



Creative strategies of advertising to break the barrier of  
advertisement avoidance on Youtube.

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## Abstract

This research explores the motives of millennials skipping YouTube Advertisements and installing ad avoidance tools. The secondary objective of the study provides creative strategies that can be used to evoke re-engagement among millennials. For this study, a qualitative approach was used, followed by an In-depth interview with millennials, a sample size of 9 participants were selected, based on their high YouTube consumption. Findings reveal that creative strategies that provide relevant content, and evoke a feeling of Nostalgia, prevent millennials from skipping YouTube advertisements. Further findings also reveal that Millennials are not motivated to install ad avoidance tools for YouTube but intrusive pop-ups on other sites.

Keywords: Millennials, YouTube, online video, Advertisement, Ad avoidance, Co-creation, engagement, Nostalgia, Data mining.

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## CHAPTER ONE – INTRODUCTION

### 1.1 Background of study

Due to the proliferation of digital advertising in the contemporary era, it has become challenging for Organizations to implement their marketing and advertising strategies. Every organization is trying to sell products and services online by offering a cluster of advertisement and promotional offerings. This cluster of offerings has resulted in unfavorable attitudes amongst generations to ignore and avoid these offerings. According to a survey conducted by (Benes, 2018), 27% of respondents used adblocker to avoid advertisement on the website they visit, and 90% of people skip video advertisement. Due to the high engagement of millennials on YouTube, this study further investigates the behaviour of millennials towards skipping YouTube advertisements. Statistics reveal that young consumers watch more videos online, and a majority of them skips online video advertisements. Millennials and Generation Z have high binge-watching content capacities (Friedman, 2017). Millennials that are shown YouTube advertisements are 59% more likely to skip those adverts, which causes enormous loss to the organisation and the content creator (McCarthy, 2017). Study reveals that Millennials have a low attention span and demand relevant and creative strategies in advertisements (Arriscado, Quesado and Sousa, 2018).

### 1.2 RESEARCH AIMS AND OBJECTIVES

This study aims to investigate why do millennials skip YouTube advertisements. This study will develop an understanding of their opinions, feelings and beliefs associated with YouTube Advertising. The main objective of this study is to construct an understanding of how to effectively evoke re-engagement among millennials to restrict them from skipping YouTube Advertisements and installing Adblockers. The Literature review provides a consistent basis for the objective of the research. To address the research question, the researcher has outlined the objectives, which are: -

1. To understand the engagement of millennials with YouTube.
2. To understand the impact of data mining on Millennials, that provides them with relevant advertisements on YouTube.

3. To understand the impact of Co-creation with millennials through YouTube Advertisements from a millennial's perspective.
4. To understand the impact of Nostalgia embedded in Advertisements, from a millennial's perspective.

To achieve the objectives, this study follows a Qualitative approach of in-depth interviews with 9 participants that engage with YouTube regularly. In-depth interviews helped the researcher to understand the engagement of YouTube with millennials that revealed insights about how effectively advertisers and marketers can re-engage with millennials to prevent them from skipping YouTube advertisement. The findings of the research were derived from thematic analysis and resulted in the formation of themes such as the impact of data mining to provide relevant content, nostalgia and co-creation. The findings from this study has provided valuable insights for organizations suffering from revenue loss, by understanding the attitude of millennials that adapt skipping and ad avoidance behaviour.

- a) Millennials do not get motivated to download ad blockers for YouTube. However, they prefer skipping it.
- b) Their low attention span makes it challenging for marketers to interact with them through interactive adverts that allow co-creation of value.
- c) Nostalgia is the most suitable creative strategy that marketers and advertisers can use in their advertisement to prevent ad avoidance behaviours among millennials

## 2. CHAPTER 2 – LITERATURE REVIEW

### 2.1 Evolution of Digital Communication

Every major industry was initially an industry in a growth phase, but some who are riding the wave of growth is in the shadow of decline (Levitt, 2004). Majority of product launches have failed, debatable figures reveal that 75% of product launch fail due to insignificant marketing and advertising strategies and failing to understand the needs of customers. The digital age has enabled more and more generations to interact with each other through various platforms, the number of humans having access to the internet is snowballing with technologies that will allow them to use the internet at cheaper rates, According to statistics, out of the total population of 7.79 Billion people, 4.57 Billion people have access to the internet and 3.96 Billion of active social media users (Chaffey, 2020). Firms use the potential of the Digital Ecosystem to promote their goods and services that target these generations through conventional and nonconvention strategies of Marketing. Firms focus on marketing myopia that exhibits a near-sighted focus on selling services and products, rather than long term goals, they indulge in short term relations with the customer that later result in negligible brand loyalty in future (Gallo, 2016). From the beginning of the digital media, visionaries and futuristic personalities have predicted the shift of power from marketers to customers. Since the dawn of Web 1.0, People started using the internet for expressing themselves and staying connected along with accessing a vast amount of information, Graphical interface and website development restricted the customers in terms of creating content and interaction with digital media, due to limited knowledge of user interface and Website development (Labrecque et al., 2013). Web 1.0 was the first generation of the network intended for reading only. However, it had limited opportunities for information transfer and interaction with the user (Gillpatrick, 2019). From the emergence of the worldwide web, many people gained access to a vast amount of information from all over the world. The world wide web has enabled and empowered people to voice their opinions and create content from all over the world, this empowerment shapes the life of people who have access to content through search algorithms and recommendations. Research further shows that revenue generated in

the third quarter from social media advertising in 2019 was \$17.65 billion (Zote, 2020). Technological advancements like search engines and graphical browsers have raised user-interactivity with digital media, empowering them with access to knowledge and variety of options. This multiplicity of information leads to more sophisticated and educated users, due to technological advancements, due to their demand on the internet, they have become difficult to influence or satisfy. As online communities evolve, they possess different buying behaviours when compared to offline buyers (Brynjolfsson, Hu and Simester, 2011).

The literature review will now move towards exploring the evolution of marketing in-depth to understand how interactivity has evolved in the contemporary world

## 2.2 Evolution of Marketing Communication

Digital media provides various formats and platforms for content creators to interact with their viewers. Millennials engage with online video platforms to seek entertainment and educational content. The online video format is projected to grow a double-digit growth by acquiring half of the internet consumption. Data also reveals that mobile accounts for 58% videos watched globally as consumers are more comfortable with watching long-form videos on mobile phones, the key audience for such consumption is by millennials and gen Z (WARC, 2020).

As the demand for internet access increased, Consumer power led to the rise of Web 2.0, that made communication all the more feasible and people now were vocal about their opinions and complaints through electronic word of mouth (Grégoire, Laufer and Tripp, 2010). Marketing in Web 2.0, through social media platforms, has enabled sharing content, spreading information, staying relevant and building relationships. E-WOM is crucial for influencers and bloggers that create content for the online community as for their foundations of creating content depends on passing information to their community and others (Yusuf, Che Hussin and Busalim, 2018). With richer applications of Web 2.0 defined as a cohesive virtual platform that provides brands and customers to co-create value and engagement, as the

interconnectivity enhanced in web 2.0 the shift of power from brands to the customer, Development of brand's product and services has been led by the active participation of customers (Kennedy and Guzmán, 2017). Social media marketing engages customers and initiates co-creation when customers join the stakeholders of a brand to interact, learn and share information to creates value (Vargo and Lusch, 2015)

Web 2.0 introduced rich web applications which made the internet more engaging and hyper-connected for consumers. Social media has developed into an environment that signifies social status for people through the number of followers, likes, and shares, this defines their popularity among their community members. Consumers now express their desires through blogs, videos, podcasts, Now they can co-create and provide user-generated content for firms to collaborate with consumers and embrace engagement through brand communications, and further research suggests that people liked creating their websites for self-expression. which created a niche for people that resonate with the content, by building a community of likeminded people, they expressed content creation as a tool of self-exploration (Jensen Schau and Gilly, 2003) Furthermore, the perception of user-generated content is more trustworthy among the community of users and more authentic compared to the content coming from the marketer (Labrecque et al., 2013).

However, Web 3.0 brings in changes where people feel disempowered, knowing that their online behaviour and search patterns are being used by the firms to make customer profiles based on consumer's search history. Firms utilise this data to analyse and enhance the experiential value of their product. Revolution of Big data represents a paradox of technology, due to the tension created for authenticity, the barrier between digital life and private life may be eroded. Consumers now understand that they are continuously tracked by firms to give them personalised marketing promotions. However, some may gain benefits through health and fitness devices that provide them with information about their health (Weber, 2011). People adjust their browsing attitude and online behaviour when they fear that companies will gain power over them if companies have access to their personal information (Labrecque et al., 2013). Now public awareness about the use of Artificial technologies and big data is relatively high, according to a research (Kozyreva et al., 2020), 80% of Germans show concern about data privacy, but only 37% adjust their privacy and advertisement setting on online platforms. With the value generated by collecting personal data,

consumers have overshadowed the concerns of privacy, which further highlights subjective attitude towards privacy concerns (Tang, Akram and Shi, 2020).

Evolution of Marketing Communication diagram (image 1) depicts the impact of web evolution on Marketing strategies, since 1991, Marketing mediums and approaches have passively moved from radio, print and newspaper advertising to an environment that promotes interactivity, and two-way communication with the customer and brand, present through a hyper-connect world. Development in technology has resulted in the fusion of human communication with digital media that is more promising for marketers compared to the traditional approach (Armano, 2009).

**Image 1 – Evolution of Marketing Communications (Armano 2009)**

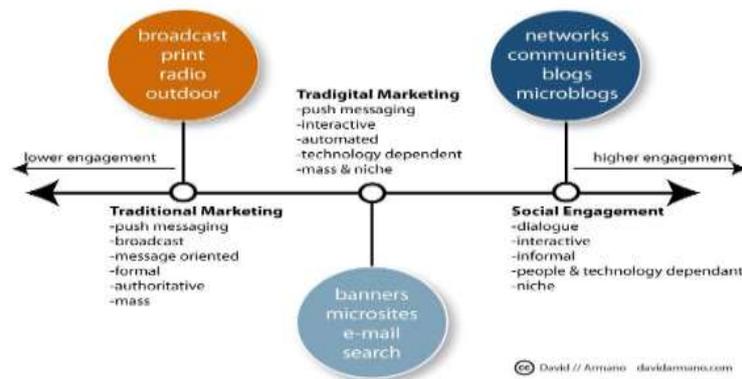


Image 1 ( evolution of marketing communications ( Armano 2009 )

As the Evolution of marketing communication progresses, the way millennials interact with digital, changes too, this progression can be tracked with the Younger generation who refuse to have one-way communication with the brands, whereas, one-way interaction worked for the previous generation X. Marketers find it difficult to reach out to this generation with conventional forms of advertising. However, they will be inclined towards someone they trust and have chosen to follow (Friedman, 2017).

