

The Influence of the Millennial and Post-Millennial Generations on Television and Online Advertising

Anotace

Tato studie byla vypracována za účelem popsání změn v reklamním odvětví ve Spojeném království způsobených technickým vývojem v oblasti internetu. Internetová reklama ve Spojeném království zaujímá 50 procentní podíl na trhu (Goodman, 2015). Zajímavé je, že tato hodnota je významně vyšší v porovnání s tou celosvětovou. Průzkum prezentovaný v této práci byl zaměřen na nejmladší věkové skupiny, tedy na generaci Y (ve věku 22 až 37 let) a generaci Z (ve věku do 21 let), protože tyto věkové skupiny byly internetem nejvíce ovlivněny. V této studii byl použit kvantitativní výzkum a data byla shromážděna prostřednictvím dotazníku. Celkově se studii zúčastnilo 116 respondentů z generace Y a Z, jejichž odpovědi odhalily několik rozdílů v chování spotřebitelů z těchto dvou generací. Jedním z těchto rozdílů byla například silná závislost na sociálních sítích, a zda se spotřebitelé zaobírají ochranou osobních údajů, jež o nich firmy nashromáždí, a dale také různá úroveň spokojenosti s tradiční televizí a tzv. „on-demand“ televizí. Tato studie by mohla být použita jako východisko pro zhotovení marketingového plánu cíleného na spotřebitele z generace Y a generace Z.

Klíčová slova

Televizní reklama, internetová reklama, umělá inteligence, chování spotřebitele, generace Y, generace Z

Annotation

This study was commissioned to determine the transformation in the advertising industry caused by the invention of the internet, owing to the fact that online advertising has a 50 percent market share (Goodman, 2015) in the United Kingdom. Interestingly, this figure is significantly higher in comparison to the global one. Furthermore, this study was researched on the youngest generations: Millennials (between 22 and 37 years old) and Post-Millennials (up to 21 years old). Since these generations were the most influenced by the internet. Moreover, the methodology of this study was quantitative and data was collected through a questionnaire. The 116 Millennial and Post-Millennial participants collaborated in this study whose findings uncovered several consumer behaviours on these generations. For instance, a strong addiction to social media, consideration of data privacy policy from the consumer's perspective and the level of satisfaction with traditional television and on-demand television. Overall, these generations appear, in some aspects, to be similar to each other, though several incongruities have been disclosed. This study could be used in order to comprehend the Millennials and Post-Millennials consumer behaviour, and ultimately to create marketing plan.

Key Words

Television advertising, online advertising, artificial intelligence, consumer behaviour, Millennials, Post-Millennials

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1 Introduction

The advertising market in the United Kingdom is the fourth biggest in the world according to Statista (2016). This figure makes it very attractive for advertising providers. Interestingly, the advertising market in the United Kingdom is widely characterised by online advertising (Goodman, 2015). While television advertising has recently lost its former dominating position to other online marketing tools, it still holds approximately 5 billion GBP as stated in Statista (2016) which is equal to 24% of the overall UK advertising budget (Goodman, 2015).

Perhaps, television is not as effective an advertising medium as it used to be in the countries where the internet is widely available. However, it is important to re-evaluate the effectiveness and efficiency of each marketing medium, especially television and online marketing tools in order to understand the reasons why television is losing its market share.

The purpose of this study is to analyse the effectiveness of individual advertising media on the Millennial and Post-Millennial generations in order to reveal whether traditional television or online advertising is more relevant nowadays.

Accordingly, this study will first provide a literature background and define essential terms relating to issues such as consumer behaviour, television, online advertising, artificial intelligence, Millennials and Post-Millennials. It will also, identify major competitors in the advertising industry, mostly, billion-dollar companies which have a significant influence on life in this century. Secondly, it will discuss results of the quantitative research accomplished by questionnaire.

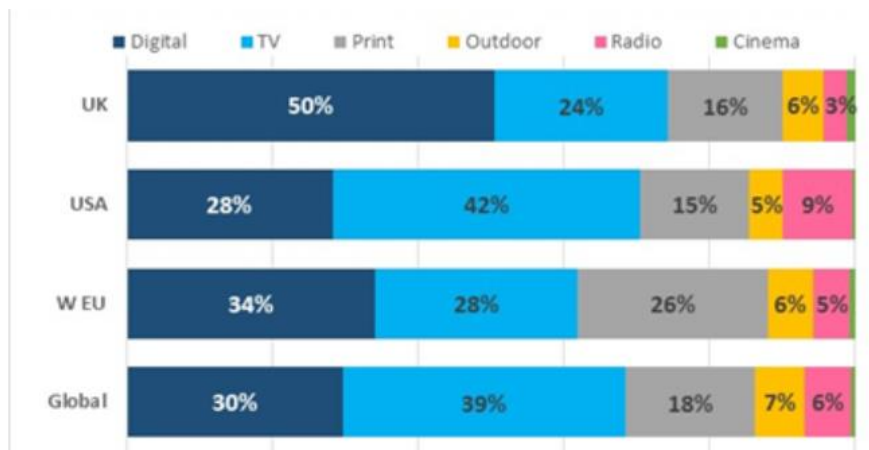
1.1 Background to Study

The main aims of undertaking this undergraduate dissertation are to identify how relevant is television advertisement in the 21st century and to define its competition. Due to the fact that companies have always spent spectacularly on television advertisements, advertising space is a highly competitive environment. The rise of the internet has seen the growth of companies such as Google and Facebook whose main profit is also created by providing advertisements. Moreover, into the broadcasting industry have come new providers such as YouTube, Netflix and Amazon streaming. It should be mentioned that

Netflix and Amazon do not mainly generate their revenue by advertising, however, they are sharing the target market with the television. Moreover, according to Mintel (2017) pay-TV services such as Amazon and Netflix steadily grow every year by 4 percent in the United Kingdom, unlike traditional television with 0.2 percent as reported by Statista (2016).

Companies spent 502.8 billion USD on advertising globally in 2015. This figure has an annual growth rate of 4.3 percent since 2010 (Statista, 2018). This amount of money was divided as follows 30 percent on digital marketing, 39 percent on television’s advertisement (see Figure 1) (Goodman, 2015) which in total is 69 percent of the all money (approximately 347 billion USD). The fact that companies are willing to spend this amount of money on these media, is a proof of the importance of television and the online advertising. The remaining 31 percent was used in print media, outdoor commercial, radio and cinema (see Figure 1) (Goodman, 2015). According to GroupM the largest media agency, Google and Facebook account 84% share of global digital media market (China is excluded from this calculation, because they do not allow any of these companies to operate on in their market) Moreover, Google and Facebook are growing while other companies are losing their market share (Ritson, 2017).

Figure 1 Share of Ad Spend by Media Type



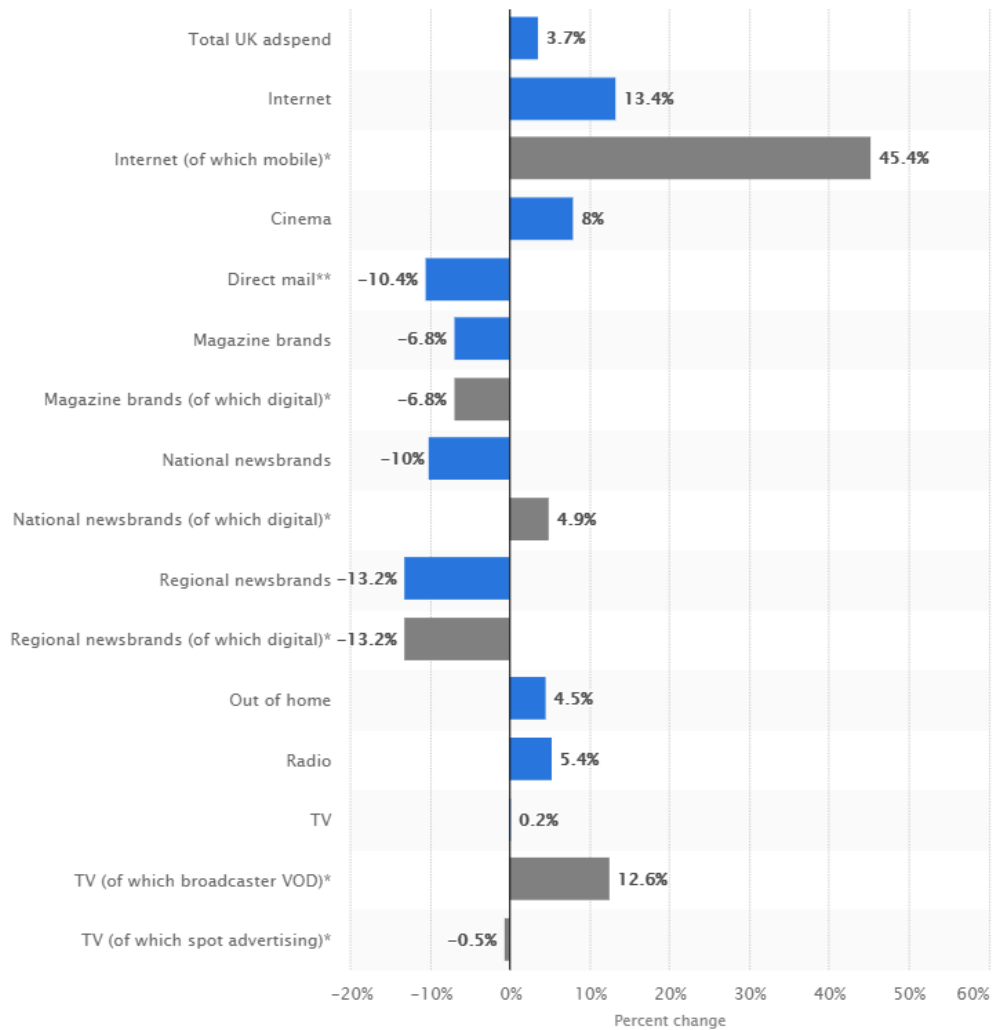
Source (Goodman, 2015)

The toughest competitor for traditional television could be YouTube, owned by Google, which makes 9 billion USD revenue annually on advertising (Johnston, 2018) which is not a huge number yet. However, YouTube has several advantages in comparison to traditional television that could have an impact in the future. Traditional television has a lack of tracking your results, targeting the right audience, and has actionable takeaways

in comparison to YouTube (McLeod, 2017). YouTube's own statistics appear to say that it has over a billion users which is almost one-third of all people on the Internet. They watch a billion hours of video per day and more than half of YouTube views are from mobile devices according to YouTube (2018).

“The United Kingdom ranks fourth among the world's largest advertising markets, and first among markets in Europe” according to Statista (2016, p. 1). As a result, this market is legitimately very attractive, especially for digital marketers, because they have 50 percent which is significantly above global average where it is only 30 percent. (see Figure 1) (Goodman, 2015). This 50 percent of the digital marketing share is in total 10.59 GBP as stated in Statista (2016). Furthermore, there was recorded a steady growth in the internet advertising: 13.4 percent and 45.5 percent in the mobile internet advertising, unlike television where growth was only 0.2 percent in 2016. However, on-demand television has annual growth of 12.6 percent (see Figure 2) as reported by Statista (2016). Based on these data it seems to be that classic television is losing its market share in benefit to on-demand television, Google and Facebook.

Figure 2 Growth of Advertising Spending in the United Kingdom



Source (Statista, 2016)

1.2 Research Question

Is there, in the era of internet advertising, still a place for traditional television advertising in developed countries such as the United Kingdom?

1.3 Aims and Objectives

- To identify a link between the consumer behaviour of the Millennials and Post-Millennials generations and advertising.
- To identify strengths and weaknesses of the television and online advertising.
- To explore potential threats of advertising.
- To investigate effectiveness of television and online advertising on Millennials and Post-Millennials.

1.4 Rationale for Study

A large body of research has been written about consumer behaviour and different generations. However, this paper is trying to discover if there are any differences between the youngest two generations, Millennials and Post-Millennials, in order to identify appropriate ways of advertising to approach on these two groups, because Millennials and Post-Millennials are significantly different compared to the older generations. Moreover, how they differentiate between each other since they have many similarities. Mainly, they were born into the age of the accessible internet. Furthermore, the internet has changed almost every aspect of our life.

Global advertising market is evenly distributed across three parts: television, online and the last third (print, radio, outdoor and cinema) advertising (see Figure 1). However, the advertising market is not symmetrical in the United Kingdom. Thus, online advertising has a higher market share, mostly acquired from television market share, in comparison with global advertising market (see Figure 1). There should be some clarification why it is so considerably in the United Kingdom.

This situation could be explained by threats in the advertising market or effectiveness of advertising. Every industry has specific potential threats which should be discussed in order to obtain a deeper understanding of the matter. Advertising effectiveness is important when companies make their decisions about which advertising medium is the most relevant for them.

This research might be of practical use for companies whose main target market are Millennials or Post-Millennials, as well as for companies, television or online marketing providers.

2 Literature Review

The literature review firstly introduces the key themes of this study such as the main competitors in the advertising market. Secondly, it evaluates Millennial and Post-Millennial consumer behaviour on the internet and when they use television. Thirdly, it compares the benefits and weaknesses of the television and online advertising. Lastly, it suggests a suitable research of hypotheses in order to answer the research question.

2.1 Key Terms

2.1.1 Television

Television in the 1950s transformed our lives. The viewers did not have to imagine pictures in their minds as they did when listening to radio dramas, comedies or mysteries, because television delivered the images into their homes. (Savage, 2017). The main benefit of television advertising is its massive reach. Thus, the marketers are able to communicate with a very large audience, so adverts attract mass attention (Richards, 2018).

2.1.2 Google

Google was founded by two students at Stanford University, Larry Page and Sergey Brin in 1998. It was created in order to determine the importance of individual pages on the World Wide Web. Today, it is the most popular search engine worldwide. In 1998 it was an enterprise with 100,000 USD (Google, 2018). Twenty years later, Google is worth more than 600 billion USD (Moloney, 2017) which makes it one of the most valuable companies in the world with an annual revenue of 109.65 billion USD largely made by advertising revenue (Statista, 2018).

