

**ANALYZING THE SENIOR CONSUMERS' ATTITUDE
TOWARD ADVERTISING: TRADITIONAL AND NEW
MEDIA**

Diogo Francisco Maio Gonçalves

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Supervisor:
Prof.^a Doutora Sandra Maria Correia Loureiro, Prof.^a Coordenadora do programa de
Mestrado de Marketing, ISCTE Business School, Departamento de Marketing,
Operações e Gestão Geral

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My words are not good enough to express what I feel as I close this chapter of my life, so I'm going to borrow some from someone more articulate than me: "For small creatures such as we the vastness is bearable only through love." (Carl Sagan, 1985).

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ABSTRACT

Senior consumers have received limited attention from researchers and practitioners. Therefore, advertising managers become reliant on limited research and standing stereotypes to set their strategies. At the same time, more and more people start spending more time in later adulthood than in any other traditional marketing life stage.

These senior consumers are healthier and wealthier than their ancestors were at their age. This reality is not exclusive to western countries, in fact in a few years this aging of the population will take over many of the current stars of economic growth: Places like China and South Korea also face serious population aging.

This dissertation focuses on the perceptions of seniors about ads presented on the new media. Two studies were conducted to explore the way senior consumers perceive ads presented on TV (traditional media) and YouTube (new media), the first study was an experiment conducted in a senior university which gathered 107 observations, and the second a focus group interview.

Firstly, it was discovered that seniors seem to be more efficient at avoiding ads on TV than on YouTube; secondly it was found that due to the different ways and purposes seniors use TV and YouTube for, ads presented on YouTube may cause more irritation than on TV; thirdly it was learnt that skepticism toward advertising messages may be higher for ads presented on YouTube than on TV; finally, it was also discovered that for seniors, attitude toward advertising does not seem to vary across different media.

Keywords: Senior consumers, advertising, new media, YouTube

JEL: M31; M37

RESUMO

Os consumidores seniores têm recebido pouca atenção por parte de investigadores e gestores de publicidade. Este facto leva a que os gestores a desenhem estratégias tendo por base um número limitado de estudos e estereótipos. Por outro lado, um número cada vez maior de pessoas vive mais tempo no fim da fase adulta da sua vida.

Os consumidores seniores da atualidade são mais saudáveis e mais abastados do que os seus antepassados eram com a mesma idade. Esta realidade não é exclusiva do mundo ocidental, em poucos anos o envelhecimento da população irá afetar as atuais estrelas do crescimento económico: lugares como a China e a Coreia do Sul também enfrentam um grave envelhecimento da população.

Esta dissertação foca-se nas perceções dos seniores acerca de publicidade apresentada nos novos meios de comunicação social. Dois estudos foram efetuados para determinar a maneira como os consumidores seniores percecionam anúncios apresentados na TV e no YouTube; o primeiro estudo foi um experimento efetuado numa universidade sénior que resultou em 107 observações, e o segundo um *focus group interview*.

Quatro descobertas foram feitas: primeiro, descobriu-se que os seniores tendem a ser mais eficientes a evitar anúncios na TV do que no YouTube; segundo, descobriu-se que os anúncios apresentados no YouTube poderão ser mais irritantes para os seniores do que os apresentados na TV; terceiro, descobriu-se que o ceticismo em relação às mensagens publicitárias pode ser maior para anúncios apresentados no YouTube do que na TV; e, finalmente, descobriu-se que para os seniores a atitude em relação à publicidade não varia para diferentes media.

Palavras-chave: Consumidores seniores, publicidade, novos media, YouTube

JEL: M31; M37

EXECUTIVE ABSTRACT

To this day, senior consumers have mostly been left out of the Marketing realm. They do not spark the interest of many researchers, and the same goes for marketers, who are reluctant to target their products at this segment. Problem is, while stereotypes have been let standing, the world kept moving.

Western countries are facing dramatic demographic changes. People now spend more time in the later adulthood than in any other traditional marketing life stage. They are healthier and wealthier than their ancestors were at their age, and they have needs and wants as any other consumer. Moreover: this is true not just in western society, but in a few years this aging of the population will take over many of the current stars of economic growth. Places like China and South Korea also face serious population aging.

More research on senior consumers is not only necessary, but also urgent. Current stereotypes, which characterize seniors for example as technophobic are not only wrong, but they hurt businesses. This is the reason this dissertation focuses on the perceptions of seniors about ads presented on the new media.

Firstly, it was discovered that seniors seem to be more efficient at avoiding ads on TV than on YouTube. Data suggest that this was due to the inability to autonomously use software to block ads and overall unfamiliarity with avoidance techniques on the online environment. Advertisers should be aware that older consumers, for better and worse, may have a high exposure to online ads. Secondly it was found that due to the different ways and purposes seniors use TV and YouTube for, ads presented on YouTube may cause more irritation than on TV. Advertisers should execute their ads carefully so as not to end up having a negative effect on advertising value. Thirdly it was learnt that skepticism toward advertising messages may be higher for ads presented on YouTube than on TV. This further enforces the advice that advertisers should be careful about their YouTube advertising. Finally, it was also discovered that for seniors, attitude toward advertising does not seem to vary across different media. This indicates that with time there may be an opportunity to improve the senior consumer perception of online advertising.

SUMÁRIO EXECUTIVO

Os consumidores seniores têm vindo a ser frequentemente ignorados pelo domínio do Marketing. Este grupo não desperta o interesse de muitos investigadores, e mesmo dos gestores de marketing que se mostram relutantes em devotar os seus esforços a este segmento. O problema está em que, enquanto os estereótipos se mantêm de pé, o mundo mudou.

Os países ocidentais enfrentam mudanças dramáticas na sua demografia. Um número cada vez maior de pessoas vive mais tempo no fim da fase adulta da sua vida do que em qualquer outra fase de vida tradicionalmente definida pelos praticantes do Marketing. Estas pessoas são mais saudáveis e mais ricas do que os seus antepassados foram com a mesma idade, e têm desejos e necessidades tal como qualquer outro consumidor. Mais ainda: isto é verdade não só na sociedade ocidental, como será também uma realidade dentro de poucos anos nas atuais estrelas do crescimento económico; Lugares como a China e a Coreia do Sul enfrentam um sério problema de envelhecimento da população.

Mais investigação sobre o tema dos consumidores não é só necessária mas urgente. Os atuais estereótipos que caracterizam os seniores como tecnofóbicos não estão apenas errados, eles prejudicam os negócios. É esta a razão pela qual esta dissertação se foca nas diferenças entre as perceções dos seniores nos novos meios de comunicação social e nos tradicionais.

Em primeiro lugar, descobriu-se que os seniores parecem ser mais eficientes a evitar anúncios televisivos do que anúncios no YouTube. Os dados sugerem que isto se deverá à sua incapacidade de utilizar autonomamente *software* que bloqueie anúncios e uma falta de familiaridade com as técnicas de evitamento no ambiente online. Os gestores de publicidade devem ter consciência que os consumidores com mais idade têm uma grande exposição aos anúncios *online*. Em segundo lugar, descobriu-se que devido às diferentes maneiras e finalidades com que os seniores usam a TV e o YouTube, os anúncios apresentados no YouTube podem causar mais irritação do que na TV. Os gestores de publicidade devem executar os seus anúncios de forma cuidadosa de modo a evitarem ter um impacto negativo no valor da publicidade. Em terceiro lugar, descobriu-se que o ceticismo em relação às mensagens publicitárias pode ser mais alto para anúncios apresentados no YouTube do que na TV. Este facto reforça mais ainda a

ideia de que os gestores de publicidade devem ser cuidadosos com a publicidade apresentada no YouTube. Finalmente, descobriu-se ainda que a atitude dos seniores em relação à publicidade não parece variar entre plataformas. Isto indica que com o tempo poderá existir uma oportunidade para melhorar a perceção dos seniores da publicidade *online*.

1. INTRODUCTION

1.1. Context

For a very long time, most marketing efforts have been focused on young people (Vuori and Holmlund-Rytkönen, 2005), and advertising managers tend to be reluctant to target their products at seniors (Reisenwitz and Iyer, 2007). Age is a very poor predictor variable, since there is a big gap between the cognitive age and the chronological age (Barak and Schiffman, 1981). Seniors need to be better studied and understood, effective segmentation of this age group needs to be conducted (Moschis, 1996).

Why study the seniors? Because in the developed countries this age group is getting increasingly healthy and wealthy (Van Auken *et al.*, 2006), and as a result adults now spend more time in the later adulthood stage than in other traditional marketing life stages (Nielsen and Curry, 1997). This is a trend that is not exclusive to western countries, many other countries are getting older. Population pyramids all over the globe are turning around, even in places that may surprise westerners such as China, Hong Kong, Singapore and South Korea. By 2050 some of these countries will have more than 30% of their population in the over 65 slice (Phillips and Bache, 2013; Stephen, 2012). These emerging markets, some part of the Four Asian Tigers (Hong Kong, Singapore, South Korea and Taiwan), others part of BRICS (Brazil, Russia, India and China), will surely feature in whatever list of major emerging national economies one might hear about in the next few years and are where major international corporate players place their hopes in terms of maintaining or increasing their global sales in the future (The Economist, 2014; McKinsey & Company, 2012; Ernst & Young 2011).

Europe has become a tough market (Krugman, 2014; Jones, 2014), but it also has the interesting characteristic of mimicking some of the social variables that the emerging markets will probably only match in the future: Europe is already an old continent (European commission, 2014; The World Bank, 2014), most states provide social welfare (Alesina *et al.*, 2001) and in western and northern Europe a much higher standard of living for the elderly than what is found in most places in the world (HelpAge International, 2013). Companies can probably extrapolate from their findings dealing with their current European costumers to anticipate some of the challenges they will face when emerging markets eventually become developed economies.

So there is a clear opportunity to study senior consumers in the western countries, and to try to break some of the more established misconceptions about this segments that lead to the creation of misguided strategies. Current stereotypes presents seniors in a way that makes them unattractive to practitioners (Niemela-Nyrhinen, 2007), they are seen as being unreceptive to new technologies (Vuori and Holmlund-Rytkönen, 2005) but this does not seem to be the case (Niemela-Nyrhinen, 2007).

1.2. Research question and objectives

This thesis will try to answer the following question: what are the perceived differences between video advertising (ads) presented on YouTube and Television? These two media were selected because they represent the old, traditional media (TV) and the new, interactive media (YouTube), and both present ads in video format.

To answer this question two studies were conducted. The first was an experiment that aimed to study a sample of active seniors that were likely to use Internet in their daily routine. The objective was to conduct a survey to establish what the difference between the two media is, and to try to characterize the technology usage habits of seniors. The second study was a focus group interview, focusing in the same type of consumers. The aim here was to better understand the way people interact with the two media, the ways they behave and react to advertising in the two formats, and also to promote discussion on the same constructs used in the first study, trying to get additional insights.

1.2. Structure of the dissertation

The current dissertation is organized in five main parts: (i) introduction, (ii) literature review, (iii) methodology and (iv) conclusions and implications.

- (i) **Introduction:** In this chapter the theme of the dissertation is presented and its importance is justified. The investigation question and objectives are defined.
- (ii) **Literature review and hypotheses development:** At this stage, the relevant literature is reviewed in order to establish the situation of the senior

consumers in Portugal and at a global level as well. Current stereotypes of these consumers are identified and discussed. Constructs that are relevant to study consumer responses to advertising are also subject of review in this chapter, to help to design both studies and interpret their results. The proposed **hypotheses** emerge from the presented concepts and based on previous studies.

- (iii) **Methodology:** In this chapter the methodology of both studies is presented. Data gathering procedures are presented and the way the data was analyzed is discussed.
- (iv) **Data analysis:** In this chapter the data of both studies is processed and presented. The respondents of study one are characterized, the responses concerning different media are compared through statistical analysis. The data from study two is coded and presented in an understandable format.
- (v) **Conclusions and implications:** At the final stage of the dissertation the conclusions are presented, and the main aspects of the research and the data it generated are analyzed, as well as the theoretical and practical contributions to the subject of marketing as well as the main limitations and suggestions for future studies.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This chapter is dedicated to present and explain the evolution of the new media since the early 1990's, to characterize the Senior consumers segment with a global scope, and then moving on to focus on the Portuguese senior reality. Later on this chapter the several constructs that are used on this thesis are introduced and explained through a review of the relevant literature on the several subjects.

2.1. The rise of the new media

For decades, the advertising scene was dominated by the same small set of main players: TV, radio, print and billboards (Pfeiffer & Zinnbauer, 2010). The landscape changed when in the early 1990's Internet debuted to the public. Early on authors identified one main difference between this new media and the old, traditional ones: interactivity (Bezjian-Avery, *et. al.*, 1998). Adoption was quick, as shown in figure 1, but in line with what was observed in the infancy of other mass media (Hannemyr, 2003), between the end of 2003 and the beginning of 2013 there was an increase of 283% in the number of worldwide Internet users, which translates into an increase of 2,030 million users, amounting to 38.9% of the world population (Internet World Stats, 2013). Looking at the current growth rate, some expect that by 2017 one out of two people on Earth will be connected to the Internet (Miglani, 2012). Heidi and Reinecke (2014) from Eurostat report that three quarters of Europeans used the internet in 2013.