Market researchers reveal that the millennials reject conventional communication strategies aimed at their parents. Exposure of numerous advertising being bombarded

at them, they are saturated towards the marketing communication strategies unlike the previous generation. According to a research conducted on change in advertising spending on different media carriers, digital media has the maximum expenditure at 17% followed by 10% investment in out of home advertising, 7% investment in radio and a sharp decline in print advertising at -27% in 2018 (Zenith, 2018).

### 2.3 Characteristics of Millennials in the Contemporary World

Among Generations who continue to use the internet for various purposes, there has been an increase in media consumption among the millennials. Due to significant fragmentation of information and over-bombardment of advertisement leads to mass cynicism and advertisement avoidance amongst them. This generation is born around 1982 to 200 (Garikapati et al., 2016). They are the first digital native generation that has grown up experiencing the revolution of the internet where they were exposed to social networking sites like Facebook and Myspace. Millennials interact with the internet in a way that the pages align with their interest or similar to their characteristics, values, and attitudes (Bussert, 2011). Information Revolution has empowered them with technology that makes bloggers and corporates compete with each other for their share.

They grew up in a hyperconnected world where globalisation and global boundaries were more transparent, unlike their preceding generation X, they are individually empowered and value their opinions (Strauss, 2009). This generation is sceptical about everything and has higher levels of curiosity; they question beliefs, notions and explore the core of subjects to gain a holistic database of knowledge. They have a low attention span and want more relevant communications from the brand that resonates with their lifestyles (Arriscado, Quesado and Sousa, 2018). Millennials show a positive attitude and higher attention span when exposed to nostalgic advertisements that remind them of their past (Chou and Singhal, 2017).

Millennials use the internet to measure their Peer's activities and to gain insights about these activities and compliment the transparency of the social media world (Labrecque et al., 2013). Social identity theory (Hogg, Terry and White, 1995) suggests that

consumers who feel group affiliation generate, develop, and gather opinions that are unified and have group acceptance. As this can prosper persuasions for a favourable attitude, hence seek for behaviours adapted by others to resonate amongst the group. This constant evaluation behaviour on the internet makes this generation have higher anxieties and FOMO (fear of missing out), this is something millennials are prone to, they want to be ahead of the game by having the new thing with them as soon as it gets launched, and care more about once in a lifetime experience, they want to live in the moment and appreciate their present more than future or past, millennials want to indulge into storytelling and want to associate their image with cool and trendy fads (Bergh, Alders, Boullart and Bijnen, 2015). They exhibit a significant need for peer acceptance, fitting in, and networking. They are open-minded and highly motivated towards the perception of success. This generation resonates with content that provides customisation, choice, integrity, entertainment. They indulge in lifetime experiences and go to music festivals and other brand events (Williams and Page, 2011). They are self-reliant and educate themselves through platforms like Youtube, Google, and prefer multi-tasking (Williams and Page, 2011).

Research suggests that people who have access to the internet community possess intrinsic values that highlights the shared social relationships that build a community of collective affiliation among the participants (Chalmers Thomas, Price and Schau, 2013). As discussed above the self-concept image of the member is influenced by the members of the group. Hedonic benefits are a crucial factor in consumers to be persuaded by advertisements. Advertisements have the potential to become viral advertisements through three identified behaviour, which is opinion giving, opinion seeking, and opinion passing, these sharing behaviours are driven due to socioeconomic and acceptance attitudes (Hayes and King, 2014). In addition, Cognitive learning theory (Nicosia and Mayer, 1976) states that the intended meaning of the advertisement may be perceived differently by the customer. This fragment thinking can result in ambiguous meanings. Customers seek a similar understanding of the content through peers present on social media (Shareef et al., 2019).

Content creators on YouTube can act as Brand advocates and demonstrate opinion leadership qualities to create a passion for watching advertisements. This brand advocate could be a micro or macro influencer having a hedonic influence on their

fanbase. With high engagement with their followers, they can shape favourable values and attitudes among millennials (Shareef et al., 2019). They tend to form para-social relationships with their favourite YouTuber, who engages with them through their videos with one to one interaction (Barwise, Bellman and Beal, 2019). Mountain dew collaborated with Devinsupertramp (influencer on youtube with 3 million followers) to create a series of stunt video, they cross-posted the videos on Mountain Dew's official channel and the influencer's channel and received views in millions (Larson, 2015).

### 2.3.1 Millennials interactivity with Digital Media

Digital marketing strategies can be categorised based on digital devices, digital technology, digital platform, digital data, and digital media, along with conventional marketing strategies (Chaffey, Ellis-Chadwick and Ellis-Chadwick, 2019). Marketers devise their digital marketing strategies on the digital platform to execute their marketing strategies. Research suggests that there is considerable potential for growth and value in using digital marketing strategies targeted towards millennials. Still, but digital marketing strategies must be accepted positively by millennials. Millennials are the largest generational group since baby boomers, their high disposable income and high buying power make them the driving force behind e-commerce shopping. According to a survey, millennials annually spend 322.5 billion with a disposable income of \$55,928 and \$25,759 (charts, 2019). Furthermore, 85.9% of total spending is done online (eMarketer, 2020).

Furthermore, research exhibits that millennials are deeply immersed in creating self-presentation activities, digitally they present themselves in intricate, elaborate, and decorative versions of themselves through symbolism, design, and indulging in activities that represent themselves aesthetically accepted among peers (Doster, 2013). YouTube users represent a wide range of educational and entertainment content which enables the convergence of digital self-representations and interactions from different cultures in complex ways. A partial theory of consumer behaviour suggests that psychological construct of the consumer's self-concept is linked to the goods that they purchase (Grubb and Grathwohl, 1967).

Millennials exhibit self-image and self-concept when interacting with the digital environment, they tend to tailor their personalities as per social acceptance and likeability (Chen, 2014). This is due to loss of self-consciousness when users experience a flow, state of focused concentration they slip the threshold of awareness, Based on selective information they use to represent themselves they temporarily forget who they are, loss of self can result to self-transcendence (Csikszentmihalyi and Mirvis, 1991).

However, research suggests that millennials are becoming intolerant towards digital marketing and advertising that lack creativity and are intrusive, their irritability towards digital marketing has been increasing significantly (Southgate, 2017). Brands are projected to double investment in online advertising to around \$17bn; however, 65% of people skip online video advertising, and 76% say they skip advertising consciously and it has become a habit (Handley, 2018).

There are multiple themes based on negative experiences that millennials had shown, ranging from ad intrusiveness, ad clutter, privacy concerns, annoying music, lack of creativity, and lack of relevance. These themes encourage millennials to install ad blockers and develop reactance towards advertisements (Youn and Kim, 2019).

### 2.3.2 Millennials Acceptance towards Privacy Concern

With huge revenue at stake, Firms who promote their strategies through advertisements are leveraging machine learning to circumvent ad blockers. Facebook made alterations in their software to make ads that are unblockable to increase their revenues (Warc, 2019). Millennials criticise advertisements due to their intrusiveness, irrelevance, repetitiveness, and their tendency to slow website performance and loading time of the content they want to consume (McDonald, 2018).

Although they are ready to exchange valuable information for discounts and coupons, showing less importance to privacy concerns, however, they fear the data to be used against them and shared with third parties. According to research, less than one-third of consumers were comfortable with sharing their personal data when interacting with

social media platforms. Furthermore, a survey conducted on 461 reveals that 80 people were comfortable in a variety of circumstances under which they will share personal information or permit surveillance in return for receiving perceived value, among them, 47% of the proportion accepts situations like retail loyalty cards, stores that track their purchases in exchange for seasonal discounts, 32% call it unethical and unacceptable to invade privacy. Furthermore, research exhibits that these people were comfortable with the initial bargain but the CRM follow-ups through emails, phone text messages were deemed annoying. However, most Americans are willing to share their personal information in return for tangible benefits, but they are unhappy when the company leverages this data against them to offer promotions (Rainie and Duggan, 2016). It is understood that millennials are tech-savvy people who are aware of these issues and hence use features like incognito mode and VPN on the internet that secure their privacy and evades getting tracked by Big data. Millennials use anti-virus software and virtual Private Network (VPN) to protect their data when using public Wi-Fi networks (Echeverria, Garaycoa and Tusev, 2020). Through the lens of expectancy valence theory, millennials show that privacy is irrelevant when making decisions on the online platform (Moqbel, Bartelt, Al-Suqri and Al-Maskari, 2017). Furthermore, research on the topic reveals that when customers trust the credibility of the brand, their perceived risk of privacy concerns decreases and show a positive influence on data usage (Fodor and Brem, 2015). As advertising practice gets personalised tracking customer behaviour online, they might perceive it as a threat to their privacy. Among them, 17% fear of installing a virus by downloading ad blockers. They use ad blockers mostly on personal computers as they perceive navigating content without advertisements is easier (Warc, 2020).

## 2.4 Resistance

Consumers are increasingly showing resistance towards advertisements due to the way advertisements are targeted towards them, Millennials avoid advertisement or abandon them entirely when the content is either irrelevant, disrupts their viewing experience and when they feel that they have less control over digital interactivity. This technology literate generation quickly identifies the invasive strategies that marketers use to lure them into influencing purchase decisions. Irritation linked to youtube

advertising can be related to goal interruptions, along with privacy concerns (Corstjens and Umblijs, 2012). Perceived advertising annoyance is tied to consumer's perception of advertising that evokes momentary impatience and displeasure (Baek and Morimoto, 2012). Advertising yet prevails to be avoided by the generation due to scepticism towards advertisements as soon as they recognise that advertisers have hidden persuasive motives embedded in the advertisement they want to abandon watching it (Baek and Morimoto, 2012). According to the Psychological Reactance theory (Brehm and Torrance, 1968) customers develop a negative attitude towards information that is persuasive, When people feel their free behaviour on the internet is restricted, they promote unpleasant motivational arousals. In addition to the argument, the autonomy of control is perceived as a basic human need for self-governance. Humans feel a need to make choices for them freely (Youn and Kim, 2019). Furthermore, research reveals that anger is a powerful sub-construct of reactance as it is accompanied by aggression and antagonism (Kim, Levine and Allen, 2017). As established in the above sections that millennials are sceptical and curious about things in, researchers affirm that millennials are sceptical about the intent of the commercial that tries to persuade consumers and due to their awareness about various campaigns that are promoted online, they can identify the monetising strength of the commercial and tend to avoid such adverts (Nyheim, Xu, Zhang and Mattila, 2015). Furthermore, researchers have argued that persuasion of advertisements depends on the cognitive functioning, and any element that seems irritating to the consumer will be deemed holistically irritating. They will resent paying attention and will withdraw from forming any positive attitude about the advertisement. However, promotional messages offered by marketers are positively perceived by millennials due to hedonic benefits, as they induce expectations from the brand (Nisbett and Strzelecka, 2017).