2.1.3 Netflix

Netflix was founded by Reed Hastings in 1997 (Media Netflix, 2018). The company started as a DVD rental and sales site. Later, they came with a subscription service which offered unlimited DVD rentals for one low monthly price. In 2000, an online personalized movie recommendation system was introduced, which uses Netflix members' ratings to predict choices for all members. These days, Netflix services have over 177 million members in over 190 countries and that makes it the world's leading internet entertainment service (Media Netflix, 2018). For instance, Netflix was largely blamed for

the decline of traditional video rental stores (Hanson, 2016). Netflix is more popular than BBC iPlayer in the United Kingdom, despite its 9.99 GBP a monthly fee (Pettit, 2018).

2.1.4 Amazon

Amazon (2018) is a multinational enterprise or online retail shopping services. It was launched from a garage outside of Seattle in 1995 by Jeff Bezos who is currently the richest person in the world, and Amazon is the world's third most valuable company (Carr, 2018). Amazon (2018) has dozens of offices in more than 30 countries around the world. According to Bloomberg Amazon is going to enter the advertising industry which is the most profitable business in the world. This move could be initiated by Alibaba Group Holding (the Chinese counterpart of Amazon) which makes more than 50 percent of its revenue from advertising (Bergen and Soper, 2018). However, currently only 1 percent of Amazon revenues come from advertising (Ritson, 2017).

2.1.5 Artificial Intelligence

Artificial intelligence and machine learning is the study of how to create machines able or capable to learn new things as well as people do, and solve problems based on this learning. These problem-solving systems should be capable to find patterns and be able to use them, which is the main difference in comparison to traditional programming where the programmer finds the pattern and then writes a code to teach a computer something new. The old approach could be difficult if a programmer wanted to teach a system to recognize the difference between a cat and a dog. With artificial intelligence the programmer uploads various labelled pictures of cats and dogs, and then the artificially intelligent system tries to recognize the difference and find the pattern by itself (Chow, 2017).

2.2 Consumer Behaviour

Millennials are the generation born between 1981 and 1996 which means they should be 22 up to 37 years old. Millennials have grown up in times when the internet connections via computer constitute an ordinary part of their lives. Post-Millennials are everyone who was born after 1996. This generation came of age during the internet explosion. Smartphones, tablets, laptops become available, which has affected their demand on entertainment and communication, because they were growing up in constant connectivity environment with WIFI and social media. As a result, there was a dramatic shift in youth behaviours. Due to the undoubtedly different environment with comparison

to elder generation who were raised in times when people could have had only television (Dimock, 2018).

This could be an explanation why is online advertising has become so important, especially on social media. There is a whole generation’s shift and if marketers want to approach Millennials or Post-Millennials the way through the internet seems to be more meaningful. This shall be supported by Mintel (2017) where it is stated that Millennials and Post-Millennials are the most active users on social networks. For instance, 96 percent of population (see Figure 3) in the age of 16 to 24 use at least one social network. In addition, the population in the age of 25-34 is slightly less active, trough 90 percent of them use social media. Statistically, it has been shown that the older a person or generation is, the less they use social media.

Figure 3 Social and Media Networks Used by Age

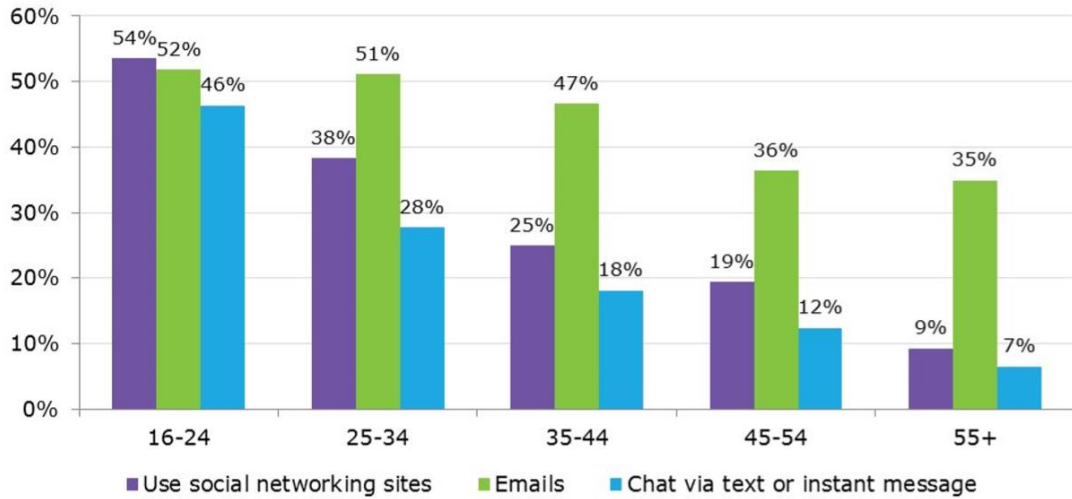
	Sample size	Any social network	Facebook	Twitter	Google+	LinkedIn	Snapchat
	N	%	%	%	%	%	%
All	2,001	81	75	30	14	13	13
Age:							
16-24	327	96	89	45	23	13	45
25-34	383	90	82	38	17	15	13
35-44	368	86	81	35	15	15	6
:	:	:	:	:	:	:	:
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Source (Mintel, 2017)

As reported by Mintel (2011) there is a significant link between age and digital communication while watching television. Younger consumers tend to communicate more by using social media, emails or chat in comparison to their older counterparts. For example, 54 percent of youth use social network sites, 52 percent communicate by email and 46 percent use texting or sending instant messages simultaneously with television. More information shall be found at Figure 4. Importantly, these numbers are based on consumers who do that daily. This behaviour could be explained by Simon Sinek on Millennials in the Workplace (David Crossman, 2016), who says using social media is highly addictive especially for youth people, because when a person uses social media it releases neurotransmitter dopamine in our body which generates positive feelings. In addition, dopamine is released as well when a person drinks alcohol, smoke cigars and gambling. However, there are age restrictions on these activities, unlike on social media. There are studies that an adult alcoholic more often than not starts drinking in early stage

of their life. As a result, these two young generations might be highly addicted to social media.

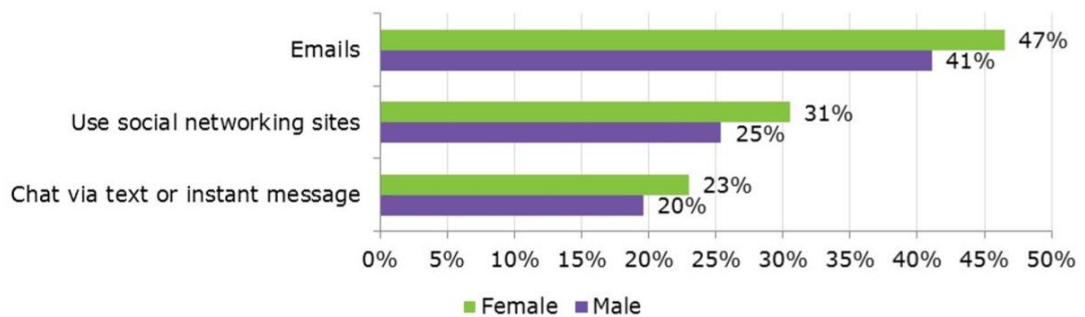
Figure 4 Concurrent Activities to Watching Television



Source (Mintel, 2011)

From the gender perspective females in comparison to males tend to be slightly more communicative while watching television. The difference in communication by email is 6 percent, using of social media also 6 percent and sending messages just 3 percent (see Figure 5) according to Mintel (2011) report.

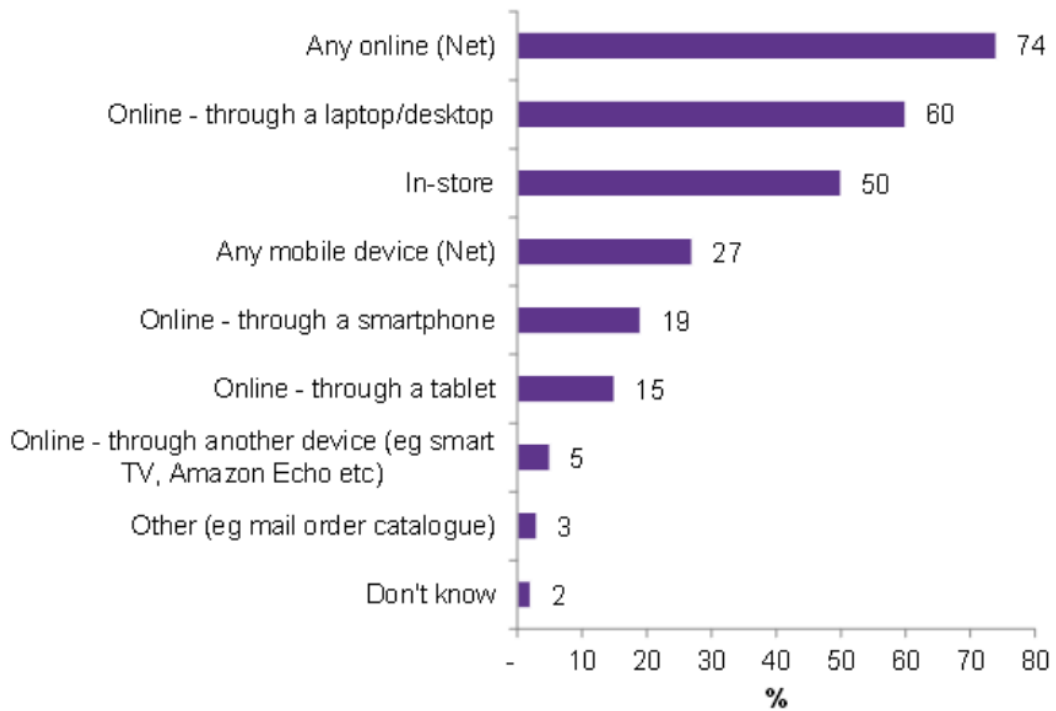
Figure 5 Female in Comparison to Male Digital Communication while Watching Television



Source (Mintel, 2011)

As reported by Mintel (2017) 74 percent of customers purchased electrical products online in the last 12 months compare to 50 percent in-store purchases (see Figure 6). This data was collected until November 2016.

Figure 6 Ways of Purchasing Electrical Product

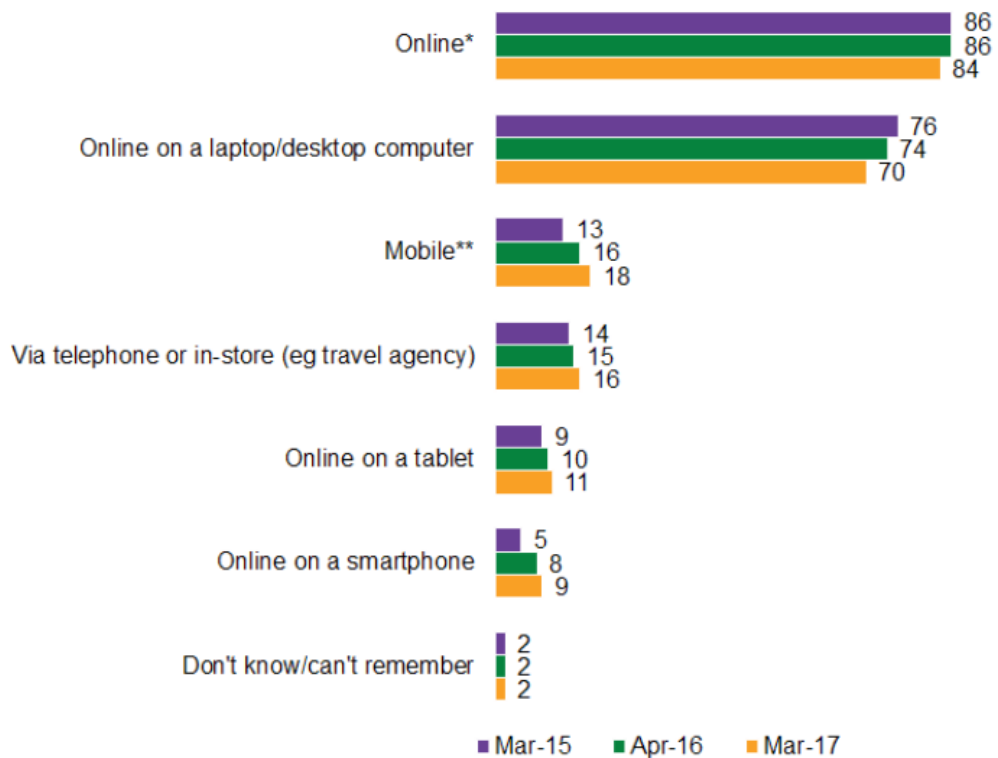


Source (Mintel, 2017)

As technology develops, it may be speculated that in some situations consumers use almost entirely online shopping. For instance, according to one Mintel (2017) report, when consumers book a holiday, in 86 percent of cases, they do it online with their computer, laptop, smartphone or tablet, whereas in-store purchases were made only by 14 percent of customers (see Figure 7) according to Mintel (2017) report. This shift from offline to online purchasing behaviour is highly significant for advertising in particular markets. Moreover, it would make sense to advertise holiday packages on platforms where the purchase can be immediately made. This example could also be one of the explanations why digital advertising is so popular in the United Kingdom.

Figure 7 How Consumers Book Holiday

"How did you make the booking for your most recent holiday?"



Source (Mintel, 2017)

2.3 The Power of Television

Television advertising reaches a large audience compared to other forms of advertising. The viewers are reached when they are most attentive, because consumers are focused on what they are currently watching. It could increase credibility by showing the consumers a superior product. It is possible target customer with timing of the advertising which might be essential for success. The visual personality of brand can become memorable through national campaigns (Gaille, 2016).

Ever since television has been broadly used it became powerful vehicle for advertising. It was the first wide audience advertising medium allowing vendors to demonstrate the benefits of a product, business, or service. It can show how the product or service works and its packaging so customers would know what to look for if they decided to purchase the product or service. When the cable television came the opportunity to reach smaller, more targeted audience, allowed small to medium-size businesses to use television advertising. Moreover, classic television reaches a larger audience compared to local

newspapers and radio stations. It is attentive to its viewers and it conveys the message with sight, sound, and motion which might increase the credibility of a business, product, or service according to allBusiness (2018). Moreover, according to a Mintel (2011) report 55 percent of consumers investigate brands seen on television on the internet. However, only 16 percent of consumers do that more than once a week.