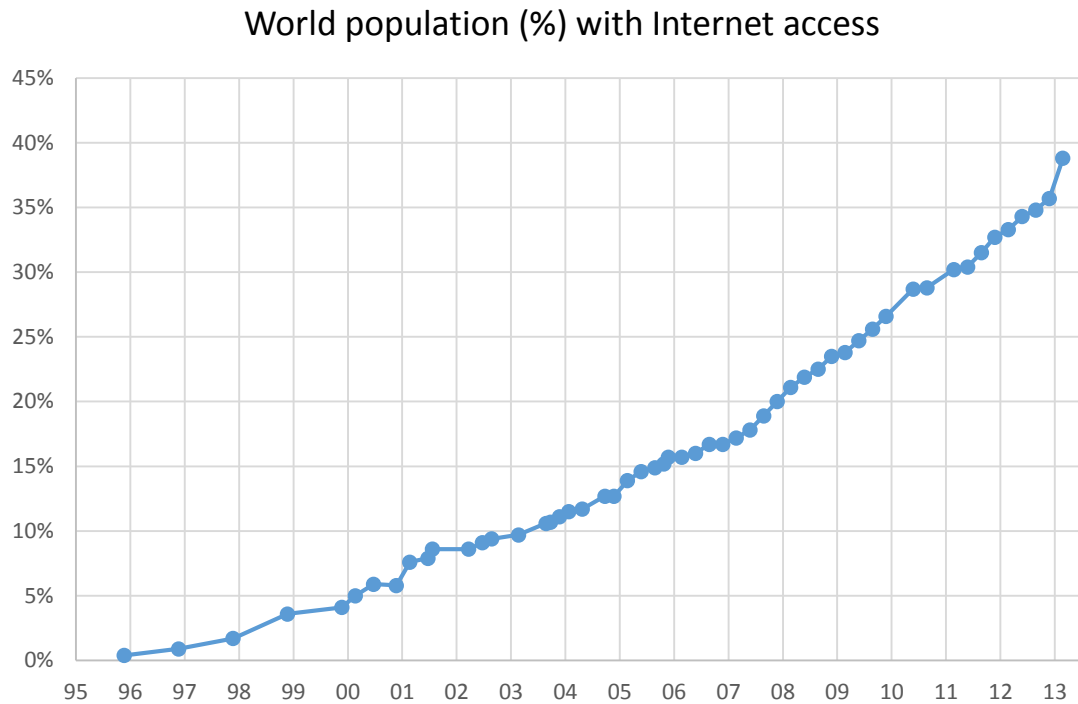


Figure 1 – Percentage of world population with Internet access

Source: Based on Internet World Stats (2013)

Back in the mid 1990's, when the Internet was yet to reach critical mass, experts were already singing praises about its potential. Authors soon recognized it as being *“the first truly new medium since television”* (Ducoffe, 1996: 21). Berthon, Leyland and Richard (1996: 53) wrote: *“The World Wide Web is a new medium which is characterized by ease of entry, relatively low set-up costs, globalness, time independence, and interactivity. As such it represents a remarkable new opportunity for advertisers and marketers to communicate with new and existing markets in a very integrated way”*.

The past decade saw the birth of a couple of well-known names: Facebook (launched 2004) and YouTube (launched 2005), and the rise to hegemony of Google (which owns YouTube since 2006). These names have become very important in the advertising scene, for instance, just last year it was projected that Google would account for around 56% of all global advertising revenues (Reed, 2013) after taking home 48.7% of the pie in 2012 (Walters, 2013) cashing in 33.3 billion USD. In the same year, Facebook ad revenues unsurprisingly lagged behind amounting to just 4.3 billion USD (Facebook, 2013).

These two giants and their web-based services changed the way people see the Internet. Google is most well-known for its web search engine, but it provides dozens of other services. Google currently makes the most popular OS for mobile devices (Kovach, 2013), which enabled them to increase the share of Internet time users spend on Google (Faktor, 2013); owns YouTube, where it has implemented the TrueView¹ system, Google maps which enables advertising based on location, and the list goes on.

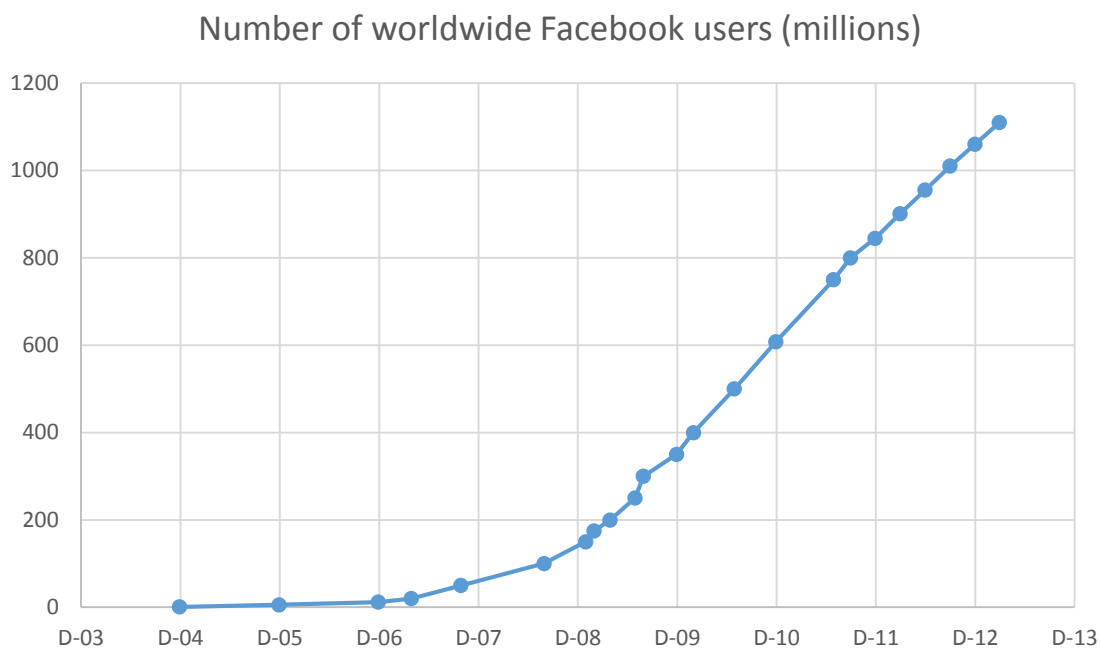


Figure 2 - Number of worldwide Facebook users
Source: Based on The Associated Press (2013)

As of January 2014, the world population is estimated at 7.14 billion people (U.S. Census, 2014) and the latest figures (September 2013) show that Facebook now has 1.19 billion users (Protalinski, 2013), this means that an astounding 17.7% of the world population has a Facebook account. The astonishing growth in the number of users over the last 10 years is shown in figure 2. The stats for YouTube usage are also astounding, according to Nielsen, YouTube reaches more US adults ages 18-34 than any cable

¹ "TrueView video ads give viewers choice and control over which ad they watch and when. You're charged only when a viewer has chosen to watch your ad, so it's easy to increase or decrease your budget according to what you want your ad to achieve." (Google Ads, 2014).

network, and more than 1 billion unique users visit YouTube each month (YouTube, 2014).

2.1.1. Internet Advertising

How many forms of Web advertising (Web ads) it is possible to find? How to categorize them? It seems impossible to find answers in the current literature due to a lack of consensus. One possible explanation is that they (Web ads) have been in constant mutation over the past decades (Li, 2011). The Interactive Advertising Bureau lists only four types of interactive advertising: Banner ads, sponsorships, interstitials and “others” (Li, 2011); Potdar (2009) on the other hand lists twelve types: text, banner, flash, pop-up, pop-under, floating, polite, wallpaper, expanding, mobile, video and map ad. An example of some of the types identified by Potdar (2009) is shown in figure 3.



Figure 3 – Different types of online advertisements.

Source: Potdar, 2009.

2.2. Senior consumers and their relationship with the new media

2.2.1. Overview

Authors often use the terms senior consumer, aging consumer, older consumer and others, to refer to people aged over 50 (Sudbury and Simcock, 2009; Niemelä-Nyrhinen, 2007; Barak & Leon, 1981). In this text the term employed will be senior consumer, or simply seniors.

In the developed countries, seniors are increasingly healthy and wealthy (Van Auken *et al.*, 2006). A direct result of these improvements is that according to the World Health Organization (2013) global life expectancy is on the rise and when considering the lifetime value of consumers, adults now spend more time in the later adulthood stage than in other traditional marketing life stages (Nielsen & Curry, 1997).

Demography in China and America		
	China	United States
Total fertility rate, 2010	1.56	2.08
Population growth, 2010-50, %*	-3.4	+30.0
Peak population year	2026	na [†]
Median age 2010	34.5	36.9
Median age 2050*	48.7	40.0
Population aged 20-24, 2010, m	120	22
Population aged 20-24, 2050, m*	63	25
Change in share of population, % points, 2010-2050*		
Under 15	-5.5	-1.3
15-64	-11.4	-6.9
Over 65	+17.4	+8.1

*UN projection (medium variant)
[†]Population still rising

Source: United Nations

Table 1 - Demography in China and America

Source: The Economist (2012)

This aging trend is not exclusive to western countries (see table 1). For instance, according to an article from The Economist (2012) China is currently ageing at a rate

without precedent. Due to the decay in the number of births combined with larger generations of adults getting older, its median age will increase to 49 by 2050, almost 9 years more than America at that point. Moreover a quick look at the numbers on figure 4 shows that China is not the sole aberration in the region.

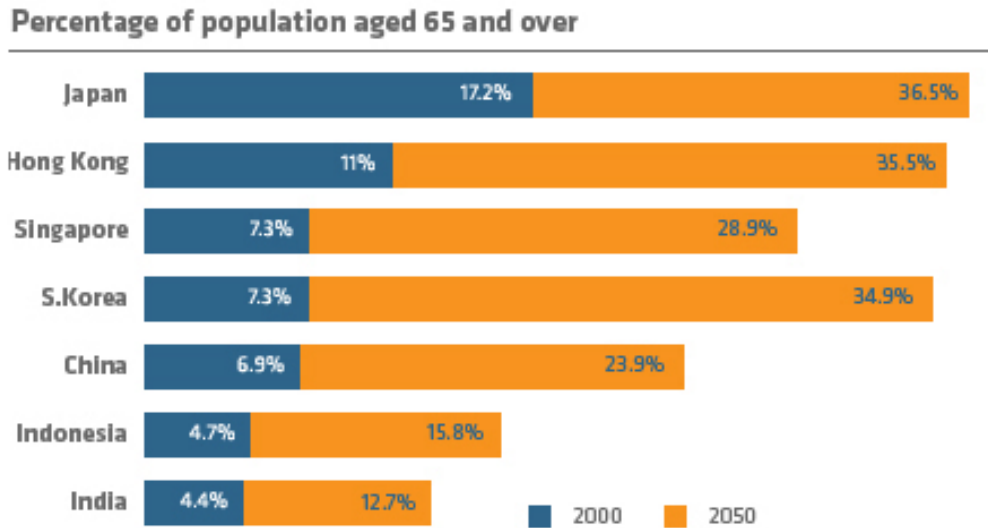


Figure 4 - Percentage of population aged 65 and over

Source: Phillips and Bache (2013)

So size is a given for this age group, what about their wealth? According to Euromonitor data quoted by CNBC reporter Nidu-Ghelani (2013), eight European countries were in the top 10 countries worldwide with the highest average gross income for the 65-and-over population in 2012.

About the situation of senior consumers in the U.S. Yen (2011) reported that never before on recorded history the wealth gap between young and old Americans has been wider, a fact made worst by the prolonged economic downturn in the wake of 2009 financial crisis that wiped out job opportunities for the young adults, who are burdened by housing and college debt. As a result, a household headed by a senior has a net worth 46 times greater than a household headed by someone under 35.

2.2.2. Common misconceptions

For a very long time now, most marketing efforts have focused on young people, and little to no attention has ever been directed to the senior consumers (Vuori and Holmlund-Rytkönen, 2005). As people get older, their needs, lifestyles and consumption habits become more and more dissimilar, and as a result there's no other age group in which segmentation is more necessary (Moschis, 1996). This diversity presents a challenge to marketers, to which they respond by being reluctant to target their products at seniors (Reisenwitz & Iyer, 2007).

Age has been for many years very broadly used in studies about consumer behavior, or to segment consumer markets, but it is a poor predictor variable. It seems the difference between the cognitive age and the chronological age hinders the efficacy of the first as a dependent variable (Barak & Schiffman, 1981). This contributes to boost even further the challenge of targeting seniors.

But the one that is perhaps the most important stereotype in the domain of this thesis is the common misconception that seniors cannot cope with new technologies. Niemela-Nyrhinen (2007: 305) states that "*existing stereotypes do not present 50-plus consumers in a way that would make them particularly interesting in the eyes of marketers*". They are seen as being unreceptive to new technologies (Vuori & Holmlund-Rytkönen, 2005), but this does not seem to be the truth! Niemelä-Nyrhinen (2007) concluded that baby boom consumers (aged 50 to 60) have experience using the Internet and SMS, and that "*as a group can by no means be characterized as being technology anxious*" (2007: 310).

2.2.3. Portuguese seniors

Currently, Portugal has the fourth largest percentage (19.1%) of population aged 65 years or over in the EU-27 zone, a ranking currently headed by Germany (20.6%) (Eurostat, 2014). This value represents an enormous 40.4% increase of the over 65 slice of the population since 1991, an evolution that is illustrated in figure 5.

**AGE STRUCTURE OF RESIDING
POPULATION ON LATEST
CENSUS(%), PORTUGAL**

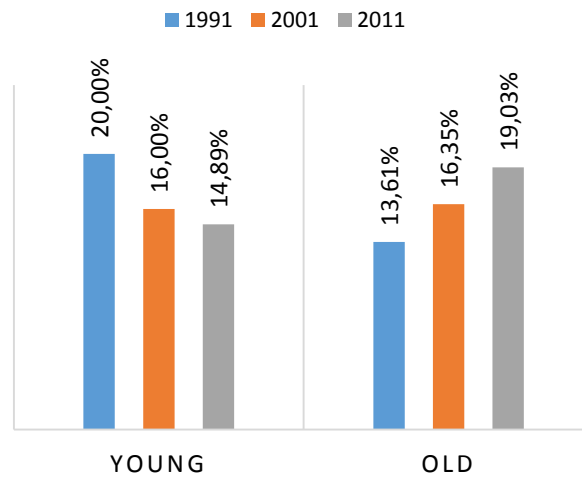


Figure 5 - Age structure² of residing population in Portugal on the three latest census
Source: Based on INE (1996, 2012)

In Portugal, the average net household wealth of the 55 to 64 age group is approximately 3,6 times larger than for the under 35 years of age group, effectively making the seniors substantially more wealthy than younger people. Wealth does diminish with retirement, but still remains higher than for younger age groups (INE and Banco de Portugal, 2012).

However, in a ranking measuring quality of life and wellbeing in old age (defined as over 60 years of age), that focused on four domains (“Income Security”, “Health status”, “Employment and education”, and “Enabling environment”) Portugal scored poorly in “Employment and education”, as well as “Enabling environment”, making it 34th out of 91, just above China (HelpAge International, 2013). Looking at the ranking, one learns that the average Portuguese elder is less educated and less stimulated than his/her peers from other developed countries. In fact, by 2011 only about 12% of the population aged between 50 and 64 in Portugal had some kind of college education (INE, 2012).

² The INE defines as “Young” someone in the [0-14] age group, and as “Old” someone 65+.