Cognitive load theory (Sweller, van Merriënboer and Paas, 1998) exhibits that consumers that are exposed to cognitive processing have finite cognitive resources in the stimulus to retrieve information, due to low attention span among millennials, when a primary task demand high level of cognitive processing, a small proportion of attention capacity is invested in processing secondary information. Consumers processing of advertising vary based on an individual's cognitive processing ability. The amount of cognitive load devoted to a customer depends on the difficulty of the task (Gwizdka, 2009). ). As the theory of continuous partial attention (Ito, 2004)

suggests, the nature of attention is significantly getting dispersed in the online environment. Enrichment of the Online climate forces them to distribute their attention span to all the tasks. Among the generations, Millennials have come across as a generation grown up in a culture of distraction which decreases their ability to focus and make them less patient in exploring content on the internet (Dewan, 2019). This generation is highly cynical and frustrated by irrelevant advertisements being bombarded at them daily; they have reached to a stage where they have started avoiding ads consciously (Weber, 2015). Research reveals that the motive of accessing the internet is defined by the current cognitive load of the person. A person seeking entertainment, relaxation, or educational content will process low cognitive load on his intentions to search content that fits their current cognitive load. In contrast, people who navigate the web without any goal have greater cognitive processing capacity than people who are motivated to search intended content. However, an advertisement that puts a load on cognitive processing will encourage the user to skip advertisement (Shareef, Dwivedi and Rana, 2015). Online videos are treated as traditional advertising, and their avoidance is still relevant to online advertisements. Traditional commercials on television gave the viewer a break from the content they were consuming to complete other tasks (Barwise, Bellman and Beal, 2020). Youtube offers an online video advertisement format which is the Pre-roll format which gives consumers the liberty to skip the advertisement. This advertising format is the commercial that gets played for 5 seconds before the viewer consumes their content. Pre-roll advertisements influence higher levels of irritation and ad avoidance for millennials (Campbell, Mattison Thompson, Grimm and Robson, 2017).

Furthermore, Millennials use these avoidance tools for unwelcoming and annoying online advertisements. When these tools are not available, they get even more annoyed and accustomed to not paying attention to these advertisements. This attitude is due to restricting their flexibility over the internet (Baek and Morimoto, 2012).

Furthermore study reveal that there is rising levels narcissism when millennials use complexities of adblockers (Giambatista, Hoover and Tribble, 2017). According to a survey conducted, 47% of internet users globally use adblockers today, out of this proportion, 58% are males, and 42% are females. Furthermore, data also reveal motivations for ad blocking, 48% of users said they were exposed to many adverts, 47% of users said ads are annoying and irrelevant, 44% said ads are too intrusive, 38%

said ads contain a virus, 23% said they wanted advertisers to stop using their data, and 26% users felt that ads might compromise their privacy (Ahmad, 2019).

## 2.5 YouTube

YouTube is a platform where content creators use online video format to make engaging content like entertain, educate, and inform viewers. YouTube has become the most globally visited online video sharing platform, creators on YouTube partner with brands to engage with their audience through YouTube channels. Every minute 400 hours of content is uploaded for billions of users. According to statistics, 99% of millennials in the UK use YouTube, on average, a viewer consumes 191 videos and 8 hours of content on YouTube every month. This platform is massively preferred by millennials, who visits to watch live streaming music and gaming events. Research on gaming behaviour reveals that 56% of YouTube gamers say they connected with their gaming community through YouTube, and 73% of YouTube gamers enjoy watching live streaming games (Petrova and Gross, 2017).

YouTube is enriched with content varying from vintage movies to live streaming gaming. Visuals provide better understanding when it comes to learning; this prime feature of YouTube feeds the users that google 'how to' perform a certain task through visuals. YouTube is deemed as credible and trustworthy due to its shift in engagement from celebrity fanbase community to influencer fanbase community. These influencers provide lifestyle videos and search queries for consumers (Warc, 2016). This generation is well versed with technology. They have started using YouTube as a search engine, the same way they use Google to update their knowledge on trends, gain information or entertain themselves (Kilian, Hennigs and Langner, 2012).

### 2.5.1 Advertising on YouTube

Advertisers seek potential in the proliferation of content advertising on YouTube to invest their budget for brand communication. 73% of millennials skip advertisements while consuming content on youtube (Dehghani, Niaki, Ramezani, and Sali, 2016). Researchers like (Sundar and Limperos, 2013) have argued that online video

consumption is majorly driven by the traditional use of television, instant gratification. These motivational factors have been narrowed down for millennials to cross-media factors, entertainment, information seeking, escape from reality and relaxation (Ledbetter, Taylor and Mazer, 2016).

Millennials like to binge-watch videos on the internet due to their aligned values with television watching as it offers relaxation (Schweidel and Moe, 2016). Consequently, research reveals that consumers that consume content through video have cynical motivations that make them watch online videos, they watch videos on the internet to entertain, relax, pass the time, seek information, habitual when they feel lonely, they escape from reality, social interaction, social belonging, arousal, and instant gratification or when they are multi-tasking.

#### 2.5.2 Millennials Ignorance towards Advertising on Youtube

Millennials are digital natives that are grown in the era of smartphones, tablets, and laptops. These devices serve a medium for marketers to display advertisements through platforms this generation interacts with, on an average an American is exposed to over 4,000 to 10,000 advertisements each day (Simpson, 2020)., among them men in the age range of 18-34 are likely to install adblocking software. Business models are facing challenges and are at risk by not being able to reach out to millennials who prohibit their content access (eMarketer, 2015). Millennials are tech-savvy people who are well versed with applications that can alter and modify their content consumption (Au-Yong-Oliveira, Gonçalves, Martins and Branco, 2018). They use applications like adblockers to remove advertising content from a webpage. Adblocking poses a threat to advertisements present in the entire digital ecosystem (Shiller, Waldfogel and Ryan, 2018). According to UK data (Goodfellow, 2017), advertisers over the internet lost more than 18m euros due to adblocking softwares. In 2018, this figure doubled since 2016, Globally use of ad blocking software was 37.5% among Laptop users, and 39% among mobile users since 2014 the significant growth of ad blockers have grown over 600 million users using ad blockers. Research also reveals that disruptive ad formats like Pop-up, Auto-play lead to more willingness to pay for ad blockers. Due to their low attention span, people will indulge more in tasks that demand low cognitive processing demand. Consequently, people who indulge in content that requires high cognitive processing will be less likely to be distracted by content that is irrelevant

(Bang and Wojdyski, 2016). Challenges like low- attention span need to be tackled with theories like the Flow experience (Csikszentmihalyi, 1990), the researcher proposes that sense of deep enjoyment and gaining attraction can be achieved by sequences of activities that are directed by goals and bounded by rules that require an investment of attention, researcher further suggests that optimal experience is achieved when the mind of a person is expanded beyond its limits in a conscious effort that is difficult.

In contrast, to avoid disruptive advertising formats, the creator of the advertisement need to infuse high arousal stimulus to attract the attention of the customer and then present the critical information the advertiser wants to convey (Belanche, Flavián and Pérez-Rueda, 2020). Pre-roll adverts are ads that require a minimum time of exposure before the user skips the advert, Advertisers have this 5 seconds to gain the attention of the user, which can be extremely challenging for marketers and advertisers. Pre-roll advertising is a novel format of YouTube that appear to the consumers as creating additional complication and interruptions, as they play when the customer is about to watch the content, highlighting a need for creative strategies that hold the customer from developing ad avoidance attitudes (Campbell, Mattison Thompson, Grimm and Robson, 2017). In addition to this (Csikszentmihalyi, 2020), suggests that attention is driven by genetic instructions, social conventions and habits that human adopts in their childhood.

Whereas researchers believe that content that is cringe-worthy and shows social embarrassment is favoured by many audiences, for example, Tiktok sheds light on the fine line between finding a content irritating and enjoyable (Hye-Knudsen, 2018).

## 2.6 Creative Strategies that Avoid Millennials from Avoiding Advertisements

Above discussions spark the need for resonance in advertisements for marketers to communicate with millennials fluently. Resonance can be achieved through different creative strategies that relate to millennials consuming advertisements. The first challenge in the field of creativity is to break the rigid thinking of consumers, which they have formed about creativity over the years (Butler and Roberto, 2018). Studies suggest that to think outside the box one needs to inhibit what is inside the box

(Cassotti et al., 2016). These are the routine advertising that follows the same content and lack the implementation of creativity. Ineffectiveness of creativity leads to thinking traps that make people think inside the box. Research reveals that a vast majority of consumers are not cognizant of the decisions they make; these decisions are often stimulated by heuristics and cultural paradigms (Ross, 2016). The second challenge in creativity that persists is functional fixedness, a cognitive bias that makes a human stuck in a pattern that is traditional and routine and chooses to follow the same pattern again and again, this creates a huge barrier for creativity to perform (Camarda et al., 2018).

As suggested by (Guilford and Carroll, 1968), creativity can be categorized into two thinking strategies which are divergent thinking and convergent thinking. Convergent thinking focuses on accumulating information, recognising the familiar to preserve the already known; they require less comprehension and lesser cognitive load. As the theory of Occum Razor suggests everything should be made simple to decrease the cognitive load of processing, Machine learning tools often cause greater flexibility to learn from data and make things feasible for human cognitive processing (Weijs and Ruddell, 2020). The researcher further suggests that divergent thinking is the ability to form ideas across disciplines and fields of research to reach a deeper understanding of the world. Divergent thinking occurs in a spontaneous and Free-flowing manner (Acar and Runco, 2019). The researcher reveals that fluency, flexibility, originality and elaboration as critical behaviours exhibited by creativity, here fluency is the ability to solve problems in a short period, flexibility is the ability to propose a variety of solutions to a problem, Originality is the ability to produce new, original ideas and Elaboration is the ability to structure the details of an idea. Divergent thinking accelerates though process and helps to generate creative ideas by inventing possible solutions to a problem in a free-flowing manner.

However, researchers like (Csikszentmihalyi, 1990) states that genuine experiences of satisfying and state of concentration are state of consciousness that is called Flow, which is a state of absolute concentration that it results in sheer absorption of the activity. He further states that everyone experiences flow from time to time experiencing alert, effortless control, unselfconscious and at the peak of their abilities, in this state sense of time and emotional problems appear to diminish along with

stimulating feeling of transcendence. This state of flow can be controlled by setting challenges for ourselves with tasks that are neither too easy nor too difficult.