Social gathering with television is when family or friends watch the same television programmes together. This might be perceived as a distraction, on the other hand, it creates an extra layer of enjoyment to the viewing experience of a movie as well as commercial time. As a result, the warm experience makes advertisement on television more memorable and creates positive emotional relationship with the product (Bellman, Robinson, Wooley, and Varan, 2017;2014:). It has been proven that emotional arousal in memory has significant effect on the length of how long the memory will be remembered. This would be applicable even if the advertisement was emotionally arousing by it-self (Bakalash and Riemer, 2013).

2.4 The Power of the Internet

Consumer communication behaviour has been changing dramatically over the last two decades as well as the in which people gather and exchange information about products. Digital innovations have provided consumers with extensive options for actively seeking out information on services and products. A consumer can be a retailer on eBay, a media producer on YouTube, an author on Wikipedia, on a blog or an Amazon's critical reviewer, be a taxi driver with Uber or a hotel owner with Airbnb. This massive change has given power to consumers which has threatened established business models such as printed newspaper and magazines, television advertising effectiveness and the music industry (Hennig-Thurau, Malthouse, Friege, Gensler, Lobschat, Rangaswamy, and Skiera, 2010).

There can be found all the benefits of television on the internet including some additional ones. Social media is a significant vehicle for internet advertising. The power of social media can be demonstrated just by numbers of people using it which is 81 percent of the United Kingdom population (see Figure 3). Furthermore, social media like Facebook have algorithms which sort out posts for their users according to relevance determined by the algorithm. The algorithm finds the most relevant content based on what a user liked before or commented upon, where the user spent more time and what kind of Facebook

pages the user follows. The algorithm was created to keep users entertained and to target advertisement.

However, the same algorithm could be used to manipulate people. For instance, a study says that one presidential election was possibly influenced by just one small change on a Facebook page, where a tiny tweak with those pictures of friends who clicked on “I Voted” button (see Figure 8) secured an additional 340,000 voters in that election. This is positive as long as Facebook does not try to empower only voters of one party which would be more suitable for its Chief Executive Officer or someone who is willing to pay. For example, the 2016 US presidential election was decided by just 100,000 votes (Tufekci, 2017). So, the data shows that even fewer than 340,000 votes for or against one candidate could have had changed a result in such a serious matter as presidential election or any other important decision.

Figure 8 Facebook Election Day



Source (Tufekci, 2017)

Moreover, an independent Swedish study done by experimental psychologist Petter Johansson shows that people might be easily manipulated in order to change their opinion, regardless of how certain they may seem to be. In the experiment he lets people choose a picture and then ask them why they prefer the face. The participants of this experiment were not aware that they had been given the opposite picture of their choice to describe why they like it. The interesting part is that fewer than 20 percent of participants were able to detect the change of a picture. The rest of participants were describing the opposite picture without any doubt that it was not the one of their choice. Johansson has also done a similar study with more complex choices such as political or moral issues (Johansson, 2017). This might prove that people can be manipulated in order to purchase a product they do not really need by target advertising, or can be swayed to vote for something or someone.

An excellent example of misusing personal information is the manipulation allegedly made by voter-profiling company Cambridge Analytical which has harvested private information from more than 50 million Facebook users without their permission (Rosenberg, Confessore, and Cadwalladr, 2018). According to Sarah Frier this number could be as many as 87 million people (Frier, 2018). Their information had been analysed to develop techniques that may have underpinned President Trump's campaign in 2016. This company is also facing investigations by Parliament and government regulators into allegations that it may have illegally influenced the Brexit campaign in the United Kingdom (Rosenberg, Confessore and Cadwalladr, 2018). The results of the presidential election and the Brexit referendum are now accepted and the influence of Cambridge Analytical on these matters may never be disclosed.

This could be just the beginning of new expeditiously growing era since the power of artificial intelligence systems has been proven. This approach of understanding of human behaviour increases completely the data value and creates a powerful tool for marketers in a company. Instead of target advertisement only based on demographics or few additional data, the artificial intelligence shall create an extensive matrix with millions of columns and rows such as location-based data, credit cards, adjacent data sets like news and weather to precisely determine a profile.

Companies will understand personal motivations and vulnerabilities based on the profiles of its customers. This could be said to leads to ethics problems. For example, is it acceptable to offer a trip to Las Vegas to a person who has debts and a gambling issue (Jercinovic, 2017)? This system is similar to human brain, because it is able to identify patterns in order to make decisions and predictions about what might come next. Moreover, it can bestow human-like conversational skills on chatbots (Kaye, 2017). In contrast, this technological advance could get companies closer to their sought goal: relevance at scale and personalization.

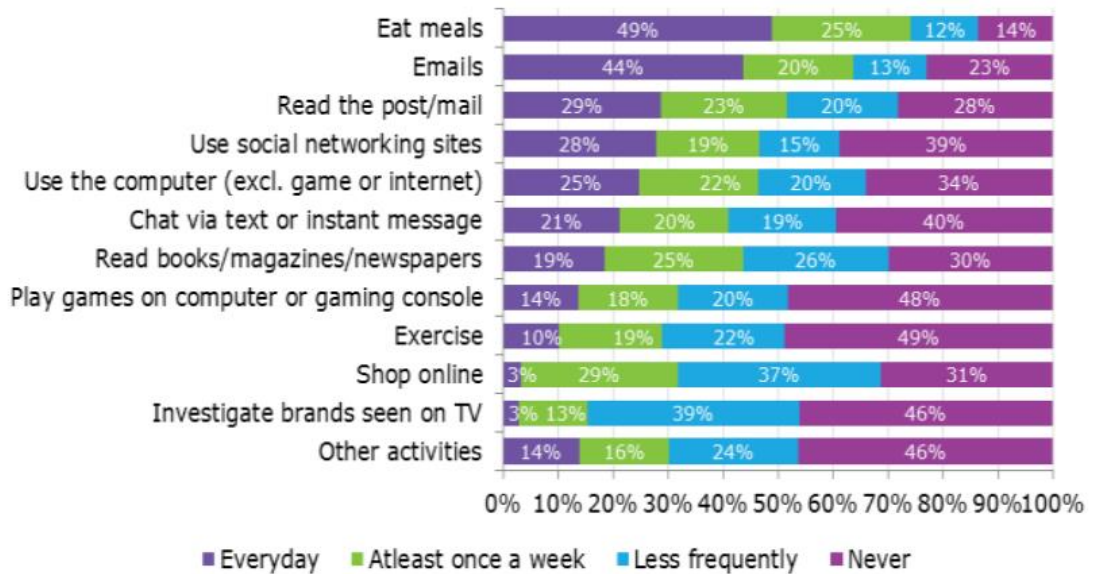
This means that, it should be possible through artificial intelligence to tailor campaigns to a consumer intent in the moment. It could be future telling application in a cellphone or a computer which is going to take into account all the signals such as consumer's color, tone preference, purchase history and contextual relevance. Similarly, as television brought an era of mass advertising reach, artificial intelligence might have change how people interact with information, technology, and services (Chow, 2017). However, at the

moment the use of artificial intelligence is still very limited. For example, Facebook and YouTube use it to determine so-called fake news or inappropriate content since they received several complains about this issue (Sloane, 2017).

2.5 Weaknesses of Television Advertising

It might be difficult to measure the effectiveness of television advertising due to the fact that companies using this form of acquiring new customers cannot see the reaction of its audience. Furthermore, people use commercial breaks to prepare food, surf programs, check social media, go to a restroom and socializing with others. However, the audience still will perceive the information if something eye catching is going on television even when they are not 100 percent focused on it. This behaviour was proven by observation studies where people were recorded by cameras in their living rooms (Jayasinghe and Ritson, 2013). These television viewing habits are supported by Mintel (2011) report (see figure 9) that says 86 percent of consumers eat meals simultaneously with watching television and 49 percent do it every day. Also, 77 percent of consumers are reading/answering emails during the show. Interestingly, 69 percent of viewers browse online stores while they watch television. In the multi-screen world, television became just a supporting entertainment or not enough interesting by itself.

Figure 9 Concurrent Activities to Watching Television



Source (Mintel, 2011)

Furthermore, consumers have gained interactive control over traditional media due to rapid advancements in technology. For instance, consumers might use digital video recorders to record their favourite programmes and skip the commercial breaks. Some studies show that fast-forwarding of advertisements has negative effect on brand memory for unfamiliar advertisements. However, further empirical research reveals that the effectiveness of fast-forwarded advertisements previously seen remain the same as when viewed at normal speed (Brasel and Gips, 2008). This mean that, the advertisements do not have to be viewed. Furthermore, television advertising can be costly, especially during the prime time. Also, recording of a new advertisement require writing a scrip, paying actors and editing the advertisement. It would not be financially effective if the advert was played only several times and more air time means higher costs. It can be expensive to make any changes, because that would require re-editing or reshooting the advertisement. Lastly, the core audience might be missed owing to the lack of targeting (Gaille, 2016).

2.6 Weaknesses of the Internet Advertising

The Internet users are able to block online advertisement by adding extensions to their browsers called Adblock. These extensions shall block any kind of advertising banners,

pop-ups and videos on websites in order to make better users experience, save time and be focused on content instead of advertisement according to Adblock Plus (2017). Moreover, it works even on Facebook and YouTube websites. In addition, the internet user might make an exception if they want to support a certain website. Consequently, it is the most favourite extension for Google Chrome and Safari, used by more than 40 million individuals as reported by AdBlock (2018).

2.7 Measure of Advertising Effectiveness

Measuring effectiveness of a marketing campaign is crucial in determining a future advertising strategy, and where to concentrate resources. There is a tremendous difference between television and the internet. To measure advertising on television is difficult and the measurement options are very limited such as customer surveys, unlike in case of the internet which offers several measurement tools (Lambert, 2017). It is possible to measure the click-through rate on the internet. This number represents how many people click on an advertisement. In one research the number declined to around 0.7 percent. There were several reasons why this number was not higher such as a banner occupying less than 10 percent of a screen, so that the internet user's attention is on other elements of the website. The Web surfer's learnt to avoid looking at banner advertisements due to their similar shape and size (Drèze and Hussherr, 2003). On the other hand, this number might be positively affected if a banner has high contrast between the background colour and the colour of the text. Also, warm colours get more attention than cool colours (Moore, Stammerjohan, and Coulter, 2005).

Data mining process is the investigation into a business process which enable companies to develop predictive models. The value of data is in supporting business intelligence in defining the optimal marketing focus, niche selection and produce release timing. It is especially useful in a competitive e-commerce economy. Powerful customer profiling techniques are great tools for customer acquisition and retention via marketing (Delmater, Hancock, and Books24x7, 2001). This could be a key factor between television and companies such as Google, Amazon and Netflix which have grown in few years into colossal multinational enterprises.

2.8 The Theoretical Conclusion

Based on collected information, this century could be really difficult for the television, because many new already strong competitors have been arisen. Several of these competitors were described. Now, it should be clear what are their competitive advantages/disadvantages in comparison to the television. Some of them want to take marketing market share from the television, and others compete in order to get greater audience share. These are real threats for television share. This might be supported by the assumption that age has a significant influence on people's behaviour while watching television or surfing on the internet. Large targeted audiences are essential for effective advertising. If businesses do not use providers such as television, YouTube or Facebook they would have to change their business model, because their revenue is largely created from providing advertising space for companies. Both television and the internet have large audience now. However, the ability to target customers is undoubtedly greater for the internet providers owing to the fact that they can use artificial intelligence and other advance tools to profile their consumers in comparison to television. These tools were demonstrated by the fact that such momentous and complex matters as presidential elections or Brexit voting have been partly influenced by using artificial intelligence. Consequently, the result of these votes could have had been different.

2.9 Research Question

Is there, in the era of internet advertising, still a place for traditional television advertising in developed countries such as the United Kingdom?

2.10 Hypotheses

H1: If on television, there is a commercial break, will consumers do anything else simultaneously?

H2: If YouTube is streaming an advertising video, will consumers do anything else simultaneously?

H3: If companies use television for promotion, is it more effective in comparison to the internet advertising?

H4: If social media do not respect consumers' privacy in order to strengthen their artificial intelligence software, will the consumers seek other options?

H5: If demographics affect people's habits of using the internet, will it also affect viewing habits for television?

H6: If consumers have the possibility to avoid a commercial break than, will they do that?

3 Methodology

A well approached research project requires observation and explanation, because research is not simply collecting fact nor developing explanations without testing them against facts (De Vaus, 2002). There are two basics approaches of undertaking research trough qualitative or quantitative data analyses. More precisely, it is possible to combine these two methods into one research, because every method has some strength and weaknesses. It is not always it is achievable to get anticipated results with only one method. The typical definition is that qualitative data shall not be represented by number and quantitative shall be represented by number McLeod, S. (2008).

3.1 Qualitative Research

“Qualitative research is a form of research in which the researcher or a designated coresearcher collects and interprets data, making the researcher as much a part of the research process as the participants and the data they provide” (Corbin and Strauss, 2015, p. 4). The primary use of qualitative research is to investigate new areas to gain an understanding of underlying reasons, perceptions, and motivations (DeFranzo, 2011). In addition, selection of participants is made purposively (Flick, 2015) to examine the inner experiences of participants, to understand how meanings are formed, to understand areas not yet researched, to locate relevant variables that shall be later tested with quantitative research methods. Moreover, some researchers choose qualitative methodology, because they want to include the words and views from the participant perspective (Corbin and Strauss, 2015), and that is why the data is being collected more openly. There is an expectation that participants answer the questions spontaneously, in their own words and their contributions on the subject of matter should be from their experiences and particular life situations. The design of this research is dialogue (Flick, 2015).

3.2 Quantitative Research

The purpose of quantitative research is to determine generic data, to find out what consumers would like to have, their attitudes, opinions or behaviours. Also, it is used when searching for causalities. It is about uncovering patterns from a larger sample of the population as well as the aim of this research. Quantitative data collection methods are more structured compere to qualitative, usually generated via surveys (DeFranzo, 2011). *“The ideal case is a random sample of participants from the population”* (Flick, 2015, p.

10). Thus, the particular participants represent typical sample of population, they are not individuals (Flick, 2015).

The quantitative data are numerical and they represent the quantity of something. The numerical structure is man-made. The researchers turn the data into numbers to make it more useful, however it is not essential nor necessary. The process when the data is turn into numbers to link concepts to indicators is called measurement (Punch, 2005).

3.3 Sampling

In the 1950s, mail and face-to-face surveys were mainly used to collect data. Afterwards, telephone surveys overcame the face-to-face surveys due to its speed. Also, quality of the data produced was similar. In the 1990s the dominance of telephone surveys was threatened by internet surveys owing to the fact that internet surveys have two main advantages they are less costly and they have higher speed in comparison to any other type of surveys (Szolnoki and Hoffmann, 2013).