2.3. Advertising Avoidance

Ad avoidance is defined as all actions by media users that differentially reduce their exposure to ad content (Speck and Elliott, 1997). Avoidance has been for some time a source of concern for advertisers (Zufryden, *et al.*, 1993; Van Meurs, 1998). There are three means by which people avoid exposure to TV ads: Cognitive (ignoring); Behavioral (leaving the room), and Mechanical (switching channels). The first, cognitive avoidance, takes place when the spectator stops paying attention to the TV as soon as the advertisement starts (Rojas-Méndez, 2009). It is similar to behavioral avoidance, because in both cases the spectator stops paying attention to the TV and engages in other activities. The second, behavioral avoidance, happens when the audience occupies itself with other activities, such as talking to someone else or physically leaving the room, while the commercial is being displayed (Rojas-Méndez, *et al.*, 2009). The last, mechanical avoidance, most commonly known as “zapping” (Siddarth and Chattopadhyay, 1998), occurs when the viewer changes the channel or mutes the sound of the TV (Rojas-Méndez, *et al.*, 2009). Some studies report that 28% of ads are affected by zapping and that 8% to 36% of the audience zaps commercials (Van Meurs, 1998). More recently a study by Tse and Lee (2001) showed that 80.8% of viewers avoid TV ads. Research also suggests that avoidance is more common in TV than other media (Speck and Elliot, 1997).

Viewers avoid advertising for four main reasons. First, they avoid ads when they can do something that is more pleasing than watching the ads, like talking or watching another channel. (Tse and Lee, 2001). Second, viewers will also avoid ads that are not engaging from a creative or visual standpoint (Elpers *et al.*, 2003). Third, viewers avoid ads that they have already watched in the past, ads that are already “worn out” (Siddarth and Chattopadhyay, 1998). Fourth, viewers will avoid ads that advertise products they are not in the market for (Ephron, 1997). Research shows that demographic characteristics, media-related variables, perceptions about advertising in each medium, and the communication problems that users associate with advertising in each medium can be used as predictors of ad avoidance (Speck and Elliot, 1997).

TV ads are now being broadcast on other devices without going through any changes. YouTube currently supports most video formats, including Ultra high definition and 3D, effectively enabling the playback of almost any content produced for TV or Film

(Bradshaw, 2009; Lowensohn, 2010; YouTube, 2010). The large majority of Smart TV's sold nowadays feature some form of YouTube reproduction option, without the need of third party devices (Matarese 2013). For all intents and purposes, TV advertising is now available across multiple platforms, ranging from large screen fixed TV sets to small handheld smartphones or tablets.

Ad-blocking is a technology that removes advertising from websites, and has been called by researchers an ad avoidance tool (Baek and Morimoto, 2012). Nowadays anyone can use free and effective ad-blocking software that reduces exposure to advertising to near zero while surfing the web (Potdar, 2009). However, the use of this kind of technology is controversial, some going as far as calling it a theft of resources (Soghoian, 2007). A recent report by PageFair (2013) indicates that 22.7% of web surfers are blocking ads, and that the most affected sites are those that target technically savvy audiences (up to four times more affected).

This leads to the enunciation of the hypothesis that since many seniors are not technology savvy enough to know how to use online ad avoidance tools, they will tend to be more successful at avoiding ads on TV (a media that they have a lifelong experience with) than on YouTube.

Hypothesis 1: Seniors have higher avoidance of ads displayed on TV than on YouTube.

2.4. Advertising Irritation

Advertising irritation is defined as the consumers' perception of displeasure and momentary impatience caused by an ad (Aaker and Bruzzone, 1985). Previous research on the subject focused on irritability as a response to disliked commercials (Aaker *et al.*, 1988; Barling and Fullagar, 1983), including the impact it has on the effectiveness of ads aired later on the same program (Gardner, 1985). Factors that may cause ad irritation include the use of negative message tactics by advertisers (Ducoffe, 1996), or messages that talk down to consumers, exaggerate or are confusing (Bauer and Greyser, 1968). Other triggers include overstimulation of the consumers' senses, messages that are too loud or too long (Aaker and Bruzzone, 1985; Bauer and Greyser, 1968), exposure to lots of ads in a short amount of time and heavy repetition (Bauer and Greyser 1968).

Ad irritation leads to unfavorable attitudes toward advertising (Fennis and Bakker, 2001; Morimoto and Chang, 2006) and results in lower advertising value (Ducoffe 1995, 1996). It also leads to ad avoidance (Kennedy, 1971; Krugman, 1983; Li, *et al.*, 2002) and ad skepticism (Morimoto and Chang, 2009). A synthesis of the aforementioned findings is displayed on figure 6.

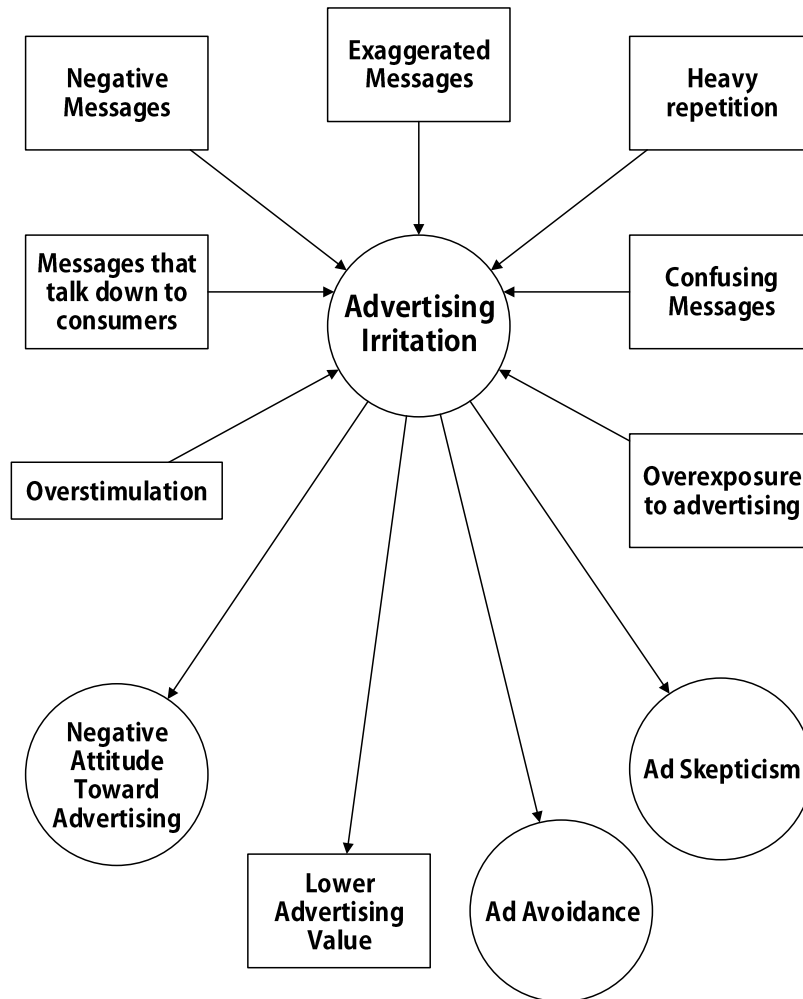


Figure 6 - Advertising Irritation: Hypothesis from relevant literature

Source: Based on Bauer and Greyser (1968), Aaker and Bruzzone (1985), Ducoffe (1996), Fennis and Bakker (2001), Li, *et al.* (2002), Morimoto and Chang (2009).

This review leads to the formulation of the hypothesis that since video ads on YouTube are presented less frequently, and also as a direct result less often repeated, they will result in less irritation than TV ads.

Hypothesis 2: Ads displayed on TV are more irritating for seniors than those displayed on YouTube.

2.5. Advertising Skepticism

Obermiller and Spangberg (1998: 160) define skepticism toward advertising in general “*as the tendency toward disbelief of advertising claims*”, and suggest that consumers are skeptical not only about the truth of the ad claims, but also about the motives of advertisers; if the information is useful for them or for society; or if it is appropriate for certain audiences, like children, or for certain products, like tobacco or alcohol.

Austin *et al.* (2002), define skepticism as a cognitive state of incredulity, with affective and logic-based facets. This mental state encourages an active evaluation of the veracity of the ad message through more thought processing and supplementary information seeking. Research shows that skepticism appears to develop with age and experience (Austin and Knaus, 2000; Blosser & Roberts, 1985), a possible explanation is that apparently skepticism is not innate, it must be learned (Austin, *et al.*, 2002). Researchers recognize that skepticism is vital to evaluate and cope with advertising messages and as such appears to be a key skill for consumers to acquire (Mangleburg and Bristol, 1998).

Mangleberg and Bristol (1998) studied a sample of high school students and the results supported a socialization model to explain adolescent skepticism towards advertising. According to the authors, the three socialization agents of the model – parents, peers, and the mass media – explain more than 30% of the variance in teenagers’ skepticism. A synthesis of the aforementioned findings is displayed on figure 7.

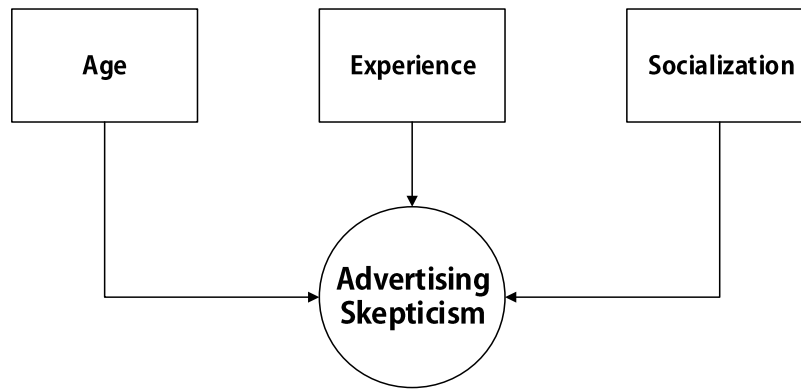


Figure 7 – Advertising Skpeticism: Hypothesis from relevant literature
Source: Based on Austin and Knaus (2000), Mangleberg and Bristol (1998).

This review leads to the formulation of the hypothesis that since the sample is made up of seniors, with decades of experience with advertising they will be skeptical about advertising messages, and more so on the TV since over the years they have learned to be skeptical about messages delivered in that media and their experience with YouTube is comparatively recent.

Hypothesis 3: Seniors are more skeptical of ads presented on TV than on YouTube

2.6. Attitude toward advertising

The first step when introducing this construct is to establish the differences between two concepts that can be easily confused due to their very similar designations: “Attitude toward advertising” and “Attitude toward the Ad” (A_{ad}), the focus of this section is the first.

Attitude toward the ad is defined as a *"pre-disposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion"* (Lutz, 1985: 46). To help us understand the relationship this concept has with attitude toward advertising we can study the diagram that illustrates the model of Aad formation proposed by Lutz and MacKenzie (1989), reproduced in figure 8.

In this model, the authors propose five antecedents for Aad formation: Ad Credibility, i.e. the extent to which the claims made by the advertiser about the brand are credible;

Ad Perceptions, i.e. the sum of the consumer perceptions about the ad, minus the perceptions about the brand being advertised; Attitude toward the advertiser, i.e. the consumer learned predisposition to respond consistently toward the sponsor of the ad; Attitude toward advertising, discussed in detail later on; And finally the Mood, i.e. the affective state of the consumer at the time of exposure to the Ad (Lutz and MacKenzie, 1989).

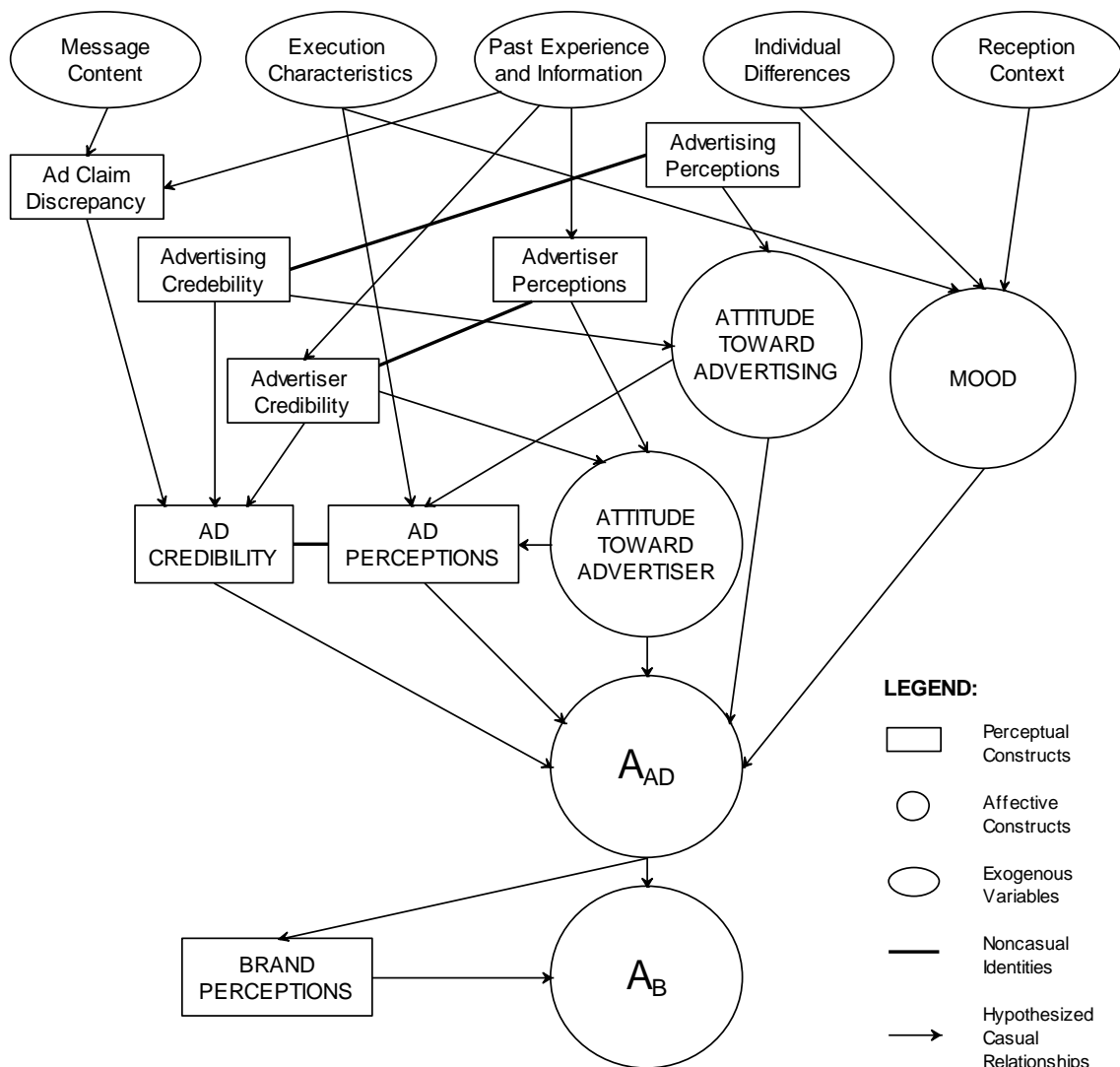


Figure 8 - Modified Structural Model of A_{ad} Formation

Source: Lutz and MacKenzie (1989)

As discussed, Lutz and MacKenzie (1989) proposed that attitude toward advertising (**general**) was an antecedent to the attitude toward the Ad (**specific**) and the results of

their research suggested this was the case, this is the main reason researchers are interested in attitude toward advertising (Mehta and Purvis, 1995), defined by Lutz as “a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general” (1985: 53). A_{ad} has an important impact on advertising effectiveness because it has been shown to be an important antecedent of brand attitudes (eg., Lutz, 1985; MacKenzie, Lutz and Belch, 1986; Muehling, 1987; MacKenzie and Lutz, 1989; Mehta, 1994). Consequently, because of its status as an antecedent to A_{ad} , attitude toward advertising may have a significant impact on advertising effectiveness (Mehta and Purvis, 1995), through a process illustrated in figure 9.