Furthermore, the researcher (Csikszentmihalyi, 2020) reveals that humans have evolved and learned to save their attention span to only cope up with immediate demands of living and have minimal attention span left to be interested in something they do not consider valuable enough. Researchers like (Moghavvemi, Sulaiman, Jaafar and Kasem, 2018) provide an additional study that suggests that millennials seek a varied range of resources over the internet throughout their social life, this results in low attention span due to wide range of activities offered to them. According to statistics human attention span has reduced to 8 seconds from 12 seconds when compared to attention span in the year 2000, which is lesser than a goldfish, results further reveal that this is due to the proliferation of information available on the internet (Meltzer, 2017)

Millennials believe in the reward system. However, they also value time and the opportunity to add value and co-create, Millennials comprehend rewards and recognition as an affirmation that helps them create valuable positive memories (Espinoza and Ukleja, 2016). YouTube advertisers can offer a reward for the consumer after watching advertisements that include free coupons or discounts and credits to use YouTube premium for free if they watch an advertisement. People who prefer skipping advertisements affect YouTube revenues negatively. As the advertisements do not pay for adverts that are skipped and hence the content creators do not get paid either (Baker, 2018)

#### 2.6.1 Data Mining, Artificial Intelligence, Big data and Relevance to Millennials

As consumers interact with the digital ecosystem, they leave digital footprints on the websites that help firms curate personalised profiles, and these customised profiles are used for providing personalised advertisements to these consumers. Artificial intelligence and machine learning are developed to the extent that they can create complex affective emotions that appeal to the consumer. Big data represents the understanding and utilization of data generated by customer's interactivity with the internet (Zikopoulos, 2012). However, some contradictions suggest that Big data is a

double-edged sword that may damage the brand equity in the long term, As the strategies curated based on data influence short term decision-making mindset (Fulgoni, 2013). Despite these issues personalised advertising provides benefits to both Firms and consumers, for consumers it offers a quick attention arena by delivering relevant content and benefits firms in optimising budget and increase return on investment by targeting the content to appropriate segments.

Increase in volume and velocity of data allows the organisations to develop a continuous process of gathering data. Insights generated from the data will be used to facilitate the production of goods and services provided by the brand. This will result in organisations to rethink their investments in marketing strategies and meeting customer needs (Davenport, Barth and Bean, 2012). As big data interconnects the firms and customers to build stronger relations, they enhance the value of co-creation. The Internet has empowered customers and forced firms to adopt customer-centric approaches (Edelman, 2015). Big data has enabled a convenient collection of customer data, cost efficiency and interactivity with the customer (Xie, Wu, Xiao and Hu, 2016). Big data enhances individual marketing more precisely than mass marketing. Significant growth in Big data in the past few years makes the consumer concerned about the level of data companies extract from their consumption behaviour; however, Millennials accept the loss of privacy as part of exchange but resent tracking that is done without acknowledgement. For big brands, this approach can increase brand loyalty and firmer relations with its customers (Lerman, 2014).

Furthermore, millennials have established a particular preference for specific forms of digital advertising. Millennials are motivated to shop and interact more by digital marketing strategies that are effective in grabbing the attention span of this fast-moving generation. This generation has grown in an era where socialising and making online purchases are practised rigorously (Rainer and Rainer, 2011).

Generic advertisements lose their effectiveness and get categorised irrelevant by millennial. They get irritated and annoyed when the advertisements lack personalisation with artificial intelligence and machine learning marketers can retarget to tailor their advertisements to the ideal customer (Bleier and Eisenbeiss, 2015). To the contrary, despite of emerging technologies in artificial intelligence, consumer's acceptance towards personalized content has resulted in inhibition of personalised

content. However the results of the study (Chen, Feng, Liu and Tian, 2019) reveal that it is specific to the goal of the consumer using the internet. Data that is collected from these customers provide a better understanding of the customers. A convergent thinking advertising strategy can influence positive attitudes toward online advertisements (Dwivedi, Kapoor, and Chen, 2015). Marketers are using online behaviour advertising (OBA) to monitor consumer's online behaviour and present them with targeted advertisements. OBA gains personal information through browsing history and searches. This covert nature of applied sciences in advertising can be harmful and unethical.

However, consumers are less aware of these tactics used by the advertisers (Boerman, Kruijkemeier, and Zuiderveen Borgesius, 2017). Furthermore, Young millennials often feel a need for personalising data as generic advertisements seem to be boring and intrusive, such generic advertisements force them to resent advertisements through advertisement blockers, skipping Youtube advertisements or completely abandoning the content they are about to consume, this causes economic implication as the objective of advertisements is neglected (Mogaji and Danbury, 2017); furthermore irrelevant advertisements cause more avoidance and less tolerance towards the applications of OBA (Baek and Morimoto, 2012).

OBA measures and collects data that can be used to increase the efficiency of mobile analytics, social media analytics, and customer journey analytics, (Tucker, 2013) this can help marketers in mining data of customers perceptions, opinions, values, and other hidden behaviours.

Companies like Bidalgo introduced Creative AI to serve the advert automation platform. It uses recognition technology to analyse every element of advertiser's creative to every pixel. They use these insights from machine learning to develop effective creative advertising campaigns that personalise the style of the advertisements according to the demographic (Mogaji, Olaleye, and Ukpabi, 2019).

Big data, it can efficiently uncover the interests of the consumer, modular elements like their favourite artist, background music taste preferred by them, words that align with their values can be embedded in the advertisements. However, it becomes challenging for marketers and practitioners that seek permission from the customer to obtain their data under the guidelines of GDPR (Rust, 2016).

Intel partnered with course5 to gain deeper understandings of creative elements that appeal to the millennials in an advertisement. By using artificial intelligence, the research exhibits that creative themes in advertisements are cluttered around the appearance of the brand during the start and end scene, this impacts the ad evaluation parameters of the consumers. Advertisements that show low valence expressions like sadness and female characters were more effective under limitations of 2 seconds. Advertisements that were evident in their persuasion and defaming competitors resulted in a negative attitude amongst millennials, as they believe in peace, harmony and societal concerns, co-creation with the advertisement resulted in a favourable attitude and gained more attention towards the advertisement (ESOMAR WORLD RESEARCH, 2019).

#### 2.6.2 Co-creation/ Experiential marketing/ collaborate.

Creating a strategy that is unique to the Digital ecosystem can drive the firms to neglect the true values of digital transformation, Firms do not need a digital strategy, they need an efficient strategy which is enabled by digital (Westerman, 2014). Firms need to engage with the customers to gain insights and leverage those insights to earn loyalty, increased sales, profitability and valid target audience, Co-creation with the customer allows the firm to innovate and remain relevant to their target audience. This helps the firms validate outcomes (Kennedy and Guzmán, 2016) Co-creation is an integrated methodology that engages millennials with brand communications to add value to their lives. They indulge in two-way marketing communication between the brand and the consumer. Through extensive research, marketers have realised that millennials do not want monologues, and it disinterests them when the company uses strategies that use one-way communication strategies. Emerging technologies allow the media interactivity for millennials to engage with brand communication. Marketers now are implementing experiential marketing to provide a holistic experience through the customer journey from start to end. This method titillates millennials to provide customisations with the product and or communication with higher levels of interactivity (Smilansky, 2018). According to research, Young millennials were more open to advertisements that provided them control over adverts. Advertisements that

co-create with them by allowing changes in the advertisement as per their decisions(ending the story, changing the story, characters). They show more engagement with ads that will enable co-creation and collaboration as they have grown up in the era of digital interaction where every experience and user interface is clickable, swipeable and dynamic (Southgate, 2017). researchers like (Vallaster and von Wallpach, 2013), support this by stating, As the transparency equally distributes amongst brand's stakeholders, the level of co-creation increases, brands these days take inputs from the customer to enhance their experience with the brand.

An opposing view claimed by (Grönroos and Voima, 2012), states that it is only the customer that creates a specific value to their needs, and not the firm only, Co-creation cannot be created both by the firm and the customer. Firms facilitate the value creation of customer and control the process of co-creation.

However, some researchers have different opinions about experiential marketing and co-creation. They suggest that it can be too complex and complicated for some product categories, researchers believe that it is harder to measure the return on investment when leveraging co-creation and experiential marketing (Pentz and Gerber, 2013). According to a study conducted by (Shulga, Busser and Kim, 2017) on generational cohorts perception of value co-creation generation Y had a unique perspective about value co-creation. Furthermore, research reveals that company initiation, commercials that build satisfaction and companionship, and loyalty results in satisfactory co-creation, also, to provide co-creation in a dynamic shared space (Shulga, Busser and Kim, 2017). When brands co-create with their target audience, they create a feeling of shared space and gives the perception of freshness or relevance to millennial's lifestyle (Merz, Zarantonello and Grappi, 2018).

Youtube tested an interactive advertisement which will engage the viewer through a guided storyline, which means that as the advertisement proceed the viewers will choose the narration of the advertisement through a series of options. They applied this advert in the pre-roll advertisement format of YouTube. 33% of the viewers choose to interact with the advertisement by not selecting the skip option, and 85% chose to continue until the end of the narration of the advertisement (McCarthy, 2019).

The efficiency of Co-creation and engagement with millennials can also be understood through another case study of Mountain Dew collaborative Marketing where Mountain Dew in 2007 initiated a consumer-driven campaign and invited 4,000 individuals and agencies to pitch strategies for each nation, to choose advertisement on YouTube, majority of participants were in the age category were Young millennials. The fanbase of the brand was encouraged to vote for the best advertisement. More than 1 million people participated in the product co-creation and selection process of the commercials where they were categorised based on different flavours. This campaign gained organic impressions from Nations who were encouraged to promote their favourite flavour and form their community that competes against other communities of different nations. Mountain dew leveraged collaborative marketing and made sure their fans approved everything. Mountain dew achieved trust and credibility through this campaign (Rosenberg, 2020). Co-creation can help marketers to hold the attention span of Millennials by engaging them to a task as they have low attention spans and want to multi-task when given an opportunity, utilising-creation they will be occupied to perform a task.

### 2.6.3 Nostalgia

History reveals that new ideas often come wrapped in old packaging (Brown, 2001). In the contemporary era, Brands are establishing creativity through Nostalgia. They infuse creativity efficiently by leveraging nostalgic emotions to connect with the consumers that crave and yearn for their past. Majority of advertisement content is overflowing with routine content that lacks creativity. Nostalgia can foster a sense of belonging, social connectedness and increase their willingness to pay more (Li, Lu, Bogicevic and Bujisic, 2019). Researchers like (Albert and Merunka, 2013) agree that customer that have psychological attachments and memories associated with the brands influence the customer to pay higher prices. Millennials have shown positive attitudes towards advertising that bring in elements of Personal Nostalgia (Aytakin, 2018). Nostalgic advertisement performs better than non-nostalgic advertisements, even on consumers who are less loyal towards the brand since it evokes positive emotions from the timeline where they felt safer in the past (Merchant, Latour, Ford, and Latour, 2013). However, it can also backfire when millennials relate to negative associations from memories (Batcho, 2007). To the contradictory, an investigation

recently done on nostalgia reveals that both historical and personal nostalgia evoke positive emotions (Li, Lu, Bogicevic and Bujisic, 2019). Nostalgic emotions impact positive emotions more than negative emotions (Abeyta et al., 2014).

Concept of nostalgia is found to be relevant across age groups, gender and ethnicity. Personal memories that evoke the emotion of nostalgia is a crucial aspect of creating long-lasting impressions about the brand and ad recall (Merchant, Ford, Dianoux and Herrmann, 2015).