Moreover, face-to-face surveys are based on personal interaction and the survey environment can be controlled. However, there are some limitations such as the geographical, time pressure on respondents, interviewer bias and high cost. The limited geographical coverage and high cost can be overcome by telephones surveys, although there is lower response rate and inability to use visual help. This means that, in this study was used the online survey due to its several strengths, such as lower cost, interactivity, high speed, no interviewer bias and the ability to use visual help (Szolnoki and Hoffmann, 2013).

However, “it is questionable whether online surveys do represent the entire population.” (Szolnoki and Hoffmann, 2013, p. 1). Perhaps, it is only a representative population subgroup, on the other hand, approximately 96 percent of Post-Millennials and 90 percent of Millennials have social media accounts (see Figure 3). This means that, the number of internet users in the age up to 37 years old in the United Kingdom is going to be definitely higher than 93 percent. As a result, deviation up to 7 percent is coherent if the shortages of other methods are taken into account. Especially, the geographical, high costs, time pressure on respondents and interviewer bias which would negatively affected the results if a different method was used.

3.4 Design and Ethics

The research design involves planning and executing a research project from describing the study to reporting it and publishing the results later. There are three main types of design experiments, quasi-experiments and correlational surveys (Punch, 2005). There should also be taken into account a few ethics considerations when the research is being done. Firstly, research must be approved by the university in order to avoid any unanticipated ethical issue. Secondly, participants must give their consent for being researched. Participants had been informed about it through an information sheet and consent form before they started filling up the questionnaire as shown in Appendix 1. There should be developed a mutual trust atmosphere where participants are treated with dignity and respect. Because, a researcher is there to collect data and not to make judgments. This is especially important, when the opinions of the researcher are in contrast to the participant opinions (Corbin and Strauss, 2015).

This was constructed and delivered by using Google Forms survey software. The software enables the researcher to form the questionnaire and share it with participants through a URL link which is indeed a convenient way of spreading your questions. Later, the answers are prepared in an Excel sheet form. Furthermore, the questionnaire might be divided into separate sections which can be accessed based on a participant's previously answered questions in order to not ask the participant for information which had been already answered with previous question. For example, a participant who does not watch television will not be asked how the time during the commercial break is spent, because that question does not make sense to ask in this particular example. This method was used in the questionnaire.

Furthermore, the questionnaire included only questions that required tick responses. Every question was followed by some suggested answers, and if the participants have any issue with the provided answers they could have specified it in 'other' option. At the end of the questionnaire was the possibility to express any concerns regarding to the matter which was not used by anyone. Lastly, the questionnaire was formed in order to precisely answer the hypotheses. An example of the questionnaire can be found in Appendix 1.

3.5 Limitations of this Study

The data of the questionnaire was collected online via social media mostly Facebook. This means that, this research was available only for people with the internet connection. There are 96 percent of people between 16-24 years old and 90 percent of people between 25-34 years old (see Figure 3) in the United Kingdom on social network according to Mintel (2017). This means that this research could reach 93 percent of our focus group. Consequently, this could be small disadvantage when compared to television, because there is 7 percent of consumers who did not get the chance to be a part of this research.

Also, to fully determine which advertising has higher effectiveness whether television or online advertising. It would be necessary to integrate qualitative data into this research, record consumers while they are watching television on camera and scan people's eyes when they are browsing in the online world. It would then be necessary to analyse the data to discover where the customers are exactly looking and what they are exactly doing when the commercial break is on. If there were enough observations it would be possible to find patterns, and the patterns represent as quantitative elements. This approach could have gotten more precise data, because it is not based on what consumers are willing to share. Also, quantitative research emphasizes the viewpoints of the subjective (Flick, 2006) which is not essential for the research. However, this research would require expensive techniques, finance and extra research power.

3.6 The Questionnaire Analysis

What is your gender?

Gender provide a demographic insight into the matter. This data shall be used to define the 5th hypothesis.

How old are you?

It is crucial to obtain the actual age of the participant in order to identify whether they are Millennials or Post-Millennianls, and to obtain the data which shall support the answering of the 5th hypothesis.

How often do you watch a television?

To determine whether television advertising is efficient or not, firstly, it must be clear, how many people watch, and secondly, what people do during the commercial breaks. Lastly, it must be established if they have any power to fast-forward or skip the commercial breaks. This question should determine if younger generations such as Millennials or Post-Millennials watch television and how often. This question should support answering of the 1st and 3th hypotheses.

Do you usually do something else when the commercial break is on television?

Please tick all the activities that you do during the commercial break.

This question was offered only to participant who has answered that they watch the television. If the participant stated answered “I do not watch a television. I do not have it” then there was not any reason to ask. Furthermore, it is evident from the literature review that consumers tend to do something else during the commercial time or even when they watch their desired programme on television. Attention influences the effectivity of any advertisement television included. Also, this is an answer for the 1st and 3th hypotheses.

Do you use any device which allows you to record a programme on television and then watch it later without advertisements?

This is the last part of the television related question, also asked only to users who watch television, in order to understand how much effort consumers put into avoiding commercial breaks. This might be a real threat to any broadcast provider, if consumers start using devices which allows them to fast-forward or skip the commercial breaks. This is not definitely just a television issue, however television is included. This question should partly determine the 3th and 6th hypotheses.

How often do you use YouTube?

As was mentioned earlier, YouTube is certainly strong competitor to traditional television. In order to determine how much, it is rather important to disclose how often consumers visit the YouTube website. As in the case of television, it is necessary to disclose what they do during the advertising videos and how many of them will try to avoid the advertising videos by using Adblock or any other software which will do that. This question should support the defining of the 3th hypothesis.

Do you use any AdBlock? To block advertisement on YouTube, Facebook etc.

Since AdBlock blocks any kind of the online advertising it has a significant impact on the effectiveness of the online advertising. It is immensely important to identify how many consumers are actually using it. This question reveals consumer behaviour which could be a threat for the online advertising effectiveness. This question shall support the explanation of the 3th and 6th hypotheses.

Do you usually do something else when YouTube is streaming an advertising video? Please tick all the activities that you do during the YouTube advertisements.

This is another follow-up question which was asked only to people who answered “No, I do not know what that is” or “No, I do not use it” in the previous question “Do you use any AdBlock?”. Because, people who use AdBlock cannot see online advertisements. Thus, this question is not relevant for them. Also, as in the case of television, consumers who got to the point of watching video advertising might do something else rather than actually watching the advertisement. This question should answer the 2nd hypothesis.

How often do you use your social media?

The power of social media was disclosed earlier a with few examples of how artificial intelligence might precisely target advertising. This question should reveal how important social media is in the information age through the number of people using it. Because, social media does not affect anyone if people do not use it. This question shall support the defining of the 3th and 4th hypotheses.

Social media providers make their revenue by target advertising. This means that they collect information about you to make the advertising more efficient. Do you mind that they collect your personal information?

As was stated earlier, nowadays, there is an issue with data collection on the internet. Companies try to collect as much data as possible in order to make their target marketing more efficient. Moreover, some companies possess very precise data which can be misused for any purposes. This misusing of personal data could teach the population to be more careful about this issue and that could be a real threat for companies whose profit is made from advertising. The question should uncover awareness of this issue and the reaction of the population to it. This question shall define the 4th hypothesis.

If there was an option to pay a monthly fee of £1, would you be willing to pay in order to have your social media without advertisements, knowing that no data is being collected about you?

This is a follow-up question from the previous one, only for people whose response was “I do not like it, but I will use it anyway” or “I am thinking about closing my accounts” or I closed my account already”. This should uncover any potential threats for companies whose main profit is made from advertising. The question is trying to determine whether consumers who would prefer not to share personal data with companies are willing to pay or not, because, if people would rather pay than hand in personal data it could really change business models for online companies such as Facebook. Also, this question should define the 4th hypothesis.

Would you like to have a Netflix account (or do you have it already)?

The high value of Netflix, because it is one of the leading companies in the on-demand television market, was described before. However, this question is trying to find out the awareness of Netflix in the United Kingdom, and how tight is the on-demand television market which will be partly answered with the next question.

What is more convenient for you: on-demand television (where you can choose what you want to watch such as YouTube, Netflix, Amazon videos) or do you prefer traditional television?

This question and the earlier one might help companies to develop future business strategies. This question shall find if there is a potential for on-demand television in the television market and how huge it is. Because if consumers use only on-demand providers such as YouTube, Netflix, and Amazon then why would someone advertise somewhere else? This could mean that television advertising is going to be used by nobody which is linked to relevance of advertising and it could support the defining of the 4th hypothesis.

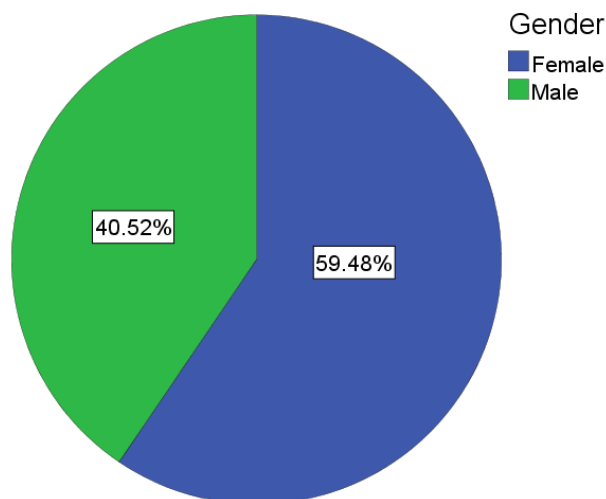
4 Results and Discussion

The questionnaire was submitted by 116 respondents. All of them were from the Millennials or Post-Millennials generation. As it was mentioned earlier the questionnaire includes only questions that required tick responses and every question was followed by some suggested answers, and if the participants have any issue with the provided answers they could have specified it in 'other' option. Fortunately, the other option was used only a few times. The new answers provided by respondents were always unique. This means that, the relevant answers were provided in the questionnaire.

What is your gender?

This graph (see Figure 10) shows that questionnaire was answered by 69 female and 47 male participants.

Figure 10 Gender

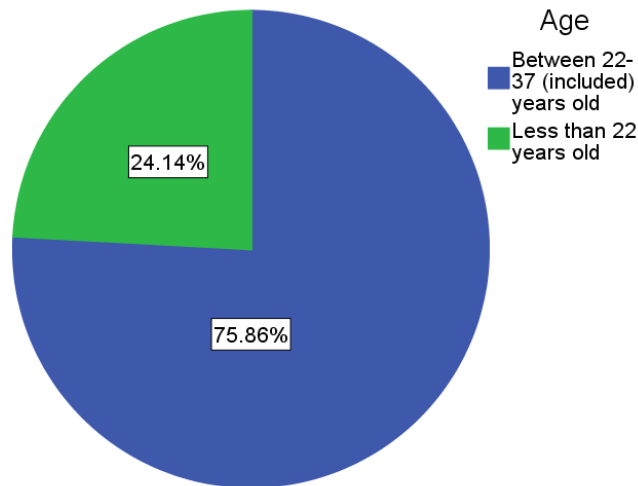


Source one`s own research

How old are you?

Unfortunately, this graph (see Figure 11) shows an imbalance between Millennials and Post-Millennials who answered the questionnaire, because this questionnaire was responded to 87 Millennials and 28 Post-Millennials. The research would be more credible, if the figures were around 50 percent each, because all the findings in this paper will be slightly more authentic for Millennials than for Post-Millennials.

Figure 11 Age

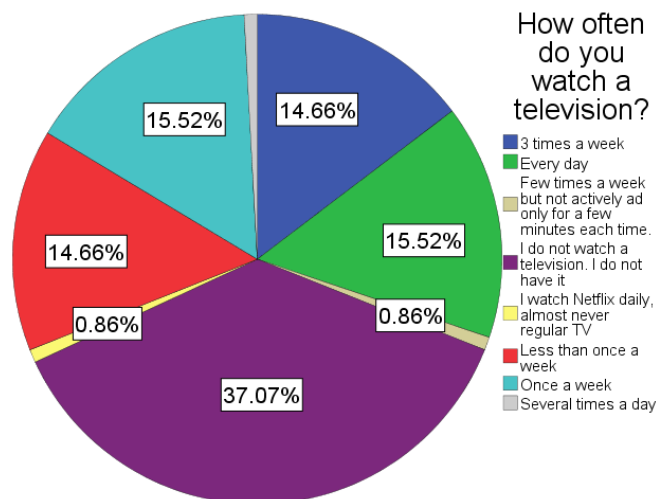


Source one`s own research

How often do you watch a television?

Millennials and Post-Millennials commonly do not watch as much television as do older generations (see Figure 12). The survey reveals that 37.07 percent (43 people) and 14.66 percent (17 people) less than once a week, even though it is still a popular medium with 15.52 percent (18 people) watching it daily. Moreover, 14.66 percent (17 people) watch it 3 times a week and 15.52 percent (18 people) watch it at least once a week.

Figure 12 Watching Television Frequency



Source one`s own research

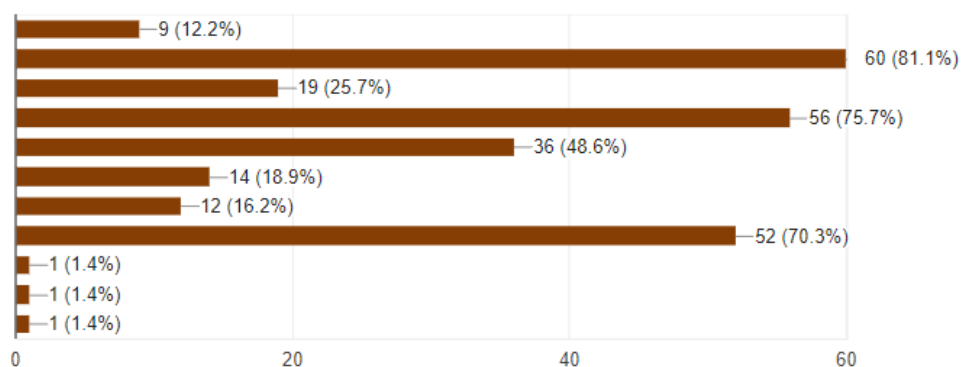
Do you usually do something else when the commercial break is on television?

Please tick all the activities that you do during the commercial break.