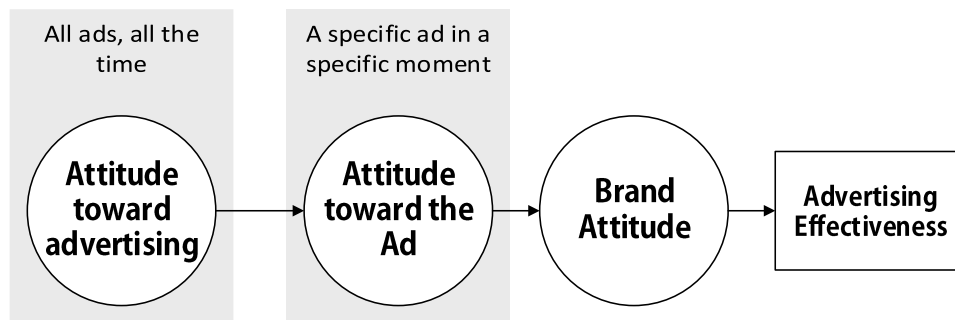


Figure 9 – Impact of Attitude toward advertising on Advertising effectiveness

Source: Based on Lutz (1985), Lutz and MacKenzie (1989), Mehta and Purvis (1995).

According to the literature, the media in which the ad is presented appears to have no impact on the formation of the attitude toward advertising, and as a result no differences on the reported attitudes are expected.

Hypothesis 4: Attitude toward advertising is not media-specific for seniors.

2.7. Advertising arousal

Arousal is part of the intensity dimension of the affective response to the ad, it is the opposite reaction to sleepiness according to Russell's circular scale (1980), depicted in figure 10. Arousal is more precisely defined as the degree to which the individual feels excited, alert, and active, as a response to a stimulus (e.g., Baker, Levy, & Grewal, 1992; Menon & Kahn, 2002), through a process illustrated on figure 11. Russell's model of affective response distinguishes between the valence and the arousal dimensions of affective response, where valence is the direction of the affect (meaning a positive or a negative reaction) and arousal the intensity (e.g. aroused or tired) (Russell, 1980).

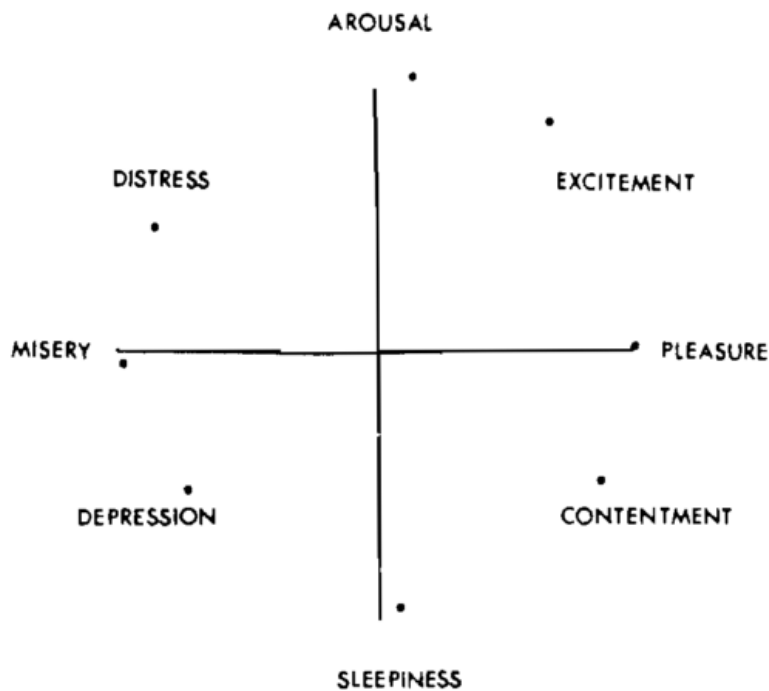


Figure 10 - Eight affect concepts in a circular order

Source: Russell (1980)

The S-O-R model (Russell and Mehrabian, 1976) postulates that arousal has a mediator effect on the organism response to the stimulus (Donovan and Rossiter, 1982). The S-O-R model, depicted in figure 10, is a second generation consumer behavior model, an evolution of the classical conditioning model, also known as Stimulus-Response model (Jacoby, 2002). Unlike the earlier Input→Output models, S→O→R devotes great effort to understand the internal processes of the organism (O), even more so than to the input

or output (Jacoby, 2002). Stimulus is defined as the environment an individual is exposed to in a given moment in time, it is a set of multiple stimuli that may interact and even compete with each other (Jacoby, 2002). Organism is the realm where the external stimuli, or the internally activated stimuli, or both, are subconsciously processed (Jacoby, 2002). Response refers to the externally detectable responses to the stimulus (Jacoby, 2002). The organism is affected by moderators, namely Personal, Situational and Valence moderators. Personal and situational moderators will determine the strength and direction of the relationships amongst environmental stimuli. Personal moderators refer for example to personality traits and situational moderators to the plan and purpose or even the expectations for being in that given environment (Williams and Dargel, 2004). Valence moderators will impact the positive or negative interpretation of the stimuli (liking or not), these moderators tend to vary according to demographic factors (Williams and Dargel, 2004).

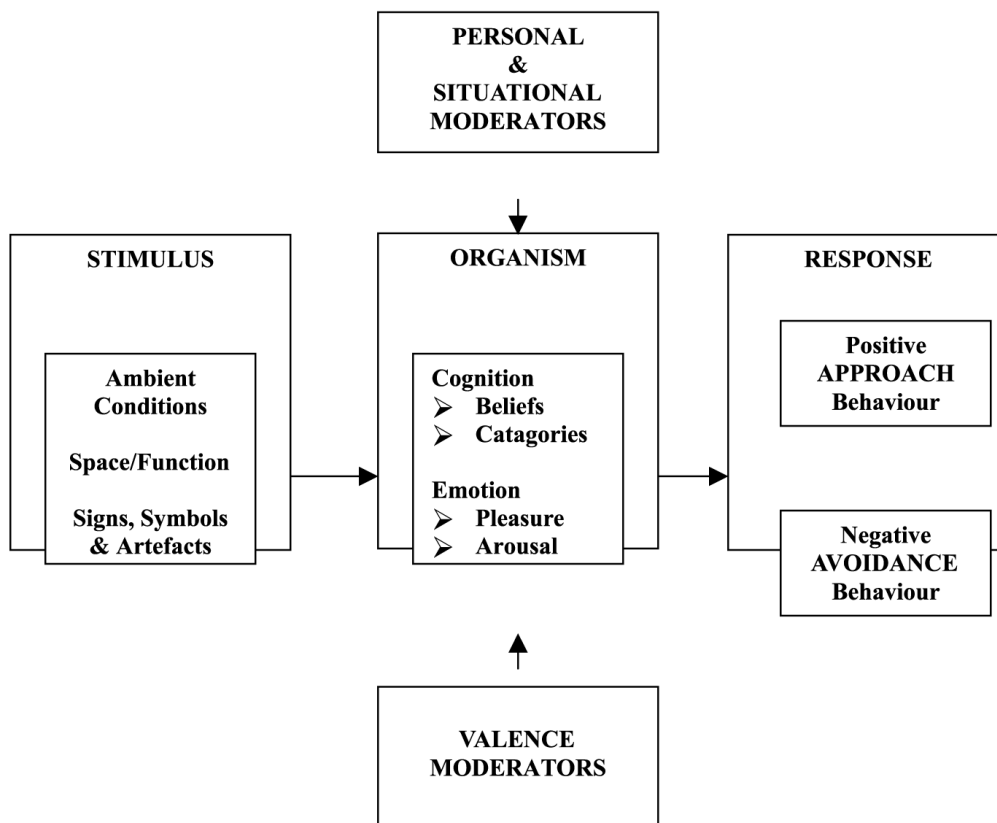


Figure 11 – The stimulus-organism-response model

Source: Williams and Dargel (2004)

Several researchers have found evidence that emotionally arousing events are more likely to be better memorized than neutral events (e.g. Bradley *et al.*, 1992; Cahill & McGraugh, 1995; Hamann, 2001; Phelps, 2004). Arousal impacts not only the likelihood of recalling an event, but also the vividness of the memory (Kensinger & Corkin, 2003; Ochsner, 2000).

The previous review of the literature leads to the formulation of the hypothesis that YouTube utilization is generally a more arousing and pleasurable experience than watching TV, as a result ads presented on YouTube also tend to generate more arousal than those presented on TV.

Hypothesis 5: Seniors perceive advertising presented on YouTube as being more arousing than on TV.

3. METHODOLOGY

In this chapter the research question and hypothesis are presented. The methodology behind the creation of the questionnaire is explained. The procedures of data collection and analysis for study 1 and 2 are presented and justified.

3.1. Research question, objectives and context

For a very long time, most marketing efforts have been focused on young people (Vuori and Holmlund-Rytkönen, 2005), and most marketers are reluctant to target their products at seniors (Reisenwitz & Iyer, 2007). Age is a very poor predictor variable, since there is a big gap between the cognitive age and the chronological age (Barak & Schiffman, 1981). Seniors need to be better studied and understood, effective segmentation of this age group needs to be conducted (Moschis, 1996).

Why study the seniors? Because in the developed countries this age group is getting increasingly healthy and wealthy (Van Auken *et al.*, 2006), and as a result adults now spend more time in the later adulthood stage than in other traditional marketing life stages (Nielsen & Curry, 1997). This is a trend that is not exclusive to western countries, many countries are getting older. Population pyramids all over are turning around, even in places that may surprise westerners like China, Hong Kong, Singapore and South Korea. By 2050 some of these countries will have more than 30% of their population in the over 65 slice (Phillips & Bache, 2013; Stephen, 2012). These emerging markets, some part of the Four Asian Tigers, others part of BRICS, will surely feature in whatever list of major emerging national economies one might hear about in the next few years and are where major international corporate players place their hopes in terms of maintaining or increasing their global sales in the future (The Economist, 2014; McKinsey & Company, 2012; Ernst & Young 2011).

Europe has become a tough market (Krugman, 2014; Jones, 2014), but it also has the interesting characteristic of mimicking some of the social variables that the emerging markets will probably only match in the future: Europe is already an old continent (European commission, 2014; The World Bank, 2014), most states provide social welfare (Alesina *et al.*, 2001) and in western and northern Europe a much higher standard of living for the elderly than what is found in most places in the world

(HelpAge International, 2013). Companies can probably extrapolate from their findings dealing with their current European costumers to anticipate some of the challenges they will face when emerging markets eventually become developed economies.

So there is a clear opportunity to study senior consumers in the western countries, and to try to break some of the more established misconceptions about this segments that lead to the creation of misguided strategies. Current stereotypes presents seniors in a way that makes them unattractive to marketeers (Niemela-Nyrhinen, 2007), they are seen as being unreceptive to new technologies (Vuori and Holmlund-Rytkönen, 2005) but this does not seem to be the case (Niemela-Nyrhinen, 2007).

This thesis will try to answer the following question: What are the perceived differences between video advertising (ads) shown on YouTube and Television?

These two media were selected because they represent the old, traditional media (TV) and the new, interactive media (YouTube), and both present ads in video format.

Two studies were conducted to answer this question. The first was an experiment that aimed to study a sample of active seniors that were likely to use Internet in their daily routine. The objective was to conduct a survey to establish what the difference between the two media is, and to try to characterize the technology usage habits of seniors. The second study was a focus group interview, focusing in the same type of consumers. The aim here was to better understand the way people interact with the two media, the ways they behave and react to advertising in the two formats, and also to promote discussion on the same constructs used in the first study, trying to get additional insights.

3.2. Research hypotheses

A group of research hypotheses is formulated in the previous chapter, after the review of the relevant literature about the different media, seniors, and the several constructs related to advertising, these hypotheses are shown in table 2. The aforementioned research hypotheses have the purpose of supporting and complementing the existing theoretical concepts about the object of study.

H1:	Seniors have higher avoidance of ads displayed on TV than on YouTube.
H2:	Ads displayed on TV are more irritating for seniors than those displayed on YouTube.
H3:	Seniors are more skeptical of ads presented on TV than on YouTube.
H4:	Attitude toward advertising is not media-specific for seniors.
H5:	Seniors perceive advertising presented on YouTube as being more arousing than on TV.

Table 2 - Research hypotheses**Source: Own elaboration**

3.3. Questionnaire

The whole questionnaire can be found at the end of this thesis in annex. The questionnaire is made up of three sections: The first section collects information about the respondents that is later used to create the sample profile. The second and third sections are meant to enable the researcher to conduct a comparison of the perceptions of the respondents about two different media: TV and YouTube. The items statements used to measure the constructs were adapted from existing published studies and had to be translated (and back translated) into Portuguese. The back translation aimed to have statements meaning the same as the original in English. Participants evaluated the items using a 5 points Likert-type scale. Items were not presented in the sequence shown in Table 3, instead were scrambled to try to avoid that their close meaning into the same construct became too obvious to the respondents and ended up influencing their answers. The constructs, respective questionnaire items and the source of the adaptation are shown in table 3.