Millennials have a desire for their childhood that takes them back to those old safe days, millennials crave for nostalgic events and appreciated things the way they were back then, they might not be old fashioned, but desire for advertisements that evoke Nostalgia, furthermore research also reveals that watching ads that reminded them of their past were consumed more sophisticatedly and showed less intrusiveness (Gilal, Zhang, Gilal and Gilal, 2019). Marketing these days is centred on communicating product and service to customers, Advertisers in modern marketing need to communicate advertisements in a way that it cut through the clutter that grabs the attention of the potential customer, Aggressive advertising has raised concerns for customers and advertisers, and it will continue to grow in the coming years (Brown, 2018). Nostalgia is an evergreen gift that keeps on going (Zhou et al., 2012). Retro marketing, as proposed by (Brown, 2001) Retro-marketing, is the revival of goods and service that brands offer from the historical period. Still, it does not need to be validated for all the brands; Nostalgia should align with the brands that have established strong connections with their customer base. Nostalgia can be leveraged by industries like Food, Fashion, Music, Automotive, Luxury Products (Kessous, Roux and Chandon, 2015).

(Brown, 2001) Suggests, Contemporary marketing fails to recognise the real wants of consumers and creates artificial needs that are force-fed to them. The researcher states that customers are indecisive, they never know what they want, and marketers end up making me-too products which are same and dull. The researcher argues that contemporary marketing strategies derived from marketing discipline are far-fetched from being customer-centric. The researcher also suggests that these days marketers and advertisers use repetitive and boring tactics to attract customers and fail miserably. The researcher believes that marketers need to reinvent marketing by teasing,

tormenting the customers to be successful and make customers fall in love with marketing again. He further suggests that Every generation has a desire for their childhood to re-live those days again where transactions were just transactions, and vigilance nature of customer relationship management did not feel like stalking customers and pushing them into a lifetime value relationship.

Moreover, (McCole, 2004) agrees with (Brown, 2001)'s idea of reinvention of marketing and CRM influenced marketing approach should depart from marketing principles, the researcher concludes, However, retro marketing is not appropriate for every brand, service or occasion but neither modern marketing comply relevance. However, retro marketing is relevant to well established global brands that hold substantial equity. Even though it challenges the disciplines of marketing practice, it has proven to be successful for brands like Volkswagon and McDonalds.

However, researchers like (Ritson, 2011) suggests that marketers should elude from reinventing marketing discipline, it is a practice that is well disciplined and should not be replaced with personal and nonsensical ideas of reinventing marketing. Researcher further states that brands need to evolve and challenge themselves as the generations evolve. Millennials dislike repetitive, boring content and want continuous stimulation. Embedding nostalgia in an advertisement can cater to those who crave for old memories and want something different from the present. Millennials and other generations have experienced events like the great recession and Covid-19, Marketers can leverage memories that were familiar to the generation before these crises occurred (Bona, 2020). Personal Nostalgia is specific to an individual's memory, and Historic Nostalgia is the one which occurred as an event in the past (Higson, 2013).

#### 2.6.4 Content

The term innovation and creativity are often used synonymously and interchangeably with minimal thought given to the difference between the two. In contrast, creativity and innovation are undoubtedly interlinked, According to (Zhexembayeva, 2020) the term innovation is bankrupt at some companies, particularly with those that use the word without defining it precisely, it is an overused term that is confusing and

ambiguous, creativity, on the other hand, is often seen as the basis for innovation, to utilise innovation a creative idea needs to be developed and executed to make a difference, Creativity is a cognitive skill that can be embedded to evoke favourable attitudes. It is essential to create a strategy that aligns advertising content with what millennials are seeking on youtube. As explored above, millennials tend to avoid YouTube skippable advertisements that are irrelevant and lack creativity and innovation (Taylor, 2019).

As proposed by (Osterwalder and Pigneur, 2010), Value Proposition Canvas can be used to understand Millennial's values and needs. This can help marketers to eradicate irrelevant content and focus more on creating content the customers are seeking. The value proposition is a tool that addresses the relationship between customer profiles and value propositions. It is a model that identifies the purpose of using Youtube, what they gain out of using Youtube, and how can marketers shape better experience for the customer. This tool can help marketers optimise the creativity of advertising by embracing relevance. Statistics reveal that millennials favoured watching comedy, music, entertainment, pop- culture, and "how-to" videos on Youtube. The top reasons why people use Youtube is to relax, feel entertained and educate themselves. 68% of youtube users visited youtube to make better purchase decisions (thinkwithgoogle, 2020). A researcher conducted to survey why people use youtube revealed that out of 312 university students 71% of students used YouTube for academic learning and 84% consumed YouTube to learn new things (Moghavvemi, Sulaiman, Jaafar and Kasem, 2018). Since they are so keen to learn new things, Advertisers can tailor advertisements that solve the purpose of learning new things in their advertisements shown on YouTube.

More than 100m hours of "how-to" content have been watched, and more than 67% millennials agree that they were able to find everything on YouTube they were looking. Millennials have driven massive growth for subscription to food channels that give them tricks and tips to master cooking and cooking hacks (Mogensen, 2020). Value proposition canva tool brings in better understanding of the customer's purpose on youtube, which is to consume videos that teach the viewer a skill or task that they find difficult to perform. Marketers can leverage these insights and try to incorporate these "how to do" moments in advertisements and marketing strategies through

communication to relieve Pain points of the customers. This can be promoted through an in-stream and in-display advertising format on YouTube.

Effectiveness of advertising through Pre-roll and in-stream ad format and reveals that advertisements that feature tightly framed subjects evoked memorable visual elements impacted attention-grabbing and better advertisement recall.

## 3. CHAPTER 3 – RESEARCH OBJECTIVES AND METHODOLOGY

### 3.0 Research Objective

This study aims to investigate why do millennials skip YouTube advertisements. This study will develop an understanding of their opinions, feelings and beliefs associated with YouTube Advertising. The main objective of this study is to construct an understanding of how to effectively evoke re-engagement among millennials to restrict them from skipping YouTube Advertisements and installing Adblockers. The Literature review presented in chapter 1 provides a consistent basis for the objective of the research. To address the research question, the researcher has outlined the objectives, which are: -

5. To understand the engagement of millennials with YouTube.
6. To understand the impact of data mining on Millennials, that provides them with relevant advertisements on YouTube.
7. To understand the impact of Co-creation with millennials through YouTube Advertisements from a millennial's perspective.
8. To understand the impact of Nostalgia embedded in Advertisements, from a millennial's perspective.

### 3.1 Methodology Introduction

This chapter illustrates the methods used for collecting and analyzing the data for this study. The chosen method and design will be justified, along with ethical considerations and limitations. The primary objective of the study will address why millennials skip YouTube Advertisements.

### 3.2 Layer One: Research Perspective

The researcher will explore the research perspective by using the Research onion (Saunders, Lewis and Thornhill, 2009), As seen in (image 2) two below. This

illustrates the premise of the research question. The researcher gains information about humans and nature of realities which leads to developing and shaping the research questions. Methods that will be used for the research will shape how the researcher will interpret and analyse their findings (Crotty, 1998). The research perspective adopted by the researcher will be determined by the researcher's assumption of the world and will determine the research strategy and research method for the researcher (Creswell, Hanson, Clark Plano and Morales, 2007). Researchers like (Saunders, Lewis and Thornhill, 2016) suggests that there is no ideal philosophy that works best for the researcher. Still, it is possible for the researcher to fall into the trap of thinking there is a better way to adapt a research perspective, they are suitable to comprehend that there could be a better way to do research, but the study needs to reflect upon their philosophies, make decisions that will defend their philosophy of doing the research and defend their philosophies with appropriate arguments and strategies.

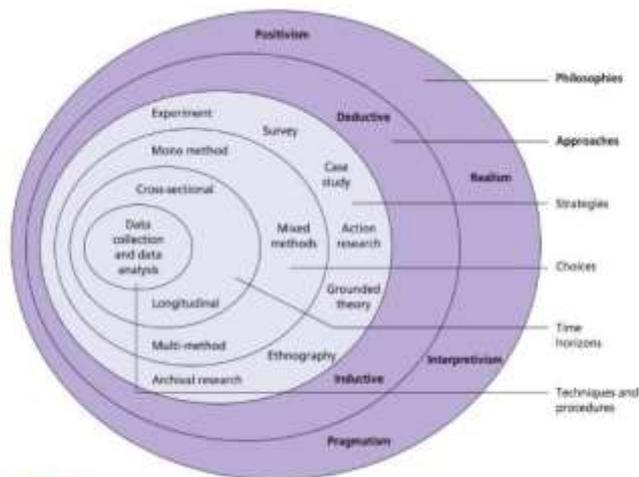


Figure 4.1  
The research 'onion'  
Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2008

Image 2 – Research onion

(Saunders, Lewis and Thornhill, 2016) proposes two types of research perspectives, which is ontology and epistemology. Each aspect will highlight differences that will influence the researcher to perform the research process. The researcher needs to adapt to the best possible way to express their philosophies to articulate a research process.

Ontology is the study of beings in reality. In business and management, this study relates to an individual's working lives in the organisation and management. Ontological perspective shapes the research (Saunders, Lewis and Thornhill, 2009).

However, Ontological assumptions can be debatable as the researcher constructs assumptions based on their understanding of beings. There are two aspects of Ontology in management and business practices, First is Objectivism which embraces realism, Objectivism portrays social entities exist as independent of human knowledge, whereas, Subjectivism is knowledge is subjective and external or objective truth does not exist (Saunders, Lewis and Thornhill, 2016).

Another research perspective is Epistemology which concerns the study of theories of knowledge and the best possible measures to communicate knowledge (Morgan and Smircich, 1980). Epistemology illustrates claims about persons, events and areas of different thoughts that depicts human's consciousness (Skarpelis, 2020). This research paradigm is Epistemological, as the researcher pursue to understand the beliefs and opinions of millennials behaviour towards skipping advertisements and form adequate knowledge that lends to contribute how can the researcher effectively evoke re-engagement among millennials to restrict them from skipping YouTube Advertisements and installing Adblockers, through Qualitative in-depth interviews. The researcher must understand the implications of different epistemological assumptions as epistemology provides a variety of selecting the best methods than other academic disciplines. Epistemology has two aspects which are Positivist and interpretivist. Positivist aspect follows a deductive approach, whereas interpretivist follows an inductive approach. A Positivist approach is value-free research where the researcher is detached independent and neutral of what is being researched, whereas, interpretivist approach is value bound. The researcher is dependent on what is being researched. Researcher's interpretations are essential towards the contribution of the study. For this study, the researcher has adopted the interpretivist approach. However, interpretivist approach denies the possibility of generalization as it is subjective but will address obliquely in the context of external validity (Williams, 2000)

### 3.3 Layer two: Research approach

The second layer of the research onion represents the research approaches. This layer consists of Deductive and inductive reasoning. The researcher has used inductive reasoning as the research the collection of data will help the researcher form theories and explore the phenomenon. In contrast, when using deductive reasoning, the premise is valid, and the conclusion must also be true (Saunders, Lewis and Thornhill, 2016).