According to this data (see Figure 13), out of 116 Millennials or Post-Millennials only 74 watch television and only 12.2 percent (9 people) of them usually paying attention during the commercial breaks. This means that, only 7.8 percent of the population younger than 37 years old watch television commercials without any distraction. Moreover, there are 12.2 percent (9 people) who actually watch television as well as they are watching the advertising there. More importantly, people who watch television when the commercial break is on, they are doing these activities 81.1 percent (60 people) use social media, 75.7 percent (56 people) chat with friend in person or by using any kind of messenger, 48.6 percent (36 people) eat meals, 70.3 percent (52 people) go to a bathroom. The number 81.1 percent use social media it could be really interesting, because it would be convenient to use a tablet or smartphone where the AdBlock addition is not possible to install on social media applications, and this could explain the 45.4 percent growth in the mobile internet advertising (see Figure 2). However, to be absolutely accurate in this matter an additional research would have to be done, where the Millennials or Post-Millennials would be asked which devices are they using when the commercial break is on, because some of them might use a laptop.

Figure 13 The Television Commercial Break Activities

74 responses

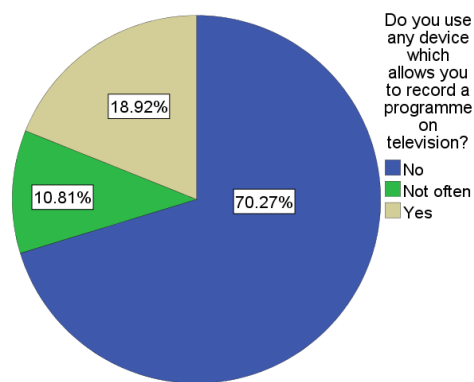


Source one`s own research

Do you use any device which allows you to record a programme on television and then watch it later without advertisements?

As with the previous question, only 74 responses (see Figure 14) were collected, because the rest of the Millennials and Post-Millennials (46 people) do not use the television. This point of view seems to be positive for companies which are advertising on the television, owing to the fact that 70.27 percent (52 people) do not record a programme to watch it later. In addition, 10.81 percent (8 people) do not do it often, whereas just 18.92 percent (14 people) record a programme on the television in order to watch it later without commercial breaks.

Figure 14 Using of Television Recording Device

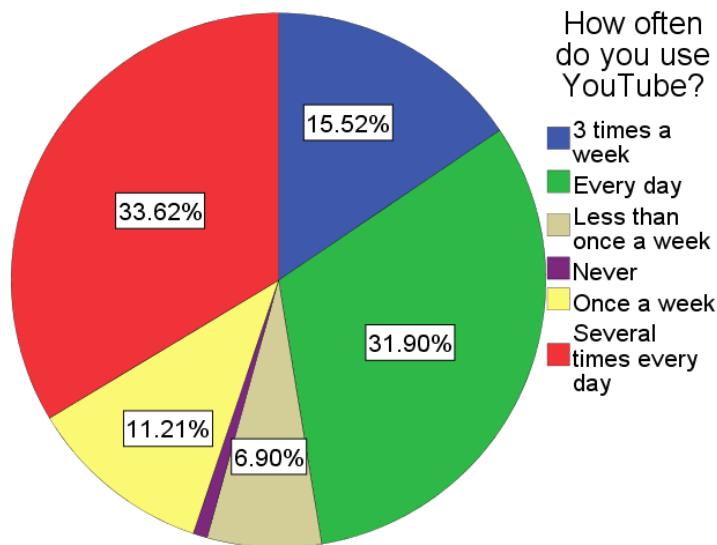


Source one`s own research

How often do you use YouTube?

An impressive percentage of consumers watch YouTube every day (see Figure 15). Actually, only 1 person out of 166 never watch it and 6.90 percent (8 people) use it less than once a week. Mostly Millennials and Post-Millennials visit the YouTube website several times every day which is 33.62 percent (39 people) and 31.90 percent (37 people) use YouTube every day. Furthermore, 15.52 percent (18 people) watch YouTube 3 times a week and just an 11.21 (13 people) percent use it at least once a week. Consequently, 92.25 percent of responding consumers use YouTube at least on a weekly basis.

Figure 15 Watching YouTube Frequency

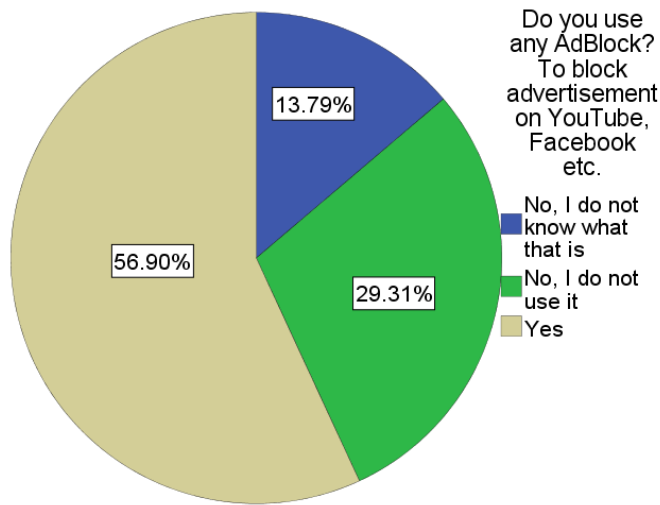


Source one`s own research

Do you use any Adblock? To block advertisements on YouTube, Facebook etc.

This question is profoundly important, due to the fact that more than half (see Figure 16) – precisely 66 respondents – block any advertisement on the internet. As a result, only 50 of the respondents have commercials advertisement on YouTube and their social media websites. This could be a real issue for online advertisement providers such as YouTube and Facebook. For instance, YouTube has 9 billion USD revenue as stated earlier and if consumers had have not used Adblock then the revenue would had have been more than twice as much, at around 20 billion USD. However, perhaps, these consumers would find different streaming services or they would not watch YouTube as much as users who do not use Adblock. This uncertainty could be answered by deeper research into this matter.

Figure 16 Adblock Using Frequency



Source one`s own research

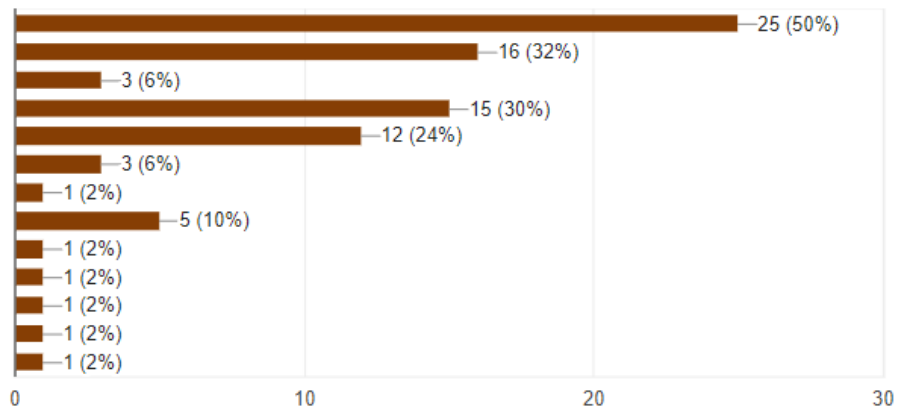
Do you usually do something else when YouTube is streaming an advertising video? Please tick all the activities that you do during the YouTube advertisements.

Only 50 respondents (see Figure 17) were allowed to answer this question, because 66 consumers would not be able to answer the question, because they are using Adblock software. This software blocks any advertisement on YouTube including the advertising video. This data shows that 50 percent (25 people) actually watch the advertising video without any distraction. The remaining consumers browse social media (32 percent, 16 people), talk to friends (30 percent, 15 people), eat meals (24 percent, 12 people) and use the bathroom (10 percent, 5 people).

This means that 2.78 more consumers watch advertising videos on YouTube in comparison with the 9 consumers who watch television advertising (see Figure 13). Overall, 74 consumers might watch advertising on television, though only 9 of them do that without any distraction. In the case of YouTube 50 consumers get to the point of watching advertising content and 25 of them actually watch it. There could be link with the length of the commercial breaks on these media, because on YouTube the advertising part lasts up to 30 seconds and in the television, it might be several minutes. This means that, a consumer who is watching television have enough time to do another activity during the commercial break, however when the advertising lasts less than 30 seconds there is not enough time to do something meaningful.

Figure 17 The YouTube Advertising Video Activities

50 responses

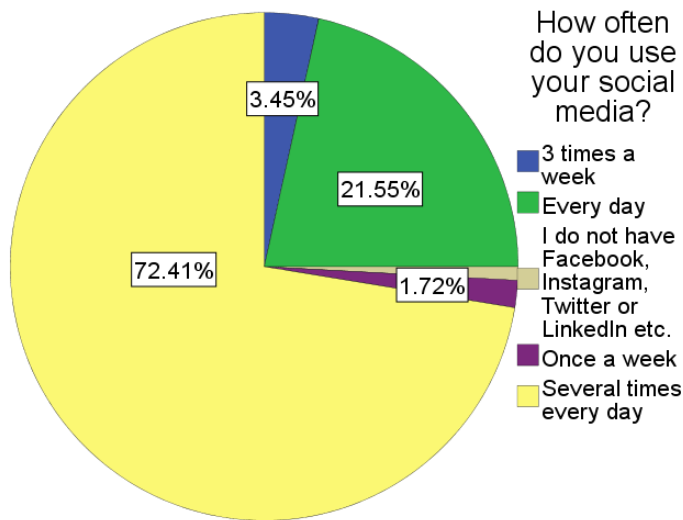


Source one`s own research

How often do you use your social media?

Social media (see Figure 18) is certainly a popular medium for Millennials and Post-Millennials with 72.4 percent of them using it several times every day and 21.6 doing so on daily basic. This means that 94 percent of youth access their social media accounts every day. This figure is impressively high. It is much higher than television or YouTube watching frequency. This behaviour could be explained by Simon Sinek on Millennials in the Workplace (David Crossman, 2016), who says using social media is highly addictive especially for youth people as was stated earlier.

Figure 18 Using Social Media Frequency

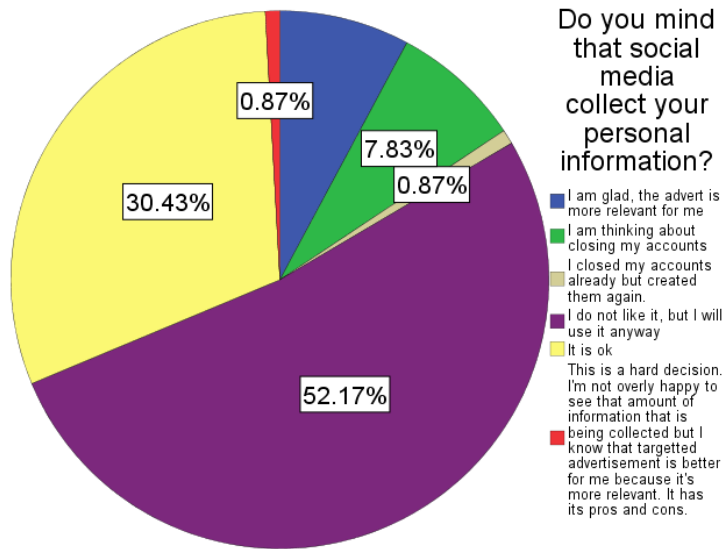


Source one`s own research

Social media providers make their revenue by target advertising. This means that they collect information about you to make the advertising more efficient. Do you mind that they collect your personal information?

More than half (see Figure 19) of consumers – precisely 60 of them – do not like that the data is being collected, however they have no intention to close their accounts or do something about it. Moreover, 35 of them responded: “It is ok”. Interestingly, 7.83 percent, which means 9 people from the responded group, answered: “I am glad, the advert is more relevant for me”. This means that more than 90 percent accept the way how social media works and do not intend change their behaviour. Nonetheless, 1 person`s account has been closed and 9 people would close their account find acceptable.

Figure 19 Personal Data Information

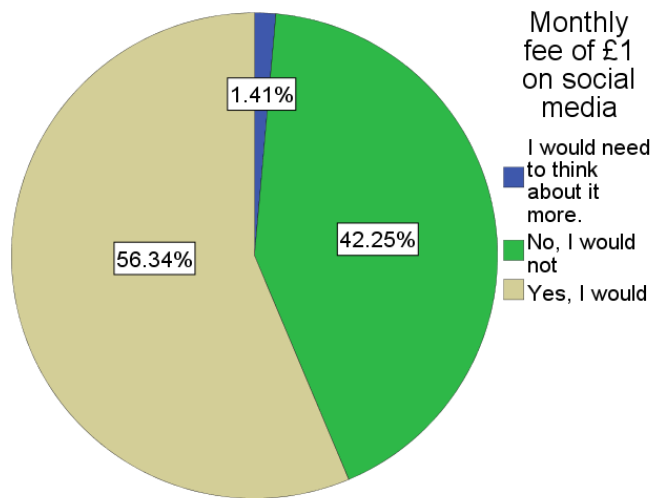


Source one`s own research

If there was an option to pay a monthly fee of £1, would you be willing to pay in order to have your social media without advertisements, knowing that no data is being collected about you?

This question was answered by only 71 consumers (see Figure 20) as explained earlier. This means that, from the group of people who disagree with business model of social media 56.34 percent (40 people) would be willing to pay a small fee in order to keep their accounts without any advertisement. For 42.25 percent (30 people), however, this would be unacceptable, and they would not pay even small fee for social media services. One person would have to think about it more deeply before the final decision would be made.

Figure 20 Paid Social Media

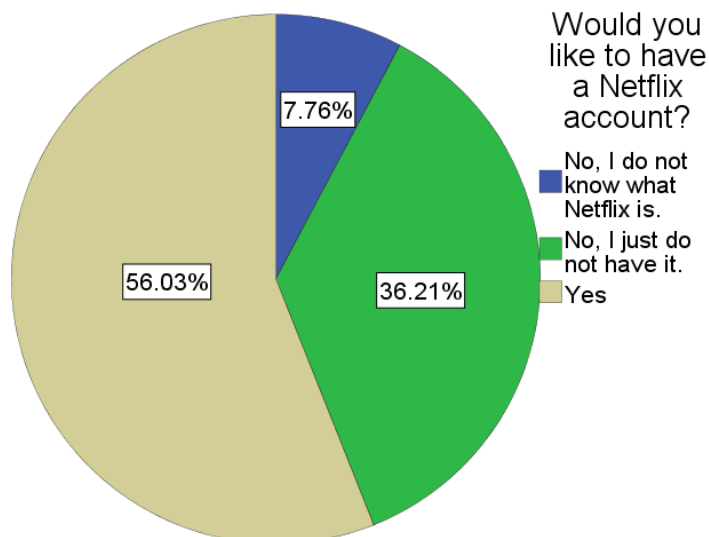


Source one`s own research

Would you like to have a Netflix account (or do you have it already)?