<i>Construct</i>	<i>Items</i>	<i>Adapted from</i>
<i>Ad avoidance</i>	I find it easy to avoid watching ads. I do something else besides watching ads. I ignore ads when they come on.	Speck & Elliot, 1997

<i>Ad irritation</i>	<p>I find ads annoying.</p> <p>I find ads irritating.</p> <p>I find ads boring.</p> <p>I find ads bothersome.</p> <p>I find ads a pleasant break from the program.</p> <p>I find ads an unpleasant distraction from the program</p> <p>I find ads a troublesome, irritating interference with the program.</p>	Fennis & Bakker, 2001
<i>Ad skepticism</i>	<p>We can depend on getting the truth in most advertising.</p> <p>Advertising's aim is to inform the consumer.</p> <p>I believe advertising is informative.</p> <p>Advertising is generally truthful.</p> <p>Advertising is a reliable source of information about the quality and performance of products.</p> <p>Advertising is truth well told.</p> <p>In general, advertising presents a true picture of the product being advertised.</p> <p>I feel I've been accurately informed after viewing most advertisements.</p> <p>Most advertising provides consumers with essential information.</p>	Obermiller & Spangenberg 1998
<i>Attitude toward advertising</i>	<p>Overall I consider advertising a good thing.</p> <p>My general opinion about advertising is favorable.</p> <p>Overall I do like advertising.</p>	Lutz & MacKenzie, 1989
<i>Advertising arousal</i>	<p>Watching ads is stimulating.</p> <p>Watching ads is enthusing.</p> <p>Watching ads makes me sleepy.</p> <p>Watching ads makes me feel happy.</p> <p>Watching ads makes me feel depressed.</p> <p>Watching ads makes me feel contented.</p>	Russell, 1980

Table 3 - Constructs, questionnaire items and works they were adapted from

Source: Own elaboration

3.4. Data collection for study 1: experiment and questionnaire

Contacts were made with a senior university (Universidade Sénior do Seixal) in order to conduct the experiment with a sample of seniors that were active, and also having the skills to use the internet autonomously. After several contacts with the director, authorization was granted to conduct the experiment at the end of selected classes. Since a sample of at least 100 participants was needed, three sessions were arranged: the first two took place in the 18th and the last on the 19th of March 2014. Rooms equipped with data show were selected, so videos of TV and YouTube ads could be presented to the participants.

First, the printed questionnaires were handed to the participants, who were asked to answer the first section. After this, they saw a recording of a TV commercial break and then asked to answer section two. The same procedure was repeated, this time with a screen capture of a YouTube video. Completed questionnaires were then collected.

The ads showed were selected based on two criteria: they had to be current, and they also had to be ads that participants would be likely to see in their regular routine. As such, a commercial break of an afternoon TV show was recorded. The selected channel is free, and not cable-TV exclusive, so it's widely available. For YouTube, a screen-capture was made of a MacDonald's ad allusive to dad's day that was then being showed both on TV and YouTube, and was part of a larger campaign also featuring outdoors.

3.5. Data collection for study 2: Focus Group

Upon completion of the statistical analysis of the data collected using the surveys, it became clear that to gain further insights more information needed to be collected. The use of a focus group was preferred to depth interviews as a qualitative research method mainly because it generates a broader range of information, insight and ideas. Other advantages include serendipity, i.e. ideas tend to arise out of the blue more in such groups than in individual interviews, and also the time savings achieved by collecting a bigger amount of data in a smaller time frame (Malhotra, 2007). A focus group is an interview of a small group of people, which is led by a trained moderator. The interview follows a loose structure and should flow naturally. The main purpose of this method is to gain insights from a group of people of the target market through the discussion of topics of interest to the researcher (Malhotra, 2007).

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An interview outline was created with an introductory question to open up the group followed by more relevant questions. A group of six people, three of each gender, was then selected based on age, lifestyle and familiarity with Internet utilization. The focus groups was conducted on the 28th of June 2014. An audio recording was made of the interview, later used to create a transcript, which in turn lead to the coding and analysis of the data collected.

4. DATA ANALYSIS: STUDY 1

In this chapter the results of the experiment conducted in the senior university are presented. First the sample is characterized in terms of gender, income, education, and technology usage habits. Next the data of section two and three is presented and compared. Finally the questionnaire reliability is discussed.

4.1. Sample profile

A total of 107 questionnaires were filled out. The average age of the sample is 63.45 years, with a maximum value of 83 years and a minimum of 50 years, figure 12 shows the distribution of the age of the respondents by gender. A Kolmogorov-Smirnov test showed the distribution of the variable "How old are you?" is normal, with the previously mentioned average and a standard deviation of 8.334. The gender distribution of the sample was somewhat uneven, as shown in figure 13, with the female portion of the sample amounting to 64.5% of the total.

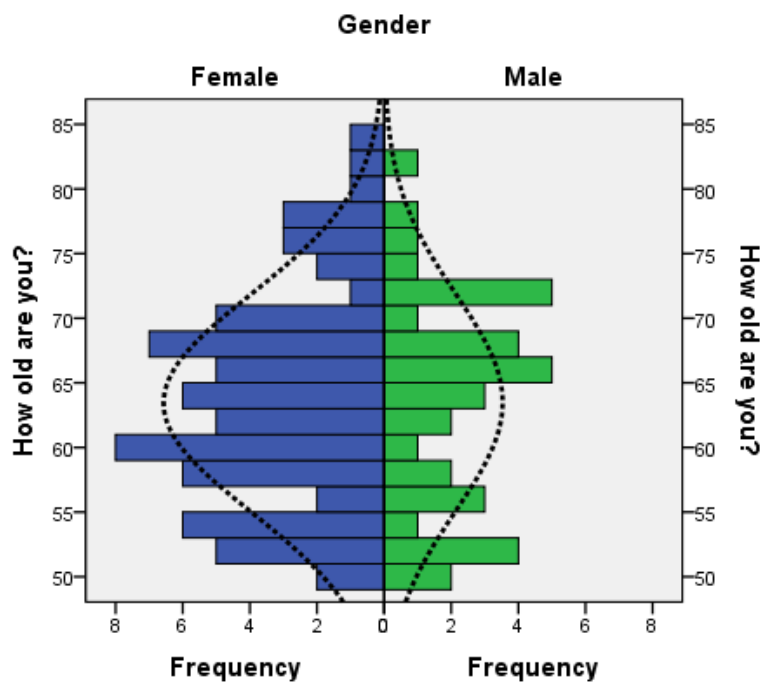


Figure 12 - Age of Respondents by Gender'

Source: Own elaboration

GENDER OF RESPONDENTS

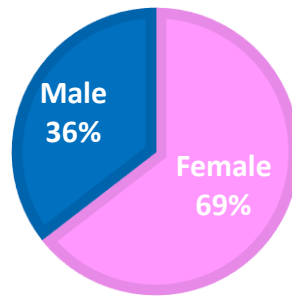


Figure 13 - Gender of Respondents

Source: Own elaboration

A very significant (47.6%) proportion of the sample reported a monthly net income in the range between 1000€ and 1500€, and it is easily observable in figure 14 that the majority (72.4%) of the sample reported values somewhere between 1000€ and 2000€. Considering that the average monthly net income of the sample is somewhere in the range between 1000€ and 1500€, and that INE (2014) reported that in the year 2013 the average value for that indicator in Portugal was only 806€, we can say that this sample is unusually affluent.

MONTHLY NET INCOME

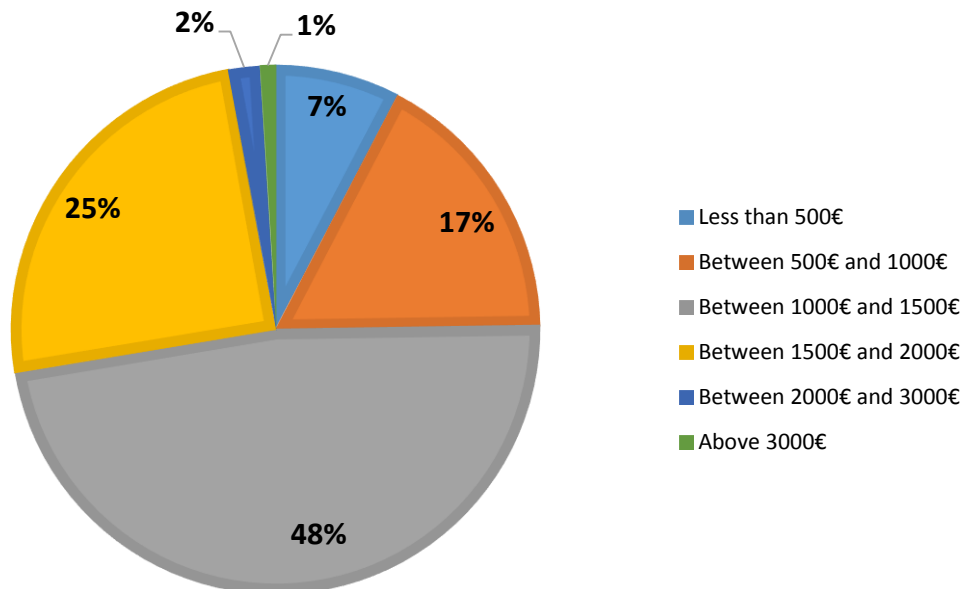


Figure 14 - Monthly net income

Source: Own elaboration

Regarding education, a considerable percentage of the sample (56.6%) has either a Polytechnic or University degree, a reality illustrated on figure 15. In fact, 44.3% of the sample has a college degree. Since many of the respondents currently were, or had been, teachers this is not unexpected, but is dissonant with the Portuguese population reality. Overall, only 12% of the Portuguese population holds a college degree, and according to INE (2012) data, in 2011 only 7.8% of the population over 50 had some form of college education. However, Portugal itself is atypical among developed countries, according to an OECD (2011) ranking Portugal was 40th out of 48 OECD countries in terms of percentage of population between 55 and 65 years of age that completed tertiary education.

EDUCATION LEVEL

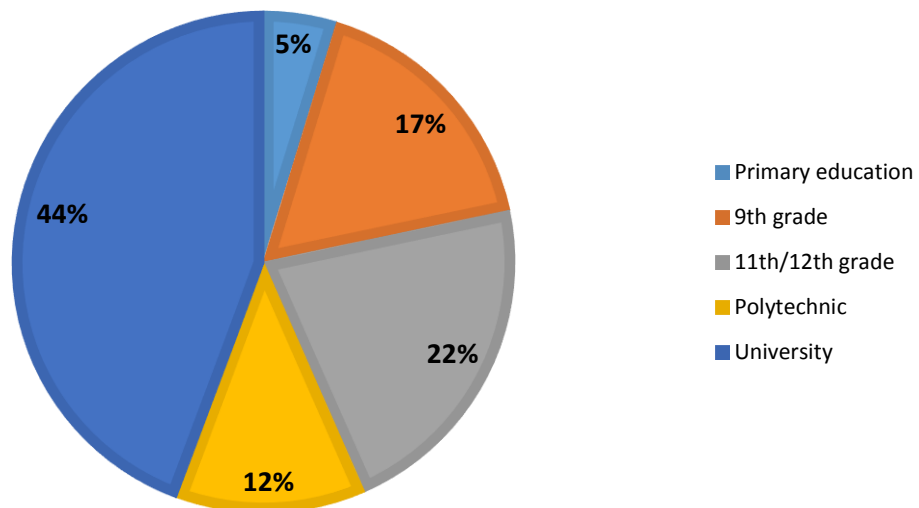
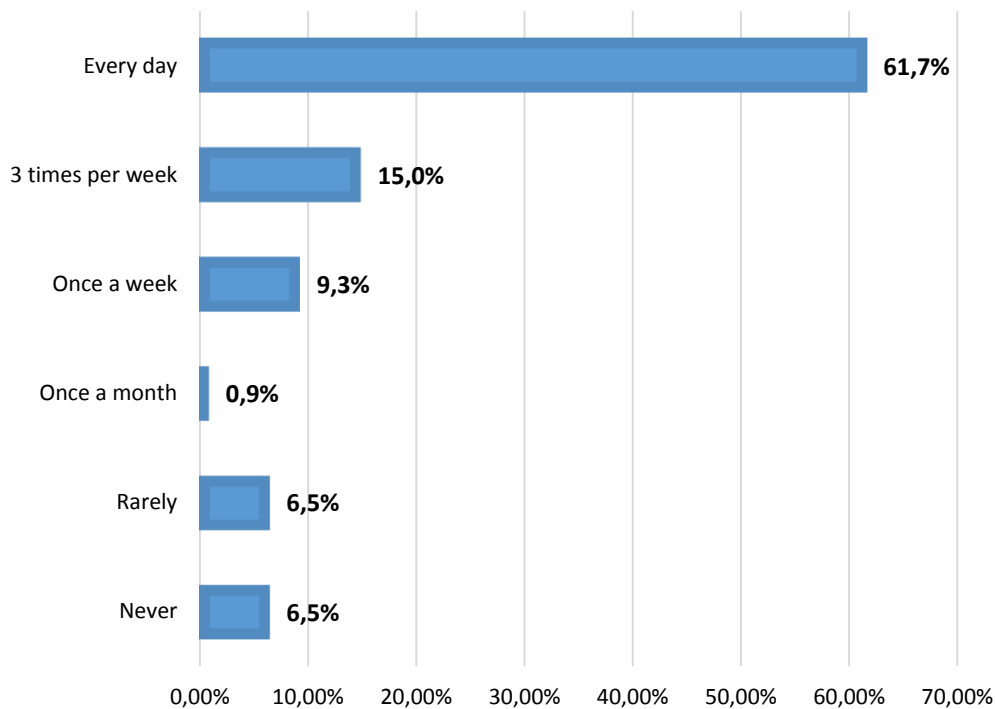


Figure 15 - Highest education level attained

Source: Own elaboration

More than half (61.7%) of the respondents reported using the Internet every day and 86% of the sample goes online at least once a week, this is shown in figure 16.

HOW OFTEN DO YOU USE THE INTERNET?**Figure 16 - How often do you use the Internet?****Source: Own elaboration.**

The vast majority of the sample has a computer at home (98.1%), and almost all (92.1%) of those who do, use it to access the Internet. In fact, the percentage of internet users in the sample is bigger than the 59% reported for the same age group in the UK (Moss, *et al.*, 2013). It was also observed that a big slice of the sample uses some social network (73.5%). Curiously, the portion of the sample that reports using a computer to access the Internet (92.1%) is higher than the portion that uses the cellphone to send or receive text messages (79.1%), this is not consistent with Niemelä-Nyrhinen (2007) study of the baby boomer generation (aged 50 to 60) in Finland, where seniors were found to have slightly more experience in SMS usage than Internet usage. Only a small percentage of the sample reports use of the cellphone to access the Internet (15.2%), and a quick look at figure 17 shows that in relative terms, this is the only point of inquiry in which the sample scores low (<70%).