### 3.4 Layer three: Research strategies

#### 3.4.1 Qualitative Approach

This is the third layer of the research onion that represents the strategies that were used to perform the research. For this research, a qualitative approach was used. Qualitative research allows the researcher to compare their practices with the participants to adopt new practices. Qualitative research can be used to generate preliminary insights into decision-making problems or reveal complex consumer motivations that might be difficult to understand through the quantitative method. Qualitative research data is collected using semi-structured question format or open-ended questions that reveal attitudes and behaviour patterns which is unique to the event. Whereas, Quantitative method places heavy emphasis on structured questions, which are predetermined by the researcher and follow a guided flow of questions (Hair, 2010). However, the two paradigms do not study the same phenomena, Quantitative and qualitative method cannot be clubbed together for triangulation and cross-validation purposes (Baškarada and Koronios, 2018). Since skipping advertising has different motives that can be understood through semi-structured questions, a qualitative research method has been used for this study

#### 3.4.2 Research Strategy

The research strategy is a plan of action to achieve the purpose of the study. The researcher applied an interpretivist perspective, followed by an inductive approach through a qualitative, in-depth approach. In-depth is essential when the researcher expects a piece of detailed information from a person's behaviour and thought process, which provides a context to data and a complete picture of the objective (Stofer, 2019). As proposed by (Saunders, Lewis and Thornhill, 2016), interpretivism highlights that

human beings are different from physical phenomena as they create meanings out of things. This approach argues human beings in their social world cannot be studied the same way as a physical phenomenon. For this study to create a new and richer understanding of hidden beliefs and motives that will aid the researcher with understanding consumer's online behaviour, an interpretivist approach seems most suitable for the study. The deductive approach is essential when data collected is used to evaluate the hypothesis that justifies an existing theory. In contrast, an inductive approach is used to investigate a phenomenon further and identify themes to create patterns and conceptual framework (Saunders, Lewis and Thornhill, 2016).

#### 3.4.3 Disadvantages of In-depth interview

As proposed by (Saunders, Lewis and Thornhill, 2016), there are three potential types of bias to occur when taking an in-depth interview. First is interviewer bias, where the researcher may influence the participants through the tone or non-verbal behaviour which may create bias in the way the interviewee will answer the question. Second response bias, this can be caused by the interviewee's perception about the interviewer. Therefore the researcher should never reveal the aspect and of the topic that the researcher chooses to explore. Third is the participation bias; the amount of time required for the interview may reduce the willingness of the participant to take part in the interview.

#### 3.4.4 Interview structure

The interview follows a semi-structured pattern of questions; unlike structured interviews, it is exploratory for the researcher and the participant. A semi-structured interview is beneficial for the researcher performing exploratory research to infer causal relationships between variables. Semi-structured interviews provide an opportunity to scrutinize answers where the participants explain and build on their responses, semi-structured interview combined with the interpretivist philosophy gives validity to understand the various phenomena of the study. An unstructured interview has the risk of not extracting themes more closely which may result in deviating from the purpose of the study (Husband, 2020).

### 3.4.5 Sample

Millennials of age (18-25) who engage and consume YouTube daily were selected as a sample size. The sample size consists both male and female. This sample size of Probability was chosen so that the sample size chosen share the same area of interest. The sample size contained people from different nationalities to provide more precious insights. However, this sample size cannot generalize a statement achieved from the participants but provide substantial results for the study. Judgment sampling was used for the study to ensure the researcher to ensure time efficiency and participants that were relevant for the study (Fiedler, 2000).

### 3.5 Layer Four: Research Method

This represents the fourth layer of the research onion, which focuses on the research method adopted by the researcher to conduct the study. As proposed by (Saunders, Lewis and Thornhill, 2016), The fourth layer of research onion consists of three types of research methods for qualitative; Mono method qualitative, multi-method qualitative and mixed method. Mono method qualitative is used for this study as it includes only one qualitative research design and data collection through in-depth interview. In-depth interviews reveal the thought process and feelings of the interviewees (Vidgen, Shaw and Grant, 2017). However, other methods such as multi-method use two or more instruments for quantitative and qualitative data collection techniques which can help quantify the numbers for this research but not the attitudes and beliefs towards advertisements. A mixed-method is relevant to studies that have to answer two broad research questions (Collins, Onwuegbuzie and Jiao, 2006). However there are criticisms of using a qualitative approach, as it is too subjective, researchers decide which area or aspect to focus on, and that could draw biased conclusions (Anfara, Brown and Mangione, 2002).

### 3.6 Layer Five: Time Horizons

This is the second last layer of the research onion which explains the time horizon. Research onion has cross-sectional and longitudinal time horizons. Cross-sectional time horizon is when the study focuses on the phenomena at a given point of time and collects the data at once. In contrast, the longitudinal nature of the time horizon requires the study to focus over a longer time span and collects the data more than once (Saunders, Lewis and Thornhill, 2016).

This study aims to adapt the cross-sectional nature of time horizon where data from participants were collected over three weeks.

### 3.7 Layer Six: Data collection and Data analysis

This represents the final layer of the Research onion which deals with the collection of data and analysis of the data collected. The researcher has adopted a qualitative approach to conduct research, and data analysis and collection has been further processed through In-depth interviews

#### 3.7.1 Data Collection

For this study, interviews were taken on zoom call to maintain social distancing regulations due to the pandemic caused by Covid-19. It was more comfortable for the researcher and participant to connect over a video call as the environment of the interview was convenient for the participant and the researcher. Video conferencing provides the researcher with efficient possibilities by allowing them to contact participants globally in a time-efficient and affordable manner, however, video conferencing cannot replace face to face interviews. Still, they are a viable alternative and a complementary tool for the qualitative research method (Lo Iacono, Symonds and Brown, 2016). Timing for the interview was arranged based on mutual decisions as per the researcher and the participant. The interviews were held for three weeks in May 2020, and each interview lasted between twenty-five to thirty minutes. Questions proposed to the participants were open-ended and brief, to prevent any bias and fluent flow of answers. To create a semi-structure interview, themes were derived from the

responses given by the participants that were aligned throughout the literature review. The researcher covered themes such as YouTube consumption and advertisement on YouTube, Skipping YouTube advertisements and Adblockers, Data mining to provide Relevant Content and Work-related Advertisements, Engagement through interactivity with the YouTube advertisement, Personal Nostalgia and Bad memories associated with Nostalgia. To ensure descriptive validity, which is essential for the research method of qualitative interview, Based on the participant's reaction to specific themes, the researcher analysed the expression to understand the impact of themes on participants and made minor changes form conclusions. Interviews were held on zoom calls for video conference and voice was recorded using Otter, an application that is used to transcribe the recordings.

### 3.7.2 Data Analysis

The researcher used grounded theory to form themes that were derived from the in-depth interview of the participants. Grounded theory is used to represent a methodological approach to inquire a method and the result of the research process (Bryant and Charmaz, 2013).

The researcher used theoretical saturation to form these themes for participants to answer the questions to get more in-depth understanding to align with Axial coding to find the relationship between job satisfaction and receiving advertisements that were work-related. Axiology was used to perform social enquiry with relevant themes. Thematic analysis was used as the amount of data collected were high and demanded a linear linkage with the objectives of the study (Saunders, Lewis and Thornhill, 2016).

### 3.7.3 Ethical Consideration

The researcher conducted the research under the “Ethical Guidelines and procedures for Research involving Human participants” given by the National College of Ireland. The researcher has attached the ethical review application with the proposal submitted to the college.

#### 3.7.4 Voluntary Participation and Confidentiality

Each interviewee was briefed about the purpose of the study. Each participant was asked to fill a consent sheet. Participants were informed that their voice recordings would be used by the researcher to research the topic. The anonymity of participants have been protected, and throughout the research, participants have named alphabetically as Interviewee A, B, C. The researcher made clear to the participants that voice recordings will be recorded after the researcher finished their study.

#### 3.7.5 Limitations:

1. Lack of better instrumental tools like fMRI, which is used to tap into the brain to explore hidden truths about consumers opinion further; however, participants reveal insights about the intentions of skipping Youtube advertisements. Neuromarketing can aid the purpose of the study to disclose more facts that can be used by marketers.
2. Time constraints to perform a longitudinal study.

## Chapter 4 - Findings, Analysis and Discussion

This chapter represents the findings collected from in-depth interview to present an analysis and discussion of the objectives. The findings have been discussed and analyzed based on themes. In-depth interview conducted reveals the opinions and feelings towards the objectives of the research paper that contributes to the primary objective of the research.

### Research Objective 1

4.0.1 To understand the engagement of millennials with YouTube.

#### **Interview themes**

- 1. YouTube consumption and advertisement on YouTube.**
- 2. Skipping YouTube advertisements and Adblockers.**

#### 4.1.1 YouTube Consumption and Advertisement on YouTube

The data collection process begins by asking the participants about their engagement with YouTube. Further themes have been developed to explore why they engage with YouTube and their opinions about YouTube advertisements. Eight out of Nine participants reveal that their YouTube consumption is significant, and they have developed different beliefs about YouTube advertisements. This can be further understood through the interviewees responds below: -

Interviewee A: “ *I watch YouTube every day for 2-3 hours before sleeping and prefer watching funny videos or podcasts “ and “ YouTube advertisements are a hit or miss for me, I hate watching Stock videos, that use free video making tools, and advertisements that show Pie-charts or graphs because I do not want to put in efforts to understand those graphs and I believe that it is a waste of time ”.*

Interviewee B: *“My consumption on YouTube is comparatively higher than other social media platforms “and “I do not think YouTube Advertisement serve their purpose “.*

Interviewee C: *“ I watch YouTube for entertainment purpose especially music because it is convenient to watch after I am done with my work “ and “ YouTube advertisements are not my thing, I just want to get to the content that I am looking for, and I do not have the patience to watch those advertisements”.*

Interviewee D: *“I use YouTube to watch Music videos” and “YouTube advertisements interrupt my viewing purpose.”*

Interviewee E: *“ Whenever a new song launches, rather than using Spotify or Apple music, I will go to YouTube to watch the music video as the quality on YouTube appeals me a lot” and “ YouTube advertisements entice the user for their purpose, and unless it is enticing me I tend to ignore them “*

Interviewee F: *“ I consume YouTube every day for an hour to search for educational content, music video or “how-to” videos where they explain you to do something efficiently” and “ Over the years I have realized that the advertisements that are shown on YouTube are not for me “.*

Interviewee G: *“ My YouTube consumption is a lot if I am not using Netflix, I use YouTube for music, news and something fun happening around the world” and “ YouTube advertisements are disruptive for me, as they break the flow of my intention to use an advertisement, especially the ones with annoying music “*

Interview H: *“I have seen a decline in my consumption rate in the last 5years, I used it for watching live game streams and music “and “I like watching YouTube advertisements, I think they fulfil my purpose.”*

Interview I: *“My YouTube consumption Is extremely high, around 6-8 hours a day, content like film trailers, football, music, podcast and gaming “and “I do not like the concept of YouTube advertisement on a platform like YouTube.”*

Majority of the interviewees mentioned that their consumption of YouTube advertisement is high, and they use YouTube for entertainment and educational purpose. However, they also spark the need for marketers and advertisers to make effective adverts that connects with them considering their low attention span. As interviewee A thinks Videos that have low quality or are made out of free tools on the internet are consciously ignored as she evaluates the effort that has been invested in making the advertisement which free video making tools often lacks, she further states that adverts that have infographic is something she is not looking for which means she does not want to engage with an advert that makes her start analyzing those graphs or pie-charts. Interviewee G, C and D highlights low attention span in millennials and show how driven millennials are when they want to consume the content they intend to watch.