From the researched group (see Figure 21), 56.03 percent (65 people) would like to have, or already have, a Netflix account. Whereas 36.21 percent (42 people) do not have, and they are not consider to buying it. Just 7.76 percent (9 people) do not know what Netflix is.

Figure 21 Netflix Account



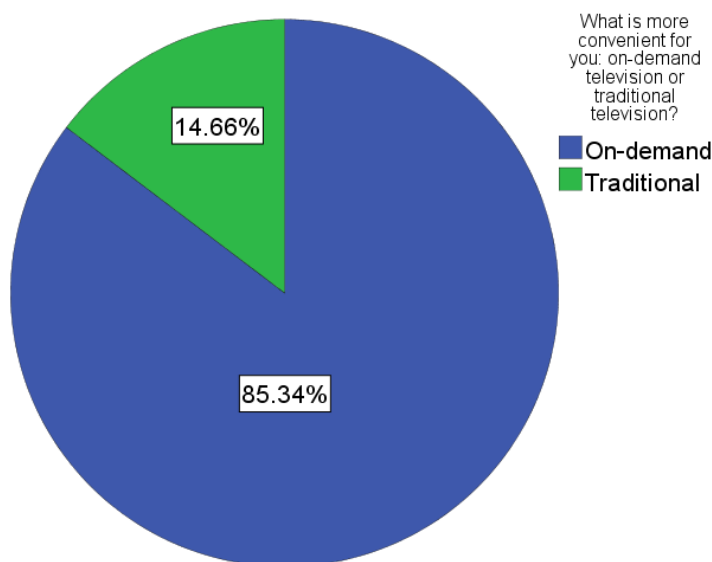
Source one`s own research

What is more convenient for you: on-demand television (where you can choose what you want to watch such as YouTube, Netflix, Amazon video) or do you prefer traditional television?

For Millennials and Post-Millennials (see Figure 22) it seems to be evident what their preferences are, because a large 85.34 percent (99 people) would prefer on-demand television over 14.66 percent (17 people). This is a massive difference which should have traditional television providers worried. Perhaps, traditional providers need to improve their business models and the way how the customers are approached, because, this numbers definitely shows that Millennials and Post-Millennials generation have shifted their preferences on on-demand television.

Moreover, the on-demand television market is still new and there is a place for another companies. As was mentioned before, Netflix would like to have 56.03 percent of consumers. However, that does not mean they already have it. It can certainly be said that almost 30 percent of consumers would prefer on-demand television other than Netflix (people who would prefer on-demand television (85.34 percent) minus people who would like to have Netflix (56.03 percent)). Furthermore, there is always space for a better product on any market. This means that, the number 30 percent could be much higher.

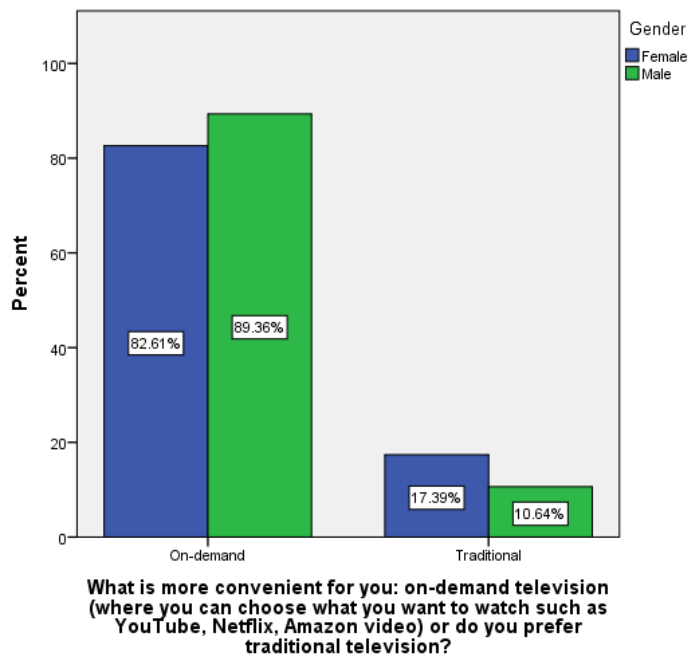
Figure 22 On-demand in Comparison to Classic Television



Source one`s own research

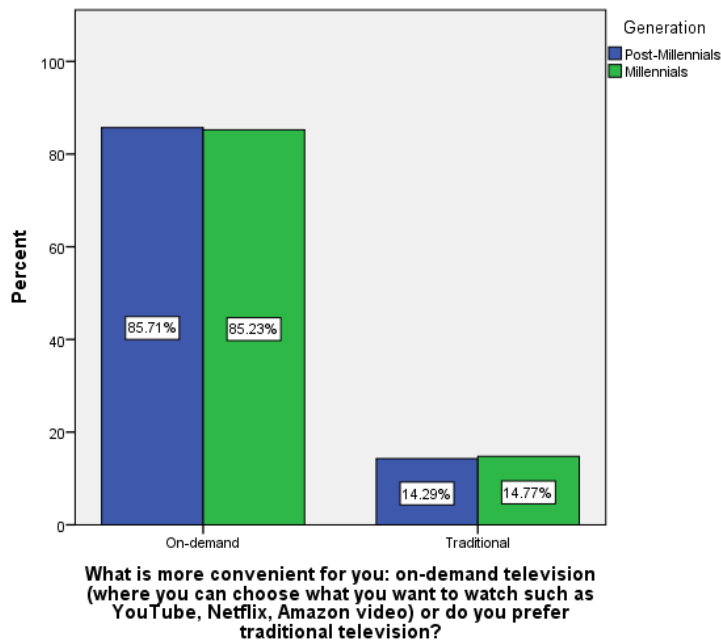
According to this data there is not any significant deviation caused by different gender or generation. As shown on figures 23 and 24 in comparison to the whole sample (see Figure 22), males tend to prefer on-demand television compared to their female counterparts. However, the difference is only 6.75 percent. In the case of Millennials and Post-Millennials the figures do not differentiate more than a tenth of one percent, so the figures are the virtually the same. Overall, these two generations prefer on-demand television. Moreover, the influence of age or gender on this habit is minimal.

Figure 23 On-demand in Comparison to Classic Television by Gender



Source one`s own research

Figure 24 On-demand in Comparison to Classic Television by Generation

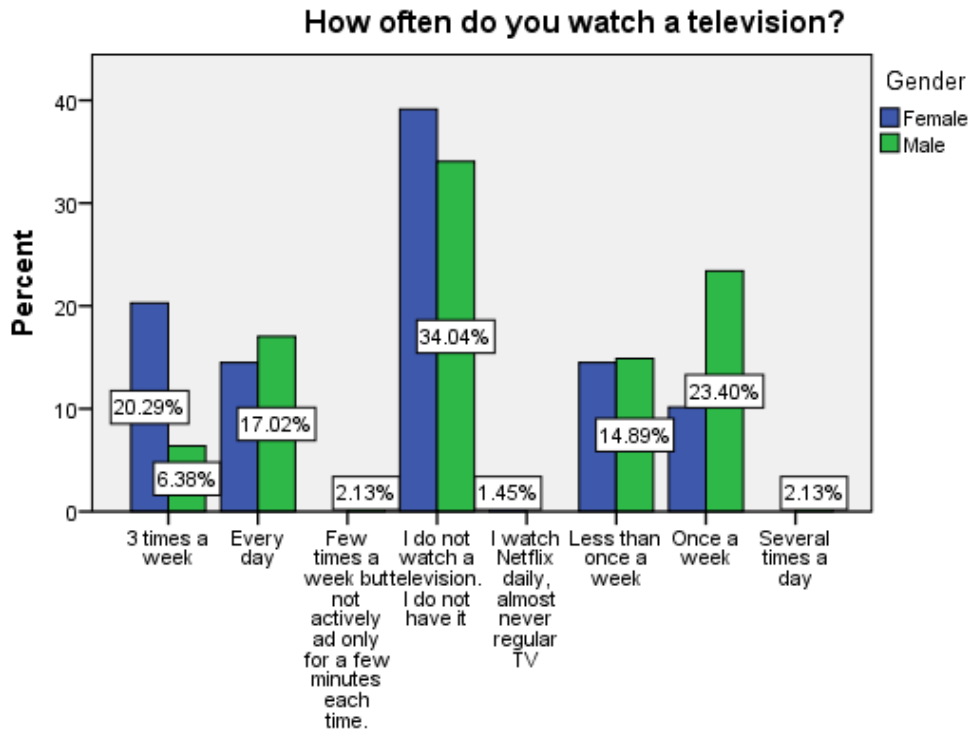


Source one`s own research

Watching Television Frequency by Gender and Generation

This data shows (see Figure 25) that 40 percent of females do not watch television at all in comparison with males where the figure is 34 percent. On the other hand, if they have it, they tend to watch it more frequently compared to males, which can be seen from the survey data showing that 20.23 percent of females watch television 3 times a week compared to males where the figure is only 6.38 percent. The daily watching frequency is very similar.

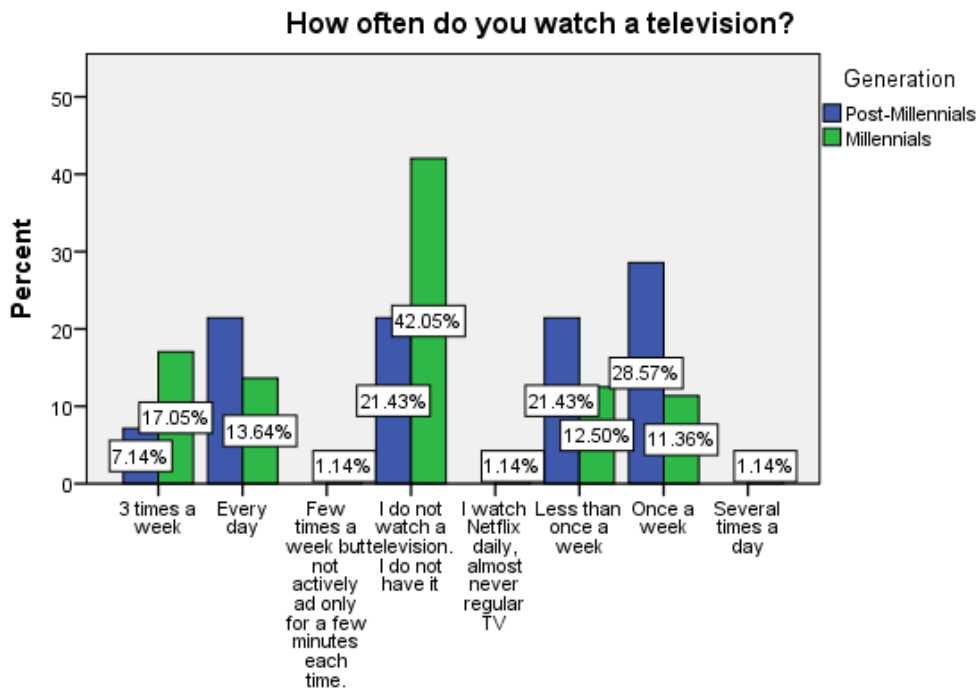
Figure 25 Watching Television Frequency by Gender



Source one's own research

The collected data (see Figure 26) shows that there is a characteristic difference between Millennials and Post-Millennials, owing to the fact that, 42.05 percent of Millennials do not watch television and the figure for Post-Millennials is only 21.43 percent. This divergence could have been caused by living conditions of these generations. Since Millennials (older than 22 years old) are most likely university student or working class already. This means that, they should be living by themselves in a dormitory or an apartment where they would have to purchase a television if they are about to watch it. On the other hand, Post-Millennials (younger than 22 years old) will be mostly still living with their parents where a television is purchased by their parents. So, they are able to watch it without any additional investment.

Figure 26 Watching Television Frequency by Generation

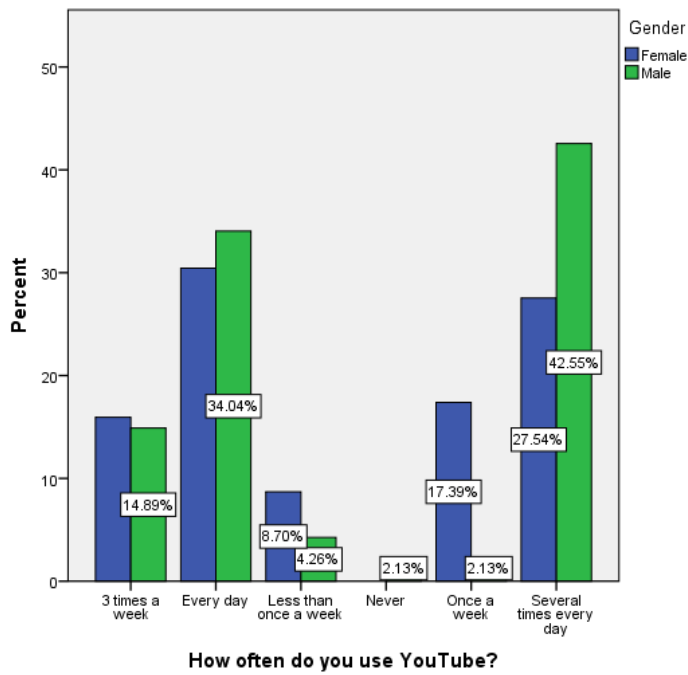


Source one`s own research

YouTube Frequency by Gender and Generation

According to this data (see Figure 27) males tend to use YouTube’s services slightly more often than females. Since 42.55 percent of males use YouTube several times every day and 27.54 percent of females do it that often. Interestingly, the difference is 15.01 percent which is the same as the ‘once a week’ figure’s difference and the rest of these figures do not have any significant dissimilarity. However, this might be a coincidence caused by an insufficiently large sample of participants. If and even larger sample showed the same pattern then, further examination of this phenomenon would be required to find any explanation, because, there is not any evidence supporting this phenomenon. For example, a new follow up questionnaire could be sent to the participants asking for clarification of their choice, because it is unusual that only 2.13 percent of males answered that they watch YouTube once a week in comparison with 17.39 percent of females.