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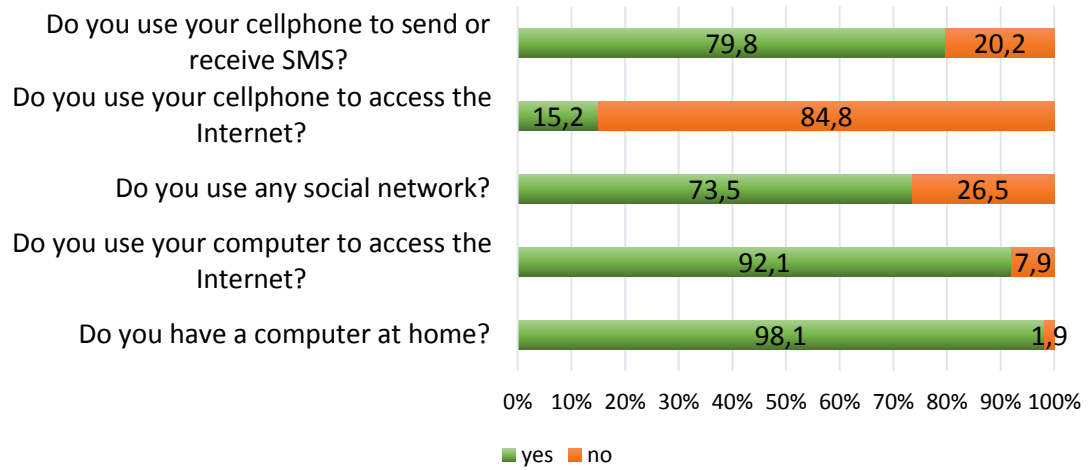


Figure 17 - Technology use

Source: Own elaboration.

4.2. Descriptive statistics

In this section the descriptive statistics for each of the constructs will be presented and commented. Charts will be used to illustrate some of the most relevant findings.

4.2.1. Ad avoidance

Paired Samples Statistics

Item	Media	Mean	Std. Deviation
I find it easy to avoid watching ads.	TV	3.26	1.253
	YouTube	3.14	1.173
I do something else besides watching ads.	TV	3.83	1.16
	YouTube	3.83	1.008
I ignore ads when they come on.	TV	3.51	1.049
	YouTube	3.62	1.097

Table 4 - Descriptive statistics for Ad avoidance scale items

Source: Own elaboration.

Starting by looking at the means in table 4, out of the three statements, the one with the highest averages is “I do something else besides watching ads” with a value of 3.83 for both TV and YouTube, and the lowest for “I find it easy to avoid watching ads” with 3.26 for TV and 3.14 for YouTube. The standard deviation values tell us that the statement “I find it easy to avoid watching ads” had the highest dispersion in the distribution of the answers, for both of the studied media, in the other end is the statement “I do something else besides watching ads on YouTube” with a standard deviation of 1.008.

ANALYZING THE SENIOR CONSUMERS' ATTITUDE TOWARD ADVERTISING

It is interesting to see that all means are in the [3.14; 3.83] interval, with a difference between the maximum and the minimum of only .69. Most means for the same item have very small differences, and there's no obvious tendency regarding any of the media. Standard deviations are in the range from 1.008 to 1.253. Chebychev's theorem allows us to state that at least 75% of observations are in the 2σ range around the mean. Taking this into consideration, the values we obtained for σ are not surprising at all. The Likert scale used only ranges between one and five, and our σ values were close to one, logic dictates that 100% of our observation are in the [1; 5] range, and in these samples $\mu \pm 2\sigma$ is a set that will in most cases contain the first.

4.2.2. Ad irritation

Paired Samples Statistics

Item	Media	Std.	
		Mean	Deviation
I find ads bothersome.	TV	3,33	1,064
	YouTube	3,36	0,976
I find ads irritating.	TV	3,24	1,076
	YouTube	3,33	1,127
Inverted (I find ads a pleasant break from the program.)	TV	3,86	0,949
	YouTube	3,84	0,958
I find ads annoying.	TV	3,47	1,098
	YouTube	3,38	1,092
I find ads an unpleasant distraction from the program/internet use.	TV	3,31	1,154
	YouTube	3,22	1,195
I find ads boring.	TV	3,36	1,076
	YouTube	3,31	1,045
I find ads a troublesome, irritating interference with the program/ Internet use.	TV	3,7	1,108
	YouTube	3,63	1,072

Table 5 - Descriptive statistics for Ad irritation scale items**Source: Own elaboration.**

Ranging between [3.31; 3.86], and with a difference between the maximum and the minimum of only .64, the values of the means are very close to each other, as shown in table 5. The highest mean observed value, 3.86, was for the item “I (do not) find ads a pleasant brake form the TV program”, which was an inverted item. There’s no clear

ANALYZING THE SENIOR CONSUMERS' ATTITUDE TOWARD ADVERTISING

tendency in the difference between the means for both media in the same item, meaning neither media scores consistently higher or lower than the other across multiple statements Standard deviations are in the [.949; 1.195] range, the lowest observed value is of the answers to “I find ads a pleasant break from the TV program” and the highest is for “I find ads an unpleasant distraction from the Internet use.

4.2.3. Ad skepticism

Paired Samples Statistics

Item	Media	Mean	Std. Deviation
We can depend on getting the truth in most advertising.	TV	2.31	0.815
	YouTube	2.26	0.87
Most advertising provides consumers with essential information.	TV	2.47	0.827
	YouTube	2.43	0.796
I feel I've been accurately informed after viewing most ads.	TV	2.36	0.949
	YouTube	2.53	0.97
Advertising's aim is to inform the consumer.	TV	2.7	1.112
	YouTube	2.65	1.046
Advertising is a reliable source of information about the quality and performance of products.	TV	2.3	0.966
	YouTube	2.51	0.901
In general, advertising presents a true picture of the product being advertised.	TV	2.22	0.997
	YouTube	2.45	0.977
Ads are generally truthful.	TV	2.42	0.828
	YouTube	2.49	0.817
I believe advertising is informative.	TV	2.59	0.955
	YouTube	2.65	0.866
Advertising is truth well told.	TV	2.86	1.072
	YouTube	2.76	0.742

Table 6 - Descriptive statistics for Ad skepticism scale items

Source: Own elaboration.

Ranging between [2.22; 2.86] and with a difference between the maximum and minimum value of only .59, the values of the means are very similar, as shown in table 6. The highest value was that of the answers to “TV advertising is truth well told” and the lowest was to “In general, TV advertising presents a true picture of the product being advertised”. There’s no clear tendency in the difference between the means. Standard deviations are all in the range between [.742; 1.112], the highest is for the distribution of answers to the item “TV’s advertising aim is to inform the consumer” and the lowest to “YouTube’s advertising is truth well told”.

4.2.4. Attitude toward advertising

Paired Samples Statistics

Item	Media	Std.	
		Mean	Deviation
My general opinion about advertising is favorable.	TV	2.72	0.961
	YouTube	2.56	0.859
Overall I consider advertising a good thing.	TV	2.47	1.023
	YouTube	2.42	0.864
Overall I do like advertising.	TV	2.48	0.98
	YouTube	2.39	1.022

Table 7 - Descriptive statistics for Attitude toward advertising scale items**Source: Own elaboration.**

Ranging between [2.39; 2.72] and with a difference between the maximum and minimum value of only .33, the means have very similar values, as shown in table 7. . The highest value is that of the answers to “My general opinion about TV advertising is favorable” and the lowest is to “Overall I do like TV advertising”. TV related statements all have higher means than those concerning YouTube. Standard deviations are all in the range between [.859; 1.058], the highest is for the distribution of answers to the item “Overall I do like YouTube advertising” and the lowest to “My general opinion about YouTube advertising is favorable”.

4.2.5. Ad arousal

Paired Samples Statistics

Item	Media	Mean	Std. Deviation
I feel happy by watching ads.	TV	2.08	0.93
	YouTube	2.39	1.093
Watching ads is stimulating.	TV	2.09	1.042
	YouTube	2.29	1.067
Inverted (I feel depressed by watching ads.)	TV	3.4	1.051
	YouTube	3.4	1.017
Inverted (Watching ads makes me sleepy.)	TV	3.16	1.115
	YouTube	3.08	0.936
Watching ads is enthusing.	TV	2.1	0.903
	YouTube	2.2	0.886
I feel contented by watching ads.	TV	2.1	0.851
	YouTube	2.28	0.914

Table 8 - Descriptive statistics for Ad arousal scale items**Source: Own elaboration.**

Ranging between [3.4; 2.08] and with a difference between the maximum and minimum value of 1.32 the means of the items of this scale show the largest difference amongst all scales in this study, as shown in table 8. The highest value is that of the answers to “I (do not) feel depressed by watching ads” (an inverted item) 3.4 for both TV and YouTube, and the lowest is to “I feel happy by watching TV ads”. In most cases, for the same item, means for YouTube tend to be higher than for TV. Standard deviations are all in the range between [.851; 1.115], the highest is for the distribution of answers to

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the item "Watching TV ads (does not) make me sleepy" (an inverted item) and the lowest to "I feel contented by watching TV ads".

4.3. Test of difference of means

In this section the means of the answers to the items are compared between the two media through a paired sample test to try to determine if there is a statistically significant difference between the two means (i.e. if the means are different).

4.3.1. Ad avoidance

		Paired Samples Test			
		Paired Differences		T	Sig. (2-tailed)
		Mean	Std. Deviation		
Pair 1	I find it easy to avoid watching TV/YouTube ads.	.126	1.421	.830	.409
Pair 2	I do something else besides watching TV/YouTube ads	0.000	1.265	0.000	1.000
Pair 3	I ignore TV/YouTube ads when they come on.	-.105	1.218	-.797	.428

Table 9- t Test results for the pairs of items of the Ad avoidance scale

Source: Own elaboration.

Each pair of questions was tested for difference between means, none showed any statistically relevant difference (the lowest two-tailed significance value is .409, much higher than $\alpha=.05$), as shown in table 9. The mean differences are very small, in particular for the second pair “I do something else besides watching TV/YouTube ads” which has a mean difference of zero (0.000), and the maximum difference is of only .126. The logical conclusion is that there is no noteworthy difference in the avoidance of ads reported by respondents among the two media under study.

We can still say results indicate a tendency towards avoidance of advertising, independent of the media, with an average of the means of the three items equal to 3.53 for both the TV and YouTube.

Speck and Elliot observed a mean of 4.9 in their TV ad avoidance scale, the highest value among magazines (4.5), newspapers (4.0) and radio (3.9), making TV the medium with highest ad avoidance. To measure ad avoidance in the sample, a group of questions was adapted from the work of the aforementioned authors, they are shown in figure 18. This adaptation was required due to the need to compare TV and YouTube, and the specifics of existing questionnaires makes them unsuitable to evaluate YouTube advertising, and particularly difficult to compare it to advertising presented in other platforms.

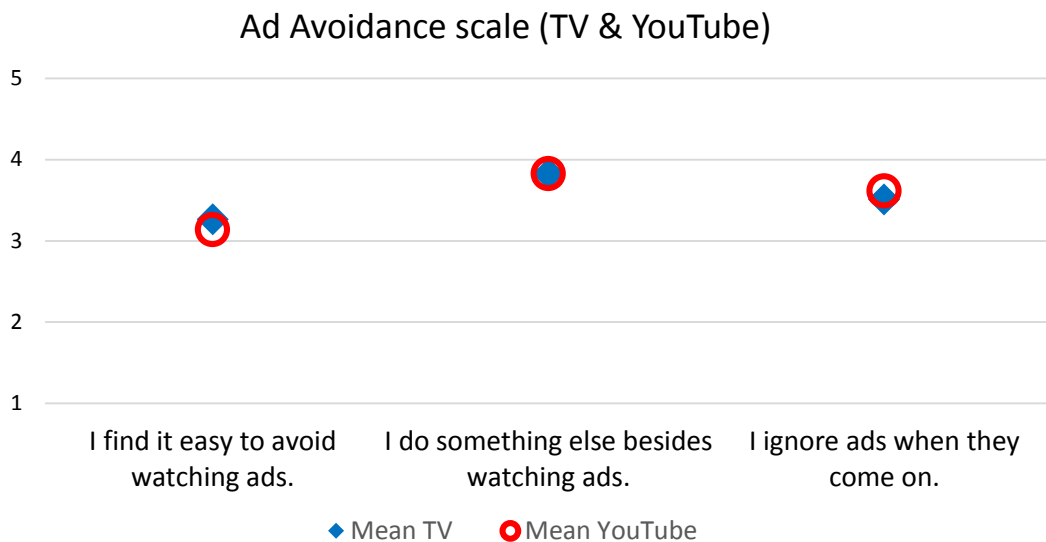


Figure 18 – Avoidance – mean value of answers (TV/YouTube)

Source: Own elaboration.

4.3.2. Ad irritation

Paired Samples Test

		Paired Differences		t	Sig. (2-tailed)
		Mean	Std. Deviation		
Pair 1	I find TV/YouTube ads bothersome.	-.023	1.338	-.160	.873
Pair 2	I find TV/YouTube ads irritating.	-.094	1.324	-.655	.514
Pair 3	Inverted (I find TV/YouTube ads a pleasant break from the program/Internet use.)	.023	1.174	.182	.856
Pair 4	I find TV/YouTube ads annoying.	.092	1.187	.722	.472
Pair 5	I find ads an unpleasant distraction from the TV/YouTube program.	.092	1.291	.665	.508
Pair 6	I find TV/YouTube ads boring.	.049	1.244	.357	.722
Pair 7	I find ads a troublesome, irritating interference with the TV/YouTube program/Internet use.	.061	1.435	.385	.701

Table 10 - t Test results for the pairs of items of the Ad irritation scale

Source: Own elaboration.

Each pair of questions was tested for difference between means, none showed any statistically relevant difference (the lowest two-tailed significance value is .472, much higher than $\alpha=.05$), as presented in table 10.

The methodology created by Fennis and Bakker (2001) was employed to create the Ad Irritation scale presented in this work. This scale uses seven Likert statements, presented

in table 10. The statements had to be slightly adapted to suit the reality of YouTube advertising, which entailed replacing “the program” with “the Internet use”. This does not represent a significant change in the affirmation logic, due to the way YouTube ads work right now: They interrupt the process of watching the desired YouTube video forcing the user to watch at least five seconds of the ad before being able to manually skip it. The observed means indicate that people consider ads on both media irritating, a fact shown in figure 19.