#### 4.1.2 Skippable option for YouTube Advertisements and using Adblockers

Following themes were proposed to the participants to find out their motives behind downloading an adblocker because of YouTube and understanding their views on skipping the YouTube advertisement

Interviewee A: *“ if I like the Youtuber I will watch the advertisement to support him and watch the advertisement because I know that money will go to him, also recently I saw an advertisement where a girl was using the same Snapchat filter that I usually use, and I continued watching that advert” and “ I don’t think I will ever use it for YouTube”.*

Interviewee B: *“ Advertisements that have great colours and creates a vibe, where they teach me something new, and I do not think it is possible to sell a product in 5 seconds, it is just about catching my attention for those 5 seconds” and “ I do not*

*mind watching an advertisement for 10 seconds, I am too lazy to download an adblocker to not watch an advertisement for 10 seconds, but recently they have started showing me two back to back advertisements, and I firmly believe this is sabotaging the brands because now I want to ignore both the advertisements for taking up my time “*

Interviewee C: *“ As soon as I go to YouTube, I am looking for that skip button, I have realised that I am voluntarily skipping the advertisement, I do not think to watch them anymore” and “ I have installed an ad blocker, but it was because I used to get pop up advertisements on other sites”.*

Interviewee D: *“ Advertisement that gives pieces of advice are the ones that I do not feel like skipping “ and “ no I have not used an adblocker, I want to try it as I recently moved to Dublin from Italy and I have realised that I see more advertisements in Dublin than in Italy”.*

Interviewee E: *“ it was an advertisement about digital marketing course as I wanted to learn about it and I did not skip that advert because it was something that I was interested in” “ and “ Yes I have installed an ad blocker, but I deleted it as I was getting extra pop-ups on every advertisement, but I never downloaded an Adblocker because of YouTube advertisement”.*

Interviewee F: *“ I do not skip advertisements that are from established brands, as I usually consume YouTube after work, so if it is not taking too much of my mind space I will watch it “ and “ I have not used an adblocker yet “*

Interviewee G: *“ I do not watch YouTube advertisements, and I think its because they are Quite repetitive and mostly things that do not interest me at all” and “ the only time I feel like I should download an adblocker is when I download free games on Appstore as they have the maximum number of pop-ups “*

Interviewee H: *“ Unless I am getting to learn something new I will not skip it as the urgency for me to watch the content is more important rather than wasting time on something that will just waste my time “ and “ I have installed ad blocker because I*

*download movies from torrent( free movie and application downloading site) and there are many pop-ups on the site that I feel might have virus or bugs, but I will never download an ad blocker for YouTube as far as I have the option to skip”.*

Interviewee I: “ *Recently I saw an advertisement that was shot in vertical mode, and that caught my attention as it was something new and never done before” and “ Yes I have downloaded an ad blocker, especially for Youtube as I hate it when they stop me from getting to my content “.*

From the above response from the participants, it is evident that for most of the users, Youtube advertisements has not been the sole purpose for downloading an Adblocker, however, for people whose consumption is high, YouTube advertisement motivates them to download an adblocker as said by Interviewee I consumes YouTube for 6-8 hours and felt the need to download an adblocker because of YouTube advertisement. Interviewee B, C, E, G and H reveals less motivated to download an ad blocker for specifically for YouTube as they were determined to download an ad blocker for pop-ups on other sites. Interviewee B and D were inclined to download an Adblocker for YouTube as they experienced an increase in advertisements from YouTube. Furthermore, the response from interviewee A reveals that she is aware of how YouTube advertisements work, and she will reward the blogger by watching the advert shown. She felt a similarity in the advert, which gave her a sense of resonance with the advert. Overall, relevant Advertisements that taught a new skill and gave life advice were skipped less.

## 4.2 Research Objective 2

4.2.1 To understand the impact of data mining on Millennials, that provides them with relevant advertisements on YouTube.

### **Interview theme**

Data mining to provide Relevant Content and Work-related Advertisements.

To further understand the engagement with YouTube among millennials, To understand if Data mining was a motive to skip an advertisement the researcher formed questions that reveal opinions and beliefs about Data mining done through search engines to provide relevant advertisements through YouTube. Findings reveal a correlation among millennials job life and advertisements which can be further understood from the answers below :

Interviewee A: “ *I have accepted the fact that my search history is tracked by marketers to provide me with relevant content as I have personally received many benefits from personalised advertisements as a majority of my purchases have been made by content that has been personalised for me, I like my social media work for me, I do not mind tracking my search history, but voice tracking is not acceptable*” and “ *I work for start-ups, and I use google a lot to search work-related things in my work-hours, and when I see those advertisements, I know they are coming from what I searched on google it irritates me, as I use YouTube for entertainment purpose* “.

Interviewee B: “ *That is a HUGE breach of privacy, I do not appreciate the fact that there are people who are tracking me and my behaviour, but I am fine with them targeting me with an advertisement that solves my purpose, recently I enrolled myself for cooking classes, and I search recipes, so If I am getting advertisements related to food, I do not mind them sharing my data with them* “ and “ *work-related advertisements are irritating sometimes, but it is not nerve-wracking as in early hours after my work I am still in the aftermath of work, and I will watch advertisements that are related to my work, but If I am done thinking about my work and using YouTube for my leisure which is around 10:00 pm, I will get irritated watching work-related advertisements* “.

Interviewee C: “ *I know they track my data, and there is nothing much I can do about it, however, my tolerance towards data mining increases when I get promotional offers*” and “ *I hate it when I receive work-related advertisements because it does not relate to my intention of using YouTube.*

Interviewee D: “ *I understand that my data gets tracked to provide me with relevant content, but I would prefer not allowing them using my data “ and “ I am in a profession where I love doing my job, and I like watching work-related YouTube advertisement as some of the tools have made me more efficient in my job “.*

Interviewee E: “ *To be honest I am not comfortable with the idea of mining my data 24hours as this a breach of privacy, there have been instances where I was talking to my friend verbally about a product and to my surprise I started seeing advertisements that were about the product. However I do not mind them using this data with my consent or if I get to choose my preferences for relevant content on google forms” and, “ I think it is fine to show me work-related advertisement as far as they are skippable “.*

Interviewee F: “ *I feel shit after knowing that my search history was actually tracked to provide me relevant content, After hearing about the controversial Privacy issue from Facebook, I configured all my devices to restrict sharing my data, Even then there have been instances where I am texting my friend about buying a product and then I will get advertisements about the product, this feeling of being pried upon is something I do not appreciate “ and “ Yes I like receiving work-related adverts as they solve the purpose for me as I love my job and want to be better at it, I downloaded an app through YouTube advertisement that helped me work faster at work “.*

Interviewee G: “ *As long as they are tracking my search history in exchange of providing me relevant content I am fine with it, but what scares me is the extent to which they are tracking” and “ I do get a lot of work-related advertisements, but they do not serve the purpose of my job, so I prefer skipping it “.*

Interviewee H: “ *That is inconsequential as you allow them to track your data or not they will do it anyway, almost everyone now is connected to the internet searching for various things, and they do tell the firms how they want to be communicated “ and “ I am working, and I appreciate my job a lot, my best practice is to avoid such advertisements, and that is why I log in through my work email whenever I am surfing the internet “.*

Interviewee I: “ *there need to be regulations, I understand that Data mining started with the best intentions to provide relevant content, but it has turned sinister through the extent to which they are using voice activations to map your behaviour and track your conversations to provide you relevant content is not justified at all, I would rather not have relevant content than having content that I am aware is coming from my search history, however, if it is about something that I am interested in like film-making I do not mind watching the advert. “ and, “ I think if they help my work, I do not mind watching work-related advert as it might turn into an opportunity me “.*

The above findings from the participants reveal that they understand that firms are mining data to provide relevant content. However, there is a fine line between feeling their privacy is invaded and exchanging privacy in return of relevant content. However, there is a strong correlation between people who like doing their job and receiving work-related advertisements. This shows cynicism amongst the millennials who are ready to exchange some amount of data in return of relevant content. Most of the interviewees accept exchanging data to an extent but tracking voice recordings is completely unexpected as they never gave the consent for that and motivates them to change ad preferences. They agree to exchange data as they want relevant adverts through consent. They like being efficient at work using tools that help them succeed in their Work-related goals. Interviewee H says that it is inconsequential, which states that they know their control over the internet is not absolute, and companies will track their behaviour from somewhere.

### Research objective 3

To understand the impact of Co-creation with millennials through YouTube Advertisements from a millennial's perspective

#### **Interview theme**

##### **4.2.1.1 Engagement through interactivity with the YouTube advertisement**

Participants were then asked questions to understand their beliefs and opinions about engaging with the advertisement, where they co-create with the advert by deciding the storyline of the advertisement or interacting in a fun way, following for the findings from the participants

Interviewee A: *“ I am fine with the idea of interactivity with the advertisement as far as it is interesting enough and does not take me to another website if I click anywhere.”*

Interviewee B: *“ I would be hooked in an advertisement that is more interactive and probably forget about the skip button but that again it is a hit or miss, if I like using it for the first time I will continue doing it every time, but if the end is disappointing and not creative enough, I will never interact with it again, so the advertisers probably have one best chance to get my attention or I am gone “*

Interviewee C: *“ it will not work for me, I will probably shut YouTube, I just want to get to my content as fast as I can, I am not indulging in any form of interactivity on YouTube which will consume my time, I am not here to interact, I am here to see my content”.*

Interviewee D: *“ I do not like advertisements in the first place, I like to consume what I wish to consume, they already find it challenging to get my attention through their advertisement if they try harder to get my attention I will not engage with them “*

Interviewee E: “ *if I am going to watch to YouTube to watch an advertisement and someone is asking me seeking for my attention to interact with the advertisement, I will get all the more annoyed, as now I am used to watching or skipping the advert in 5-10 seconds, if anyone wants to me engage with the advert by interacting with it they have lost my interest already, and I will be all the more frustrated “*

Interviewee F: “ *I have seen some advertisements that do that, I saw an advert Facebook which made me decide the story ending, at first it was quite interesting to me as it is a new thing that marketers are doing to get my attention, but for a platform like YouTube where people just want to get to their content, I think there is a fine line in engaging with the advert and getting annoyed “*

Interviewee G: “ *I will not engage with such advertisement as I am used to getting click baits, getting my computer infected with involuntary app downloads, as I am unsure of the authenticity of the advertisement “.*

Interviewee H: “ *unless it is not too technical, I want them to make it as simple as possible where I do not have to move or move my cursor to engage “.*

Interviewee I: “ *That will be more interesting for me but then it again it depends on my attention span at that moment to perform engagement with the advertisement, unless it is entirely related to my interest I do not mind engaging with the advertisement “.*

From the above findings, the researcher can analyse that participants who are driven to consume content on Youtube are less likely to engage with the advertisement. Interviewee H reveals that engagement that is made simple where he has to invest less effort is something he will watch. Interviewee I wants the content to be relatable to engage with the advert. Interviewee A, B, C, D, E, F reveals that a platform like YouTube is made for people who want to get to their content as fast as possible and, co-creation activities with the brand will result in unfavourable attitudes, However as

interviewee F reveals that is beneficial for a platform like Facebook where the user does not have a specific purpose to explore the platform.