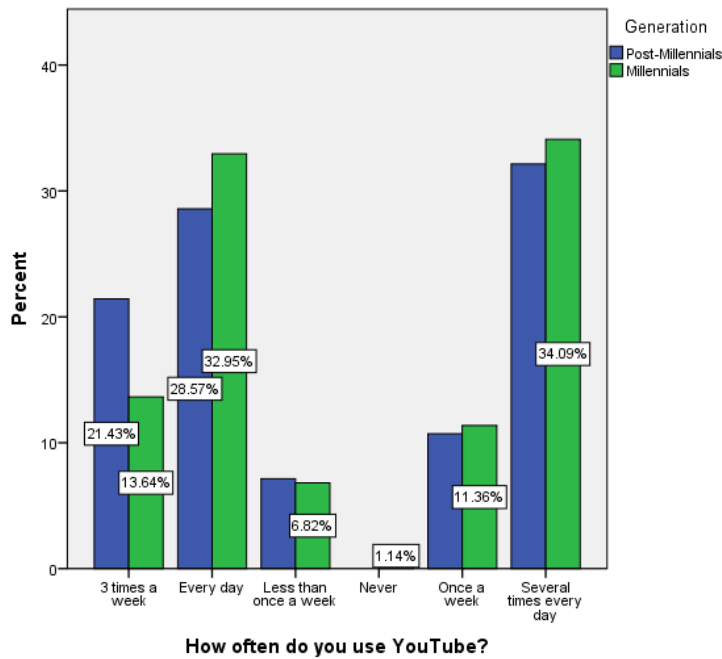
Figure 27 YouTube Frequency by Gender



Source one`s own research

The frequency of using YouTube (see Figure 28) seems to be similar very similar for Millennials and Post-Millennials, even though, the Millennials use YouTube slightly more often. This is a truly small dissimilarity that could be linked to the fact that Post-Millennials watch more often television (see Figure 26). However, it is insignificant and only further research could prove it.

Figure 28 YouTube Frequency by Generation

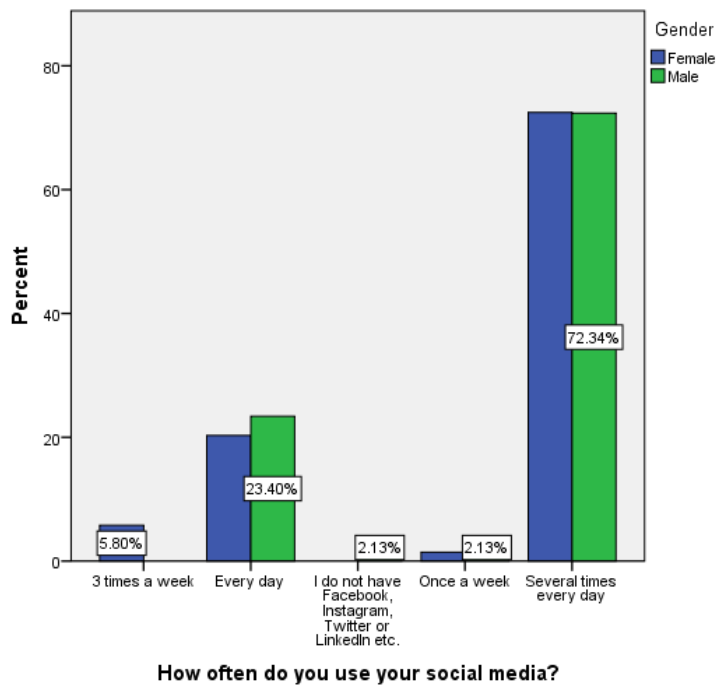


Source one`s own research

Social Media Frequency by Gender and Generation

This data (see Figure 29) shows that gender has no influence on social media using frequency. It is remarkable how similar the data is. The graph displays that 72.34 percent of males use YouTube several times every day and in the case of females this percentage appear to be exactly the same. Therefore, social media is a serious addiction for both: male and female.

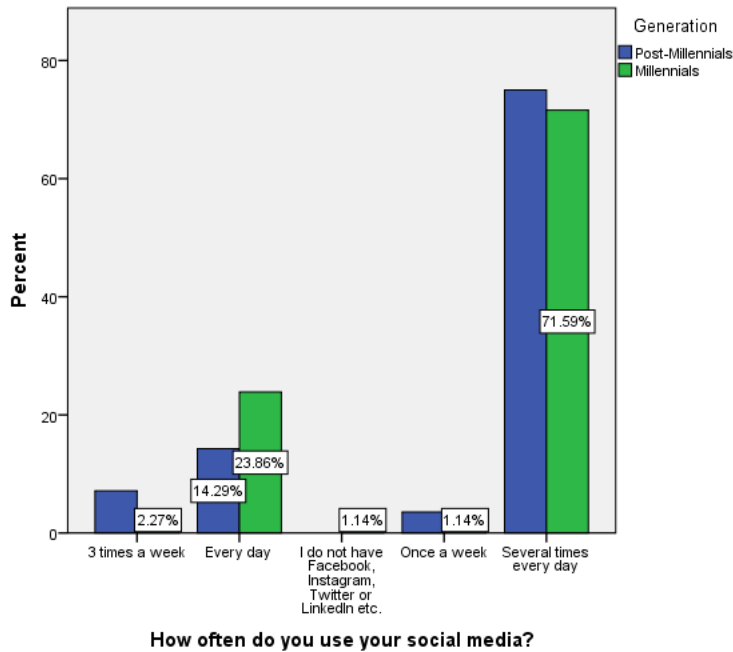
Figure 29 Social Media Frequency by Gender



Source one`s own research

This graph (see Figure 30) seems to be analogous to the previous graph (see Figure 29). This means that, being Millennials or Post-Millennials has only a limited influence on how often these generations use social media. Post-Millennials tends to use social media more often – ie: several times every day – whereas Millennials contribute more likely on social media once a day. However, both groups demonstrate a strong addiction to social media since approximately 73 use it several times every day and percent 95 percent of both generations explore their social media at least once a day.

Figure 30 Social Media Frequency by Generation



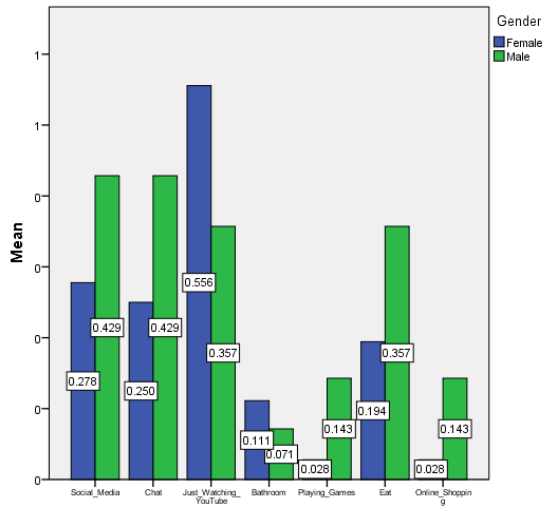
Source one`s own research

YouTube and Television Commercial Breaks Activities by Gender

Figures 31 and 32 show what consumers tend to do during the commercial breaks on television and YouTube. There is a significant difference between how many consumers watch advertising without any distraction on television and YouTube, as was mentioned earlier, and those who use breaks to engage in other activities. However, male participants try to intensively avoid commercial breaks in comparison with female participants in both cases: television and YouTube. Nonetheless, the difference is not that notable during commercial breaks in television where the figures are almost equal.

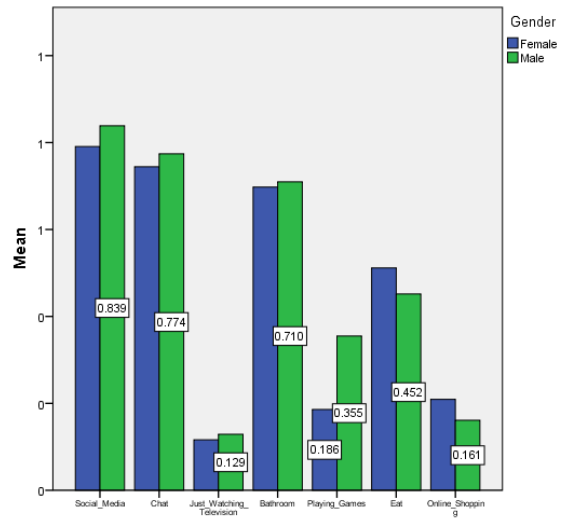
On the other hand, on YouTube is the difference between males and females is evident. Males tend to not watch advertising videos on YouTube, whereas 55.6 percent of females watch videos without any interruption. In case of males this figure is only 35.7 percent. According to this data, male participants most frequently use social media (42.9 percent), chat with friends (42.9 percent) and eat food (35.7 percent). Female participants use social media (27.8 percent), chat with friends (25.0 percent) and eat food (19.4 percent).

Figure 32 YouTube Commercial Break Activities by Gender



Source one`s own research

Figure 31 Television Commercial Break Activities by Gender



Source one`s own research

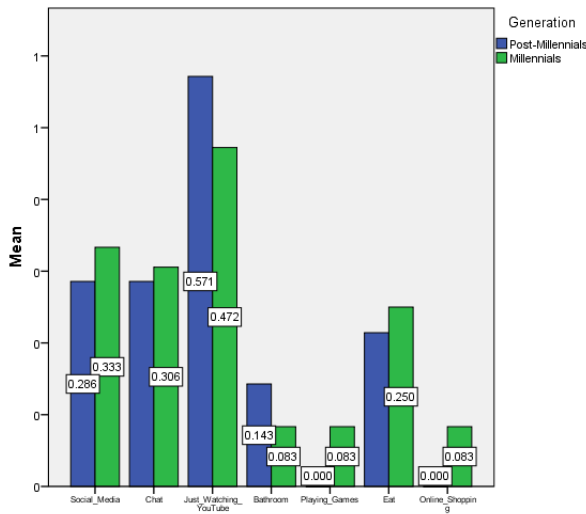
Television Commercial Breaks Activities by Gender and Generation

The commercial break activities when consumers watch television are analogous (see Figure 31 and 33). There is virtually no difference if the graph is gender or generation oriented. According to this data, demographics (age or gender) does not influence consumer behaviour during commercial breaks on television.

YouTube Commercial Breaks Activities Gender and Generation

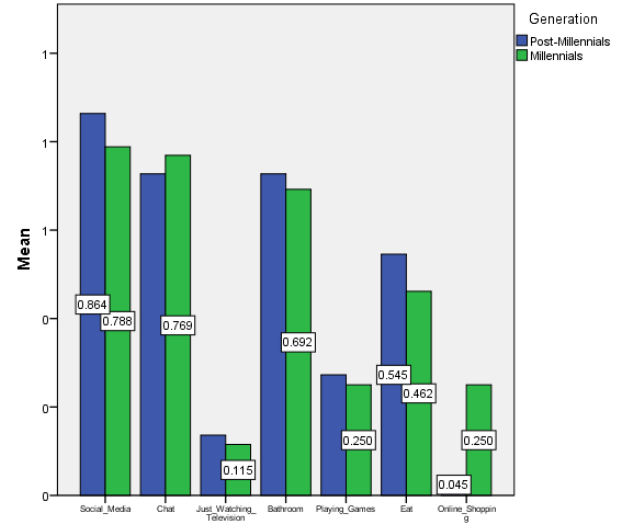
By contrast, the graphs displaying consumer behaviour during YouTube advertising videos (see Figure 32 and 34) are different, because gender has significant influence in comparison to age on consumer behaviour. This data (see Figure 34) shows that Millennials and Post-Millennials have similar habits. However, 57.1 percent of Post-Millennials watch YouTube commercials compare to 47.2 percent of Millennials.

Figure 34 YouTube Commercial Break Activities by Generation



Source one's own research

Figure 33 Television Commercial Break Activities by Generation



Source one's own research

YouTube and Television Commercial Breaks Activities by Generation

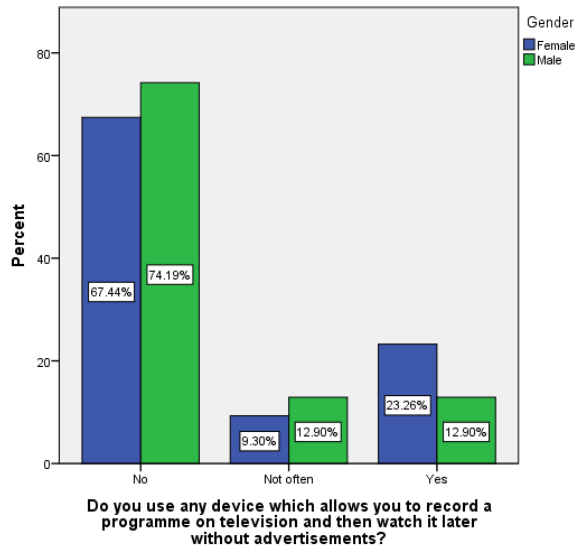
According to this data (see Figure 34) Millennials are more likely to avoid advertising videos on YouTube in comparison to Post-Millennials. In the case of television (see Figure 33) the situation between Millennials and Post-Millennials is rather similar. However, Post-Millennials even though that their figure 'just watching television' is slightly higher, the rest of them tend to do most likely something else when the commercial break is on. Overall, the figures are largely authentic for both groups.

Recording Programmes by Gender and Generation

This data (see Figure 35) shows that 23.26 percent of female participants record programmes in order to watch it later without commercial breaks in comparison to 12.90 percent of male participants. Also, the Post-Millennial generation (see Figure 36) tends to record programmes more frequently, with 36.36 percent of them doing that in comparison to merely 11.54 percent of Millennials. This could have been explained by the different living conditions of these groups. For Millennials a recording device would be an additional cost as well as the television example. This is supported by the fact that 13.46 percent of Millennials tends to record programmes infrequently as the 'not often' figure shows compared to 4.55 percent of Post-Millennials. This could mean that Millennials record programmes only during the weekends which they spend out of student

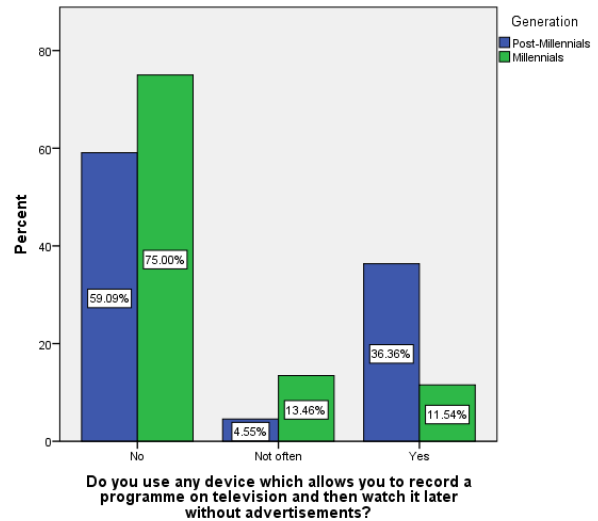
accommodation with their parents. However, additional research might be required in order to prove/disprove this theory.