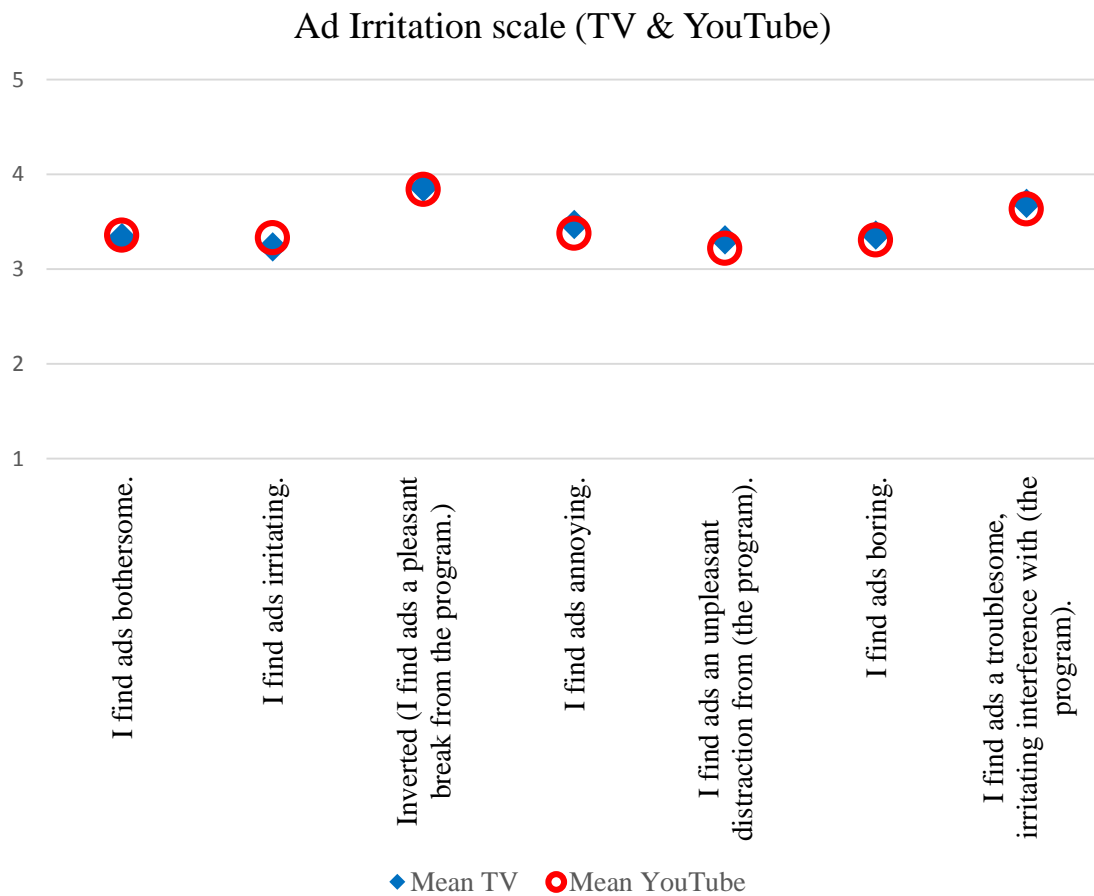


Figure 19 - Ad Irritation scale (TV/YouTube)

Source: Own elaboration.

4.3.3. Ad skepticism

Paired Samples Test

		Paired Differences		t	Sig. (2-tailed)
		Mean	Std. Deviation		
Pair 1	We can depend on getting the truth in most TV/YouTube advertising.	.058	1.078	.500	.618
Pair 2	Most TV/YouTube advertising provides consumers with essential information.	.045	1.021	.415	.679
Pair 3	I feel I've been accurately informed after viewing most TV/YouTube ads.	-.170	1.096	-1.459	.148
Pair 4	TV/YouTube's advertising aim is to inform the consumer.	.045	1.054	.402	.689
Pair 5	TV/YouTube advertising is a reliable source of information about the quality and performance of products.	-.207	1.192	-1.618	.109
Pair 6	In general, TV/YouTube advertising presents a true picture of the product being advertised.	-.225	1.053	-2.014	.047
Pair 7	TV/YouTube ads are generally truthful.	-.072	1.022	-.645	.521
Pair 8	I believe TV/YouTube advertising is informative.	-.061	1.046	-.528	.599
Pair 9	TV/YouTube advertising is truth well told.	.096	1.055	.833	.408

Table 11- t Test results for the pairs of items of the Ad skepticism scale

Source: Own elaboration.

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As presented in table 11, each pair of questions was tested for difference between means, only pair 6 showed any statistically relevant difference, with a two-tailed significance value of .047 (lower than $\alpha=.05$, as a result the null hypothesis is rejected and the means are different) and a negative t value, indicating that the mean for the TV is lower than the one of YouTube - their respective mean answers are highlighted in figure 20 - showing that the mean answer for YouTube had a higher value (2.45) than for the TV (2.22). For the remaining pairs, the null hypothesis cannot be rejected so the means may be equal for both media. This indicates that respondents were slightly less skeptical of ads shown on YouTube for this item, and as a result it is possible to observe some skewedness toward negative perceptions in the TV related answers in figure 21.

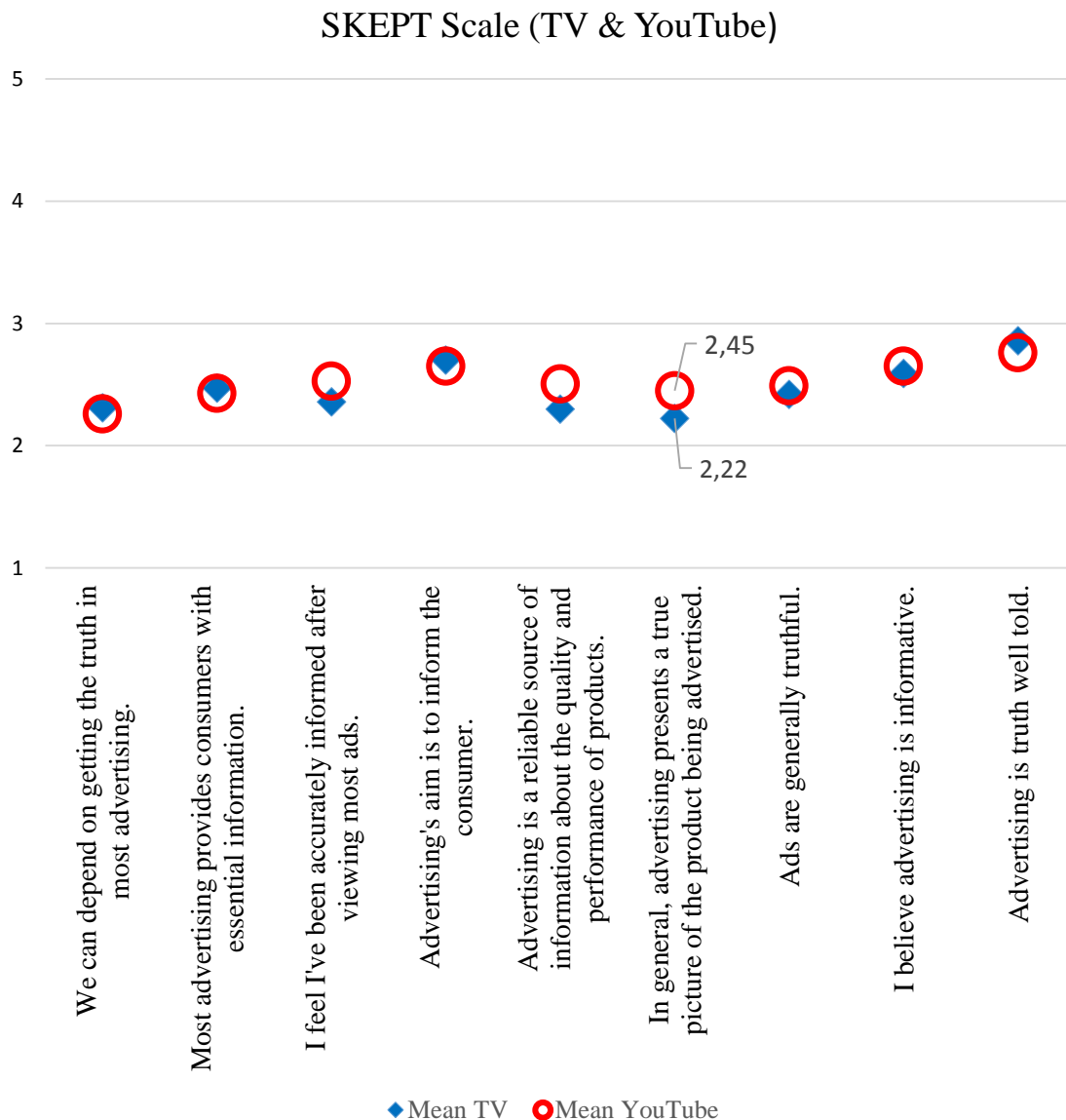


Figure 20 - SKEPT Scale Items – mean value of answers (TV/YouTube)

Source: Own elaboration.

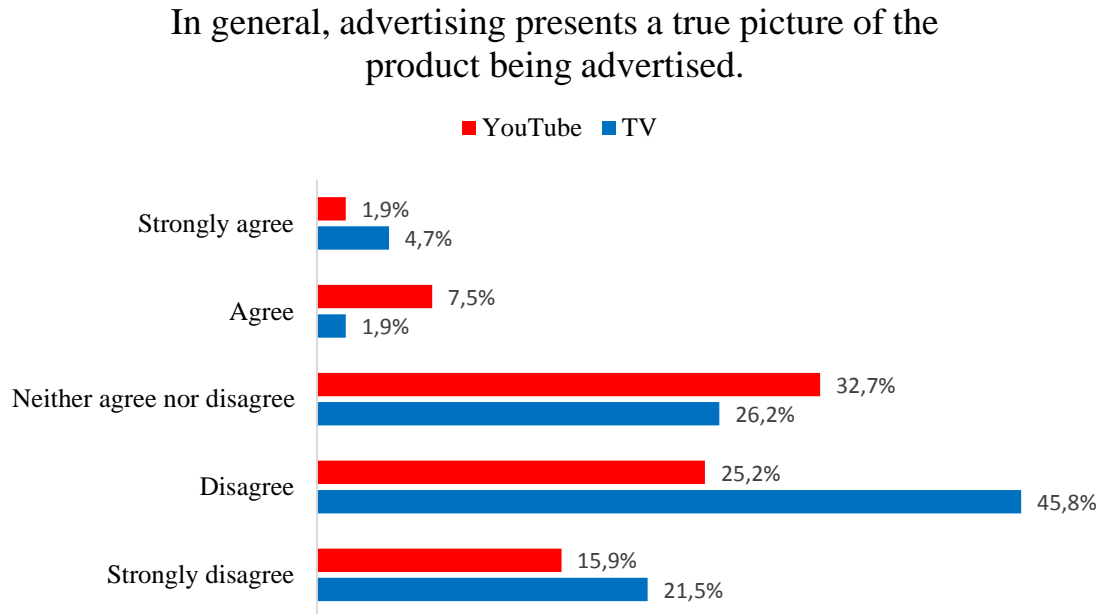


Figure 21 – Distribution of answers by percentage to the item: “In general, (TV/YouTube) advertising presents a true picture of the product being advertised”.

Source: Own elaboration.

Following the methodology described by Obermiller and Spangenberg (1998) to build a scale to measure ad skepticism (henceforth referred to as SKEPT), we obtained a SKEPT value of 31.77 for TV and 31.28 for YouTube. The scale is made up of 9 items, which are shown in figure 20, and answers are given in a 5 point Likert scale. Therefore, the SKEPT scale ranges from 9 to 45, where a higher value indicates a higher level of skepticism.

In their seminal work, Obermiller and Spangenberg (1998) observed SKEPT values of 28.0 for a sample of 1,005 students and 33.8 for a sample of 174 faculty members. When compared with this samples means, the values observed in this study sample of 31.77 (TV) and 31.28 (YouTube) seem reasonably high, since the highest mean observed by the previously mentioned authors was that of the liberal arts faculty, with SKEPT =

36.1, and the ones of this study are more in par with that observed among business school faculty, with a SKEPT = 31.6.

4.3.4. Attitude toward advertising scale

Paired Samples Test

		Paired Differences		t	Sig. (2-tailed)
		Mean	Std. Deviation		
Pair 1	My general opinion about TV advertising is favorable. - My general opinion about YouTube advertising is favorable.	.161	1.119	1.341	.183
Pair 2	Overall I consider TV advertising a good thing. - Overall I consider YouTube advertising a good thing.	.056	1.142	.464	.644
Pair 3	Overall I do like TV advertising. - Overall I do like YouTube advertising.	.096	1.100	.798	.427

Table 12 - t Test results for the pairs of items of the Attitude toward advertising scale

Source: Own elaboration.

As presented in table 12, each pair of questions was tested for difference between means, none showed any statistically relevant difference (the lowest two-tailed significance value is .183, higher than $\alpha=.05$), mean differences ranged from .096 to .161, very slim differences, a fact illustrated in figure 22. Average mean answer was 2.56 for TV and 2.46 for YouTube. Overall, our sample has a negative attitude toward advertising in general regardless of the media.

To study this construct, Lutz and MacKenzie (1989) used open-ended questions. Due to the sheer number of questions in the questionnaire used in this study and to avoid

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antagonizing the respondents, Likert statements were used adapted from the scales described in Lutz and MacKenzie (1989) work. The resulting statements can be found in figure 22.

The vast majority of studies focus on A_{ad} and not Attitude toward advertising, and the unusual choice made in this work to compare this construct across different media makes it really difficult to find works to compare the results obtained.

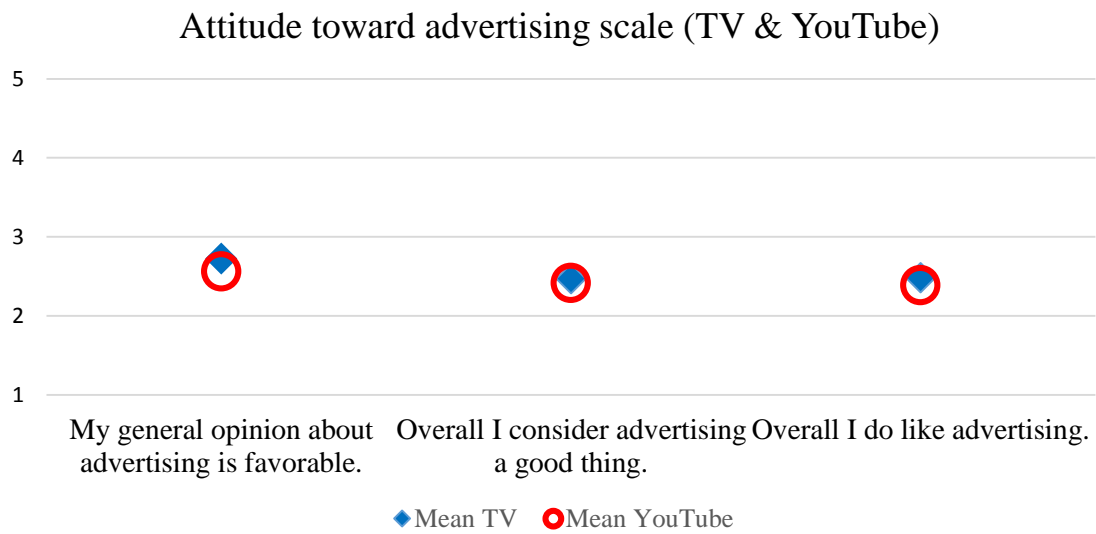


Figure 22

Source: Own elaboration.