#### Research Objective 4

**4.4.1** To understand the impact of Nostalgia embedded in Advertisements, from a millennial's perspective.

#### **Interviewee theme**

##### **4.4.1.1 Nostalgia and unpleasant memories associated with Nostalgia**

To understand the participant's attitude towards elements of Nostalgia embedded into advertisements, the researcher asked them questions that highlight the importance of nostalgia for millennials. Participants were further asked opinions about nostalgia that sparks unpleasant memories from the past. This can be understood from their findings below :

Interviewee A: *“ I will continue watching an advertisement that I can relate to from my past, or even closely associate it with my past. I have seen a few advertisements with elements of Nostalgia, and I feel great about them” and “ I will watch the advertisement even if it reminds me of any bad memory from my past as I have moved on from my bad memories. “*

Interviewee B: *“ I think Nostalgia is best emotion to tap on I will not skip an advertisement that has emotions from my past” and “ as long as it is not a red flag from my past and I see happy people in it, I will watch the advertisement “.*

Interviewee C: *“ I will watch an advertisement that reminds me of my past, who does not want to remember their old days” and “ I do not mind watching advertisement “.*

*that reminds me of my bad memories as it is still relatable, but I would prefer the YouTube to inform me that an advertisement is about to come for me to be prepared for an advert “.*

Interviewee D: *“ Of course it will catch my attention if I see something from my past that I can relate to I will definitely watch it “ and “ I will be fine watching an advert that reminds me of bad memories associated with my past as far as they are creative”.*

Interviewee E: *“ I am more likely to see an advertisement as it is more relatable to me past or childhood memory “ and “ As far as I can relate to it I will watch it, it does not matter to me if it sparks a negative memory, as I am already engrossed to watch that nostalgic advert, I will not think about the bad memory I have with it while that advert is running “.*

Interviewee F: *“ Yes, definitely, I will watch an advertisement that has nostalgia in it, as I have grown up consuming these advertisements “ and “ I will still watch the advertisement as I will be completely zoned out from the bad memory associated with it “.*

Interviewee G: *“ that is something that will make me stay hooked to the advertisement as it is nostalgia, it will take me back to the days where my life was stress-free “ and “ I do not think there is anything in particular that will remind me of any bad memory that will make me feel offended or sad “.*

Interviewee H: *“ I think it is overplayed a bit now, it has reached to the point of saturation where everyone is using nostalgia, If they keep it simple and it is relatable I will watch the advertisement “ and “ if it reminds me of a bad memory I do not think I will have the time to react and start thinking about that bad memory so I will continue watching it “.*

Interviewee I: *“ Yes for sure I will watch that advert” and, “ I think it is more interesting than non -nostalgic advertisement as I can at least relate to it, I do not care*

*if it sparks a positive or negative memory, if it connects with me then I will definitely watch it”.*

Findings from the participants reveal strong emotional connections with nostalgic elements. As understood from the above sections, millennials have a low attention span. They show a positive attitude towards elements that remind them of the days from their childhood. However, in the ecosystem of advertisements that have saturated their attention span, they are more inclined towards memories that evoke personal nostalgia rather than historical nostalgia.

## Discussion and implications

### 5.1 To understand the engagement of millennials with YouTube.

As established previously the main motive to skip YouTube advertisements is due to the low attention span of millennials exposed to a clutter of irrelevant advertisements. Millennials are driven to consume content as fast as they can, which also justifies (Csikszentmihalyi, 2020). From the above discussions with the participants, it can be understood that their YouTube consumption is comparatively high, which gives marketers and advertisers an excellent platform to communicate with the millennials. However, it is evident that most of them have formed a negative attitude towards advertisements shown on YouTube, this compliments the researcher (Dewan, 2019), where the researcher reveals that millennials are generations that have come across as culture which gets distracted easily on the internet due over-bombarded advertisements thrown at them daily (Weber, 2015). Marketers who want to build longer relationships with this generation need to invest more in long term relationship building approaches and not over-saturate millennials with their advertising. It is evident from the above discussions that millennials seek advertisements that are relevant to them, and hence it is essential for marketers to reach out to them more efficiently to break the barrier of ad avoidance. Furthermore, the above discussions complement (Ledbetter, Taylor and Mazer, 2016) which explains that motivational

factors like escapism and entertainment drive online video consumption. Furthermore, participants reveal that advertisements that show graphs and pie chart increase their cognitive load to process the information presented, which justifies the theory of cognitive load (Sweller, van Merriënboer and Paas, 1998). Participants reveal that their low attention span is the reason they are compelled to skip pre-roll advertisement on YouTube. Interview with the participants reveals that they were never motivated to install an ad blocker because of irritation caused by YouTube advertisements however they said they could download an adblocker if YouTube increases the number of advertisements on the platform.

To understand the impact of data mining on Millennials, that provides them with relevant advertisements on YouTube.

Above analysis of findings reveal that millennials are aware of data mining, as stated by (Kozyreva et al., 2020) in the literature. However, they are not fine with the idea of collecting information that is done without their consent, and they consider it as a huge breach of privacy. However, limitations of the research method did not provide substantiating data to this contradictory behaviour among millennials. Participants also reveal the violations of ethical grounds performed by firms to collect data through voice recordings and communications taking place from web applications. Correlations were gained from people who liked doing their job, and receiving relevant content did not skip the advertisement as job-related adverts made them efficient. This complements the research conducted by (Arriscado, Quesado and Sousa, 2018). As stated by (Rainie and Duggan, 2016), millennials are ready to exchange some amount of data in return for tangible benefits. Marketers can adhere to ethical considerations when collecting data from consumers. As advised by the participant Marketers should ask the customer to select the relevant marketing content, they are interested in receiving, which can be collected through google forms. If the customer notices that the content is relevant and shown through search history, they tend to focus on hedonic benefits received from the content rather than forming negative attitudes as also said by (Nisbett and Strzelecka, 2017). Advertisers need to make content that teaches

millennials a new skill which can provide them with cutting edge advantages in their lives.

#### To understand the impact of Co-creation with millennials through YouTube Advertisements from a millennial's perspective

Since the issue of low attention span is heightened among millennials, they are less likely to engage with an interactive advertisement to co-create with the brand on Youtube. Researcher like (Shareef, Dwivedi and Rana, 2015) justify the formed statement. The entire digital ecosystem consists of persuasive tactics that influence customers interactivity through click baits, which annoys the user as they take them to other sites, leaving behind their webpage. This rigid formation of annoyance towards interactivity restricts them to interact with an interactive advertisement. Researchers like (Baek and Morimoto, 2012), (Brehm and Torrance, 1968) and (Nisbett and Strzelecka, 2017) support the theory formed by the researcher of this study. Marketers need to understand the functionality of the platform. Marketers should leverage interactivity through platforms like Instagram or Facebook, which complements the research conducted by (Shulga, Busser and Kim, 2017).

#### To understand the impact of Nostalgia embedded in Advertisements and impact of unpleasant memories from past.

As established through the literature review and Interview, Nostalgia embedded in advertisements is inevitable for millennials; this is the best creative strategy that will stop them from skipping advertisement on youtube or installing ad avoidance software. They were less motivated to skip an advertisement that evoked Nostalgia. Millennials preferred not skipping advertisement even if any unpleasant memory was sparked from their past. Which disagrees to what (Batcho, 2007) said in the study that proved personal nostalgia backfires when millennials relate to negative associations. However, the above findings and analysis complements (Aytekin, 2018) stating personal nostalgia evokes positive attitudes. Marketers should devise advertising content that evokes nostalgia, as nostalgia is a never-ending emotion that will become

relevant to every generation, an emotion that will remind the consumers of the good old days. Events like Covid-19 that embraces the new normal can be leveraged to evoke nostalgia by remembering the lifestyle before COVID-19.

## Limitations and Scope for future research

This study should be performed on a cohort of generations, specifically generation Z. As they have grown in a culture of more advancements in technology. However, this study explores the attitudes of Young millennials that are relevant to an extent of the research. A longitudinal study conducted through interviews will reveal richer insights about the generations.

Future research should investigate various formats present on YouTube to explore an in-depth understanding of reactions towards all the formats. For this study, both male and female were used as sample size. Research suggests that males are more aware of ad-blocking tools. Future research can select a sample size of males only.

Neuromarketing techniques can be used to understand the hidden motives of the consumers skipping YouTube advertisements. As in-depth interviews can only reveal an understanding of what consumers believe. Tools like fMRI can be used for the purpose of future study, which in this case was expensive for the researcher to conduct.

## Conclusions

Findings and discussion from the above sections have served the purpose of this study, highlighting the need for practical implications for marketers and advertisers. This study is intended to save the advertising industry and creative advertisements. Research has provided extensive applications to serve the purpose of why people skip YouTube advertisement and install adblockers. The results of the study reveal that low attention span and irrelevant advertisements were the main motives behind skipping an advertisement. Participants revealed that they were never motivated to download an ad blocker for YouTube. Nostalgia is the most suitable creative strategies for millennials to continue watching the advertisement. Data mining if followed through ethical guidelines, can change the face of Advertisement on YouTube as it can help the viewers to perform better and make better purchases. However, Co-creation on YouTube will be avoided by millennials due to preconceived notions about click baits that teleport them to a new page. Advertisers should follow the concept of flow to create an experience for the viewer watching an advertisement. The attention span of millennials will get challenging to capture as the technological advancements take place. The evolution from Web 1.0 to Web 3.0 has led to the evolution of generations too; It is understood from the above section that millennials want more engaging and relevant content, unlike the preceding generation. Millennials accept the collection of data that provides them with relevant content and promotional offerings. Their resistance seems more promising towards advertisements that restrict their flow and control over the control and pop-up advertisements. Advertisement on YouTube has been carried forward by YouTube to make YouTube premium, which restricts any advertisement for their premium users. With the emergence of Generation Z, a video platform like YouTube seems more promising and relevant, as their consumption is even higher compared to all the generations. They are giving marketers a new opportunity to understand their attitudes and behaviour to formulate creative strategies that appeal to them.

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