Figure 35 Recording Programmes by Gender



Source one`s own research

Figure 36 Recording Programmes by Generation



Source one`s own research

Using of AdBlock by Gender and Generation

According to this data (see Figure 37 and 38) it seems to be that Post-Millennial female participants most frequently do not know what AdBlock is. As Figure 37 shows 21.74 percent of females do not know what AdBlock is in comparison to only 2.13 percent of males. Many male participants use AdBlock (70.21 percent) compared to 47.83 percent of females. Generationally, there is less divergence, although Millennials tend to avoid advertisements slightly often 59.09 percent in comparison to 50.00 percent of Post-Millennials. This could be explained by the fact that 21.43 percent of Post-Millennials do not know what AdBlock is, in contrast to only 11.38 percent Millennials. If this 10.05 percent of Post-Millennials knew what AdBlock is, then the Graph (Figure 38) would be presumably symmetrical. This suggests that gender might have a larger impact than generation.

Using of AdBlock and Recording Programmes by Gender

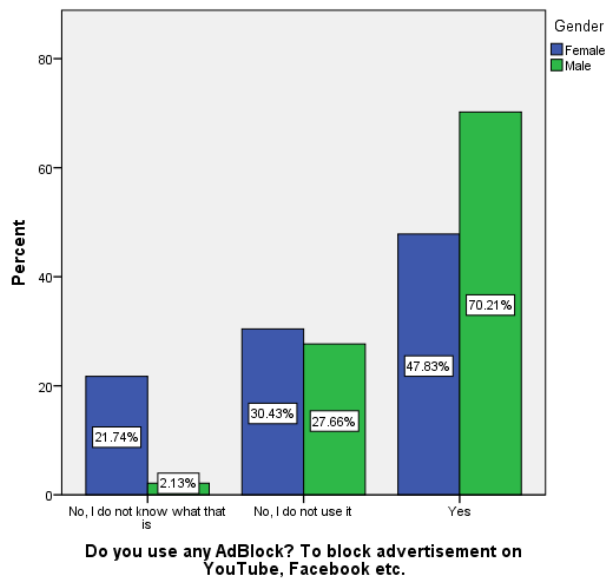
Interestingly, female participants (see Figure 25) are more likely to not watch television compared to male participants. However, the female participants who do watch television are more likely to record programmes – 23.26 percent (see Figure 35) – than male participants, of whom only 12.90 percent records programmes. Nevertheless, male

participants tend to block advertising in the online world – 70.21 percent (see Figure 37), and use YouTube more frequently (see Figure 27).

Using of ADBlock and Recording Programmes by Generation

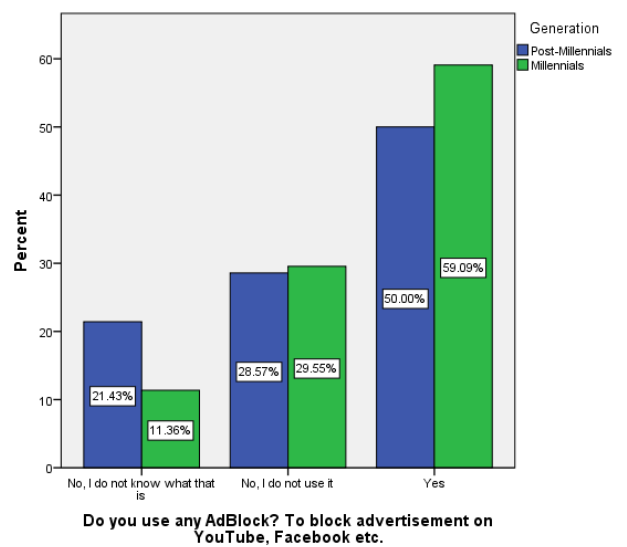
From the generation point of view, 36.36 percent (see Figure 36) of Post-Millennials tend to avoid commercial breaks in television in comparison to 11.54 percent of Millennials. On the other hand, 59.09 percent (see Figure 38) of Millennials use ADBlock compare to 50 percent of Post-Millennials.

Figure 37 Using of ADBlock by Gender



Source one`s own research

Figure 38 Using of ADBlock by Generation



Source one`s own research

4.1 Hypotheses Testing

H1 is accepted, based on that only 12.2 percent (see Figure 13) of television watching consumers are paying attention to advertising on the television. The majority of them rather use social media 81.1 percent, talk to a friend 75.7 percent or use bathroom 70.3 percent. This customer approach demonstrate how insignificant commercial breaks are.

H2 is rejected, because (see Figure 17) 50 percent (25 people) of consumers who see advertising on YouTube actually pay attention to it. This figure is scientifically higher than the 12.2 percent (see Figure 13) consumers watch television commercial breaks.

H3 is accepted, according to this data, 2.78 more consumers watch advertising videos on YouTube without any dispersion (see Figures 13 and 17) in comparison to television. Also, consumers tend to do less additional activates when they are watching YouTube. In addition, it is possible collect valuable data on the internet which might be use for trend prediction and as a feedback. This might be done through artificial intelligence or database systems.

H4 is accepted, (see Figure 20) 40 people from the whole sample is 34.48 percent (or whole 56.34 percent from the sample of consumers who disagree with privacy policy of social media) would be willing to pay a monthly fee in order to not provide their personal data. This means that consumers tend to find sophisticated solution, and if social media do not respect privacy policy it might a have negative effect on it. The size of this figure is enough to have an influence on a revenue of social media. However, if 34.48 percent of the population had used 'monthly fee social media', the 'traditional social media' companies would have had enough data for its artificial intelligence software, so it is not real threat yet.

H5 is declined, if the graphs 31 and 33 are compared then there are some distinctions, however in comparison to YouTube (see Figure 32 and 34) the distinctions are insignificant. This means that, demographics does not influence television customer behaviour in comparison to the internet customer behaviour where the variables are more widely distributed.

H6 is accepted, since 40 people (see Figure 20) from the whole sample is 34.48 percent would be willing to pay monthly fee in order to social media without advertisements. Moreover, 56.90 percent (see Figure 16) use AdBlock. The television recording (18.92

percent of consumers use it (see Figure 14)) is not as popular as Adblock, however consumers tend to avoid commercial breaks by doing these activities (see Figure 13) 81.1 percent use social media, 75.7 percent chat with friend in person or by using any kind of messenger, 48.6 percent eat meals, 70.3 percent go to a bathroom.

5 Conclusion and Recommendations

The purpose of this study is to determine and assess the position of traditional television as an advertising medium in the era of mobile and internet advertising, especially with regard to the younger generations such as the Millennials and Post-Millennials in the United Kingdom. The internet is represented by social media and on-demand television (YouTube), both of which have strong advertising elements.

Firstly, social media seems to be a powerful marketing tool, because it is used several times per day by the majority (72.41 percent (see Figure 18)) of Millennials and Post-Millennials. This might make it easier to develop target marketing and increase the efficiency. It is also important that data collection policies do not outweigh the social media benefits from artificial intelligence. Artificial intelligence is still at the beginning of its truly prominent potential. There could be an objection, that 56.90 percent (see Figure 16) of consumers use Adblock. However, Adblock can be installed only on a personal computer or a laptop. This means that devices such as smartphones and tablets are more suitable for advertisements, from the advertisers' perspective, from social media.

Secondly, even though, in some ways, Millennials and Post-Millennials are essentially analogous some differences have been found. Post-Millennials watch television somewhat more often (see Figure 26) in comparison to Millennials. Male Millennials tends to avoid advertising on the internet, and female Post-Millennials record more programmes on television. Moreover, one significant difference is not between Millennials and Post-Millennials, but rather is a gender characteristic what people do during the advertising video on YouTube (see Figure 32) male participants, more so than females, considerably avoid seeing advertising videos according to this data.

Lastly, television has its advertising place in the internet era. However, classic television might have to consider innovating their business models, because classic television's long-term strategy could potentially be less successful due to its lack of efficiency and lack of data being collected. For example, if they have added an online on-demand television service, they might benefit from its currently strong position in the market and obtain additional value such as artificial intelligence and accurate target marketing. This would seem essential for the long-term survival of classic television, because, currently only 14.66 percent of Millennials and Post-Millennials (see figure 22) would rather have

traditional television than on-demand television. Furthermore, consumers tend to pay greater attention to shorter advertisement such as on YouTube (see Figure 17). This means that traditional television could secure increased effectivity of its advertising by making their commercial breaks shorter and more frequently.

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Appendix A

An example of the questionnaire.

The Influence of the Millennials and Post-Millennials Generations on Television and Online Advertising in the United Kingdom

This research is carried out by Pavel Zdražil at the University of Huddersfield. To support the practice of protection for human subjects participating in research. The following information is provided for you to decide whether you wish to participate in the present study. You may refuse to submit this form and not participate in this study. You should be aware that even if you agree to participate, you are free to leave this website at any time. The questionnaire is anonymous. The purpose of this study is to collect data for my undergraduate dissertation.

Objectives of the dissertation:

- To identify a link between the consumer behaviour of the Millennials and Post-Millennials generations and advertising.
- To identify strengths and weaknesses of the television and online advertising.
- To explore potential threats of advertising.
- To investigate effectiveness of television and online advertising on Millennials and Post-Millennials.

Thank you very much for your help.

Information Form

University of Huddersfield
School of Education and Professional Development

Research Project/Assignment Title: The Influence of the Millennials and Post-Millennials Generations on Television and Online Advertising in the United Kingdom

You are being invited to take part in a research project/assignment. Before you decide it is important for you to understand why this research is being done and what it will involve. Please take time to read the following information and discuss it with others if you wish. Ask if there is anything that is not clear or if you would like more information. May I take this opportunity to thank you for taking time to read this.

What is the purpose of the project?

The research project/assignment is intended to provide the research focus for the module BHS0029 - Undergraduate Dissertation on the BA Hons Early Years. It will attempt to investigate consumer behaviour when they are watching the television or using the internet in order to understand efficiency of the advertising on these mediums.

Why have I been chosen?

Because you belong to Post-Millennials or Millennials demographics generation.

Do I have to take part?

Participation on this study is entirely voluntary, so please do not feel obliged to take part. Refusal will involve no penalty whatsoever and you may withdraw from the study at any stage without giving an explanation to the researcher.

What do I have to do?

You will be invited to take part in questionnaire. This should take no more than 5 minutes of your time.

Are there any disadvantages to taking part?

There should be no foreseeable disadvantages to your participation. If you are unhappy or have further questions at any stage in the process, please address your concerns initially to the researcher if this is appropriate. Alternatively, please contact the research supervisor/module tutor Morven McEachern, School of Education & Professional Development, University of Huddersfield.

Will all my details be kept confidential?

All information which is collected will be strictly confidential and anonymised before the data is presented in the assignment, in compliance with the Data Protection Act and ethical research guidelines and principles.

What will happen to the results of the research study/assignment?

The results of this research will be written up in an assignment and presented for assessment in 4th of May 2018. If you would like a copy please contact the student.

Who has reviewed and approved the study, and who can be contacted for further information?

The research supervisor/module tutor is Morven McEachern. They can be contacted at the University of Huddersfield, m.mceachern@hud.ac.uk | 01484 473852.

Name & Contact Details of Student/Researcher:

Pavel Zdražil

U1770828@hud.ac.uk | 07497 706967.

How old are you? *

- Less than 22 years old
- Between 22-37 (included) years old
- More than 37 years old

How often do you watch a television? *

- Several times a day
- Every day
- 3 times a week
- Once a week
- Less than once a week
- I do not watch a television. I do not have it
- Other...

Do you usually do something else when the commercial break is on television? Please tick all the activities that you do during the commercial break. *

- I do not do anything else. I just watch television
- Browsing social media
- Playing games
- Chat with friends (in person or via messenger)
- Eat meals
- Online shopping
- Exercise
- Going to a bathroom
- Other...

Do you use any device which allows you to record a programme on television and then watch it later without advertisements? *

- Yes
- No
- Not often

How often do you use YouTube? *

- Several times every day
- Every day
- 3 times a week
- Once a week
- Less than once a week
- Never
- Other...

Do you use any AdBlock? To block advertisement on YouTube, Facebook etc. *

- Yes
- No, I do not know what that is
- No, I do not use it
- Other...

Do you usually do something else when YouTube is streaming an advertising ^{*} video? Please tick all the activities that you do during the YouTube advertisements.

- I do not do anything else. I just watch the video
- Browsing social media
- Playing games
- Chat with friends (in person or via messenger)
- Eat meals
- Online shopping
- Exercise
- Going to the bathroom
- Other...

How often do you use your social media? ^{*}

- Several times every day
- Every day
- 3 times a week
- Once a week
- Less than once a week
- I do not have Facebook, Instagram, Twitter or LinkedIn etc.
- Other...

Social media providers make their revenue by target advertising. This means *
that they collect information about you to make the advertising more
efficient. Do you mind that they collect your personal information?

- I am glad, the advert is more relevant for me
- It is ok
- I do not like it, but I will use it anyway
- I am thinking about closing my accounts
- I closed my account already
- Other...

If there was an option to pay a monthly fee of £1, would you be willing to pay *
in order to have your social media without advertisements, knowing that no
data is being collected about you?

- Yes, I would
- No, I would not
- Option 3
- Other...

Would you like to have a Netflix account (or do you have it already)? *

- Yes
- No, I do not know what Netflix is.
- No, I just do not have it.

What is more convenient for you: on-demand television (where you can choose what you want to watch such as YouTube, Netflix, Amazon video) or do you prefer traditional television? *

- On-demand
- Traditional

Thank you so much. You are the best! Have a great day.