tick one appropriate box)

Yes ☐ Yes, and for other reasons ☐ No ☐

10.1.1. If you selected '*No*' or '*Yes, and for other reasons*', please specify these reasons for not giving your personal information

11. How do you feel about seeing an excessive amount of advertisements on Instagram and/or Facebook? i.e. lots of advertisements keep showing up. (please tick one appropriate box)

It doesn't bother me at all ☐ Sometimes it bothers me ☐ Yes, it bothers me ☐

11.1. Would you say that an excessive amount of advertisements, whilst using Instagram and/or Facebook, eventually propels you to exit Instagram and/or Facebook? (please tick one appropriate box)

Yes ☐ No ☐

11.2. When there appears to be an excessive amount of advertisements on Instagram and/or Facebook, do you still acknowledge the advertisements? (please tick one appropriate box)

Yes, I still look at the advertisements ☐ Sometimes I still look at the advertisements, not always ☐ No, if there's lots of advertisements I usually overlook all of them ☐

12. Do you find it beneficial when an advertisement is noticeably personalised to fit your personal preferences? (please tick one appropriate box)

i.e. if you recently searched for a vacuum on Google, advertisements for vacuums start popping up on Instagram and/or Facebook.

Yes, I find it
helpful

☐

Sometimes, not
always

☐

No, I don't find it
beneficial

☐

12.1. Please provide a reason for your answer.

12.2. Do personalised advertisements (described in Q.12) create any privacy concerns for you? If so, please explain them below.

12.3. Do you have any other feelings towards personalised advertisements? If so, please explain them below.

13. Have you ever personally had any bad experiences with online advertisements? i.e. untruthful advertisements etc.

Yes ☐

No ☐

13.1. If you selected 'Yes', please share your bad experience below.

14. Are there any other factors that cause you to avoid advertisements on Instagram and/or Facebook?

Yes ☐

No ☐

14.1. If you selected 'Yes', please describe these other factors.

Thank you for your participation!