4.3.5. Ad arousal

Paired Samples Test

		Paired Differences		t	Sig. (2-tailed)
		Mean	Std. Deviation		
Pair 1	I feel happy by watching TV ads. - I feel happy by watching YouTube ads.	-.310	1.213	-2.386	.019
Pair 2	Watching TV ads is stimulating. - Watching YouTube ads is stimulating.	-.200	.923	-1.997	.049
Pair 3	Inverted (I feel depressed by watching YouTube ads.) - Inverted (I feel depressed by watching TV ads.)	0.000	1.229	0.000	1.000
Pair 4	Inverted (Watching TV ads makes me sleepy.) - Inverted (Watching YouTube ads makes me sleepy.)	.081	1.210	.624	.534
Pair 5	Watching TV ads is enthusing. - Watching YouTube ads is enthusing.	-.099	.943	-.942	.349
Pair 6	I feel contented by watching ads in TV. - I feel contented by watching ads in YouTube.	-.175	.911	-1.718	.090

Table 13 - t Test results for the pairs of items of the Ad arousal scale**Source: Own elaboration.**

As presented in table 13, each pair of questions was tested for difference between means and the null hypothesis was rejected for pair 1 and 2 with a two-tailed significance value of respectively .019 and .047, this indicates that in both pairs the means are different for each media. Looking at the t value we learn that in both cases the mean for the TV is

lower than the one of YouTube - their respective mean answers are highlighted in figure 23. For these two statements, highlighted in table 13, the sample tends to agree more when the media is YouTube, indicating they feel more stimulated, and happier seeing ads on YouTube, than they do on TV. However, for all the other four statements, the difference had no statistical relevance, and the difference between answers concerning TV (average mean answer 2.49) and YouTube (average mean answer 2.61) was too small to be significant. This sample reports low arousal caused by ads on both media.

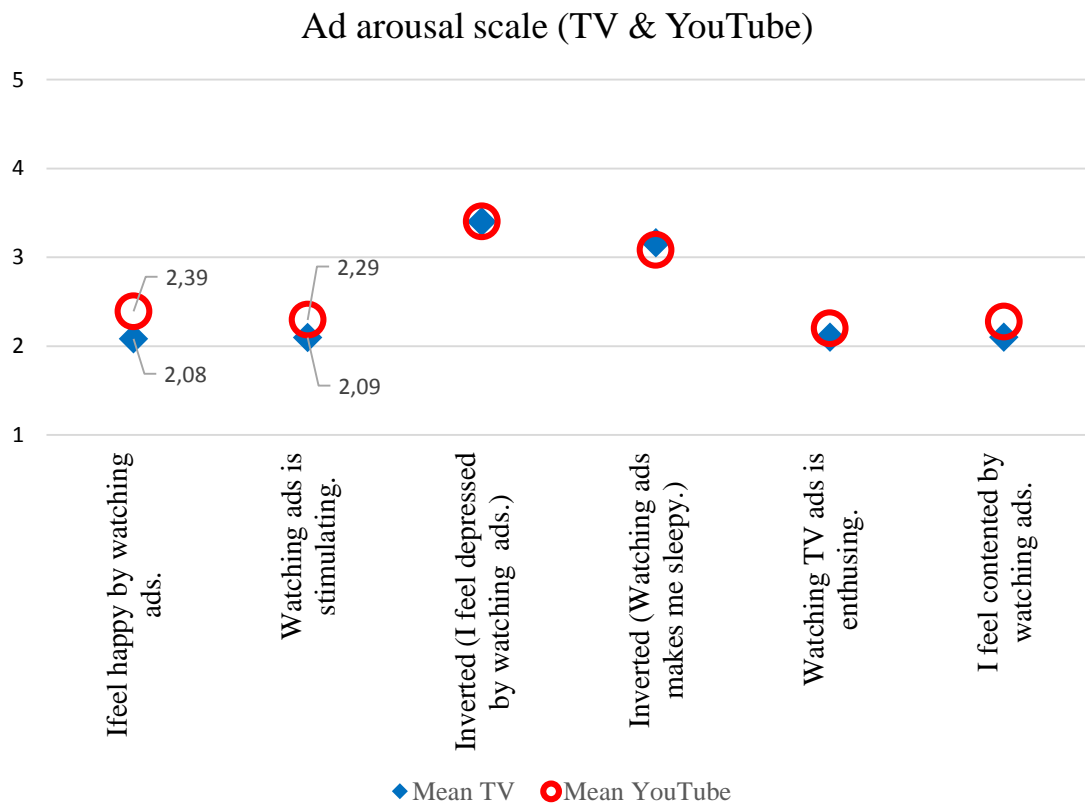


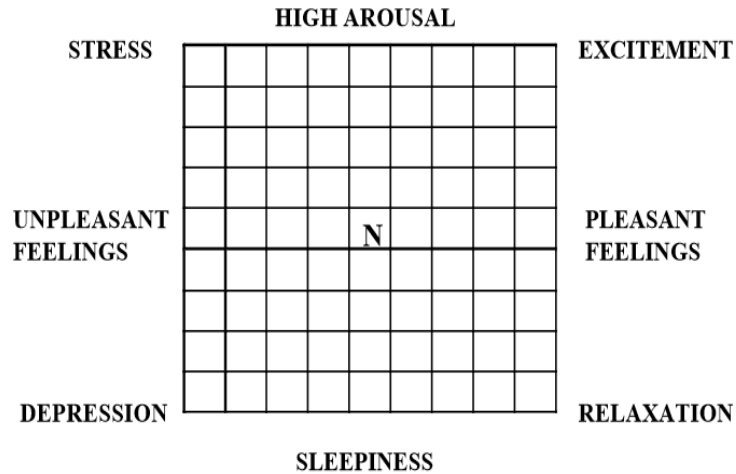
Figure 23 - Ad arousal scale - mean value of answers (TV/YouTube)

Source: Own elaboration

To study Ad arousal, most studies use the Affect Grid developed by Russel, Weiss and Meneldohn (1989), represented in figure 24. Respondents are expected to select the position that best describes the response they have after being exposed to a stimulus (an Ad). To keep the questions in Likert statement form (to refrain from antagonizing

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respondents due to what could be perceived as a too lengthy questionnaire) this method was adapted and the resulting statements can be seen in figure 23.



N = neutral, everyday sort of feeling.

Figure 24 - Affect Grid

Source: Menon & Khan (2002)

A closer look at the distribution of answers to the statement “I feel happy by watching ads on (TV/YouTube).”, which is illustrated in figure 25, does not lead to any additional insights, as the distributions across media are not noticeably different. The only fact observable is the higher percentage of responses “Disagree” or “Strongly disagree” for TV.

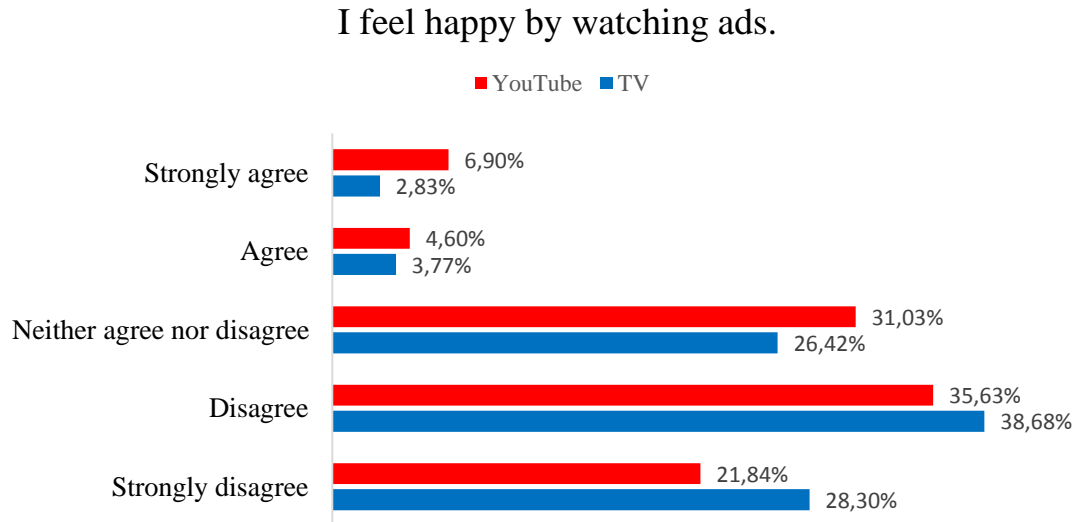


Figure 25 - Distribution of answers by percentage to the item: “I feel happy by watching ads on (TV/YouTube).”

Source: Own elaboration.

The distribution of answers to the statement “Watching ads (on TV/YouTube) is stimulating.” between TV and YouTube is visibly distinct. A look at figure 26 shows that a much larger slice of respondents (29.41% vs. 14.95%) neither agrees nor disagrees with the statement for YouTube than for TV, showing some indecision regarding their opinion toward ads presented on this media. This was also true in the previously analyzed statement, “I feel happy by watching ads on (TV/YouTube).”, although in that case the difference was only of 4.67% (31.03% neither agree nor disagree for YouTube, versus 26.42% for TV) and in this one is 14.46%.

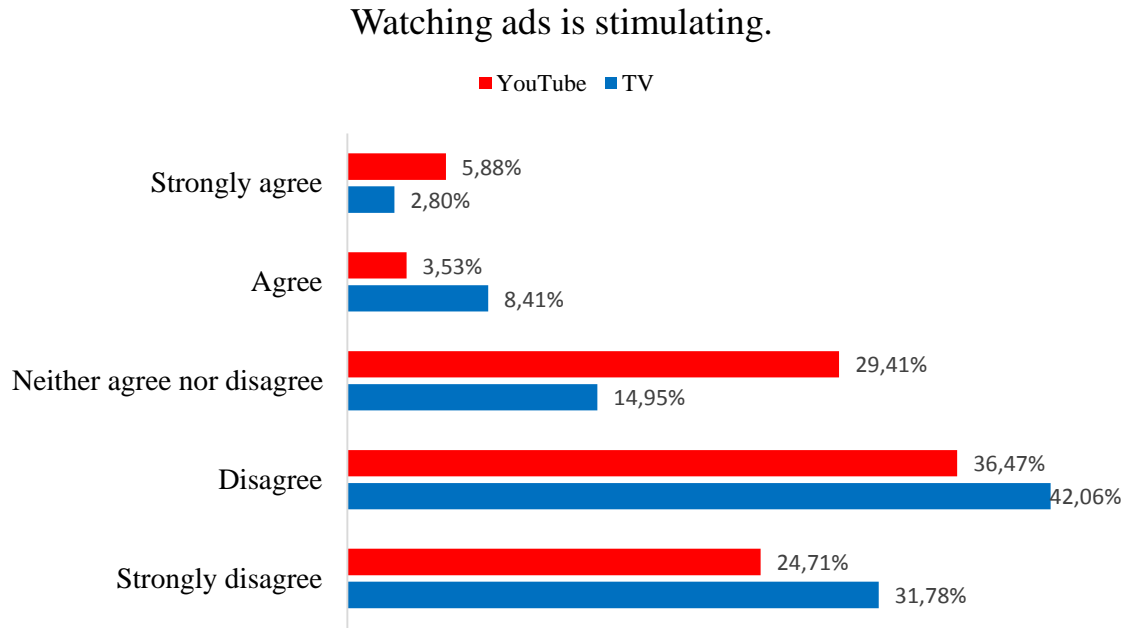


Figure 26 - Distribution of answers by percentage to the item: “Watching ads on (TV/YouTube) is stimulating”.

Source: Own elaboration.

4.4. Questionnaire reliability – Cronbach's Alpha

Five multi-item scales were used in the present study to measure several psychological attributes. These scales used multiple items to increase reliability, accuracy and scope, but the use of several items to measure a single attribute is not by itself enough to assure that the resulting scale is internally consistent. None of the scales used was created by the author, some have been used in past studies published in major journals, and other suffered varying degrees of adaptation due to the characteristics of the present study. As a measure of precaution all will be tested for internal consistency.

Following the methodology proposed by Gliem and Gliem (2003), a Cronbach's Alpha test was used to test the internal consistency of the scales used in this study. The results are presented on table 14.

Construct	Media	Items	Cronbach's Alpha
Ad Avoidance	TV	3	.536
	YouTube	3	.611
Ad Irritation	TV	7	.805
	YouTube	7	.790
Ad Skepticism	TV	9	.826
	YouTube	9	.880
Attitude toward Advertising	TV	3	.741
	YouTube	3	.631
Ad Arousal	TV	6	.773
	YouTube	6	.743

Table 14 – Cronbach's Alpha for each construct and media

Source: Own elaboration.

Cronbach's alpha reliability coefficient normally ranges between 0 and 1, but actually has no lower limit. The closer the coefficient is to 1, the better the internal consistency of the items in the scale is (Gliem and Gliem, 2003). According to George and Mallery (2003) a good Cronbach's Alpha value is above .8 and any value below .5 is unacceptable. Their rule of thumb can be seen in table 15.

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<0.5	[0.5; 0.6[[0.6; 0.7[[0.7; 0.8[[0.8; 0.9[[0.9; 1]
Unacceptable	Poor	Questionable	Acceptable	Good	Excellent

Table 15 - Ranking of Cronbach's Alpha values

Source: George and Mallery (2003)

None of the scales used is considered unacceptable according to this ranking, although one (Ad Avoidance, TV) has a Cronbach's alpha value of .536 making it a "Poor" scale, most are ranked as "Acceptable" or "Good".

5. DATA ANALYSIS: STUDY 2

In this chapter the data collected on the focus group interview is presented. To provide an easier understanding the data was divided according to the constructs it refers to.

5.1. Ad avoidance

When asked how they react to ads on TV and on YouTube, different kinds of behaviors were reported. A brief summary of the participant's statements made is shown in table 16.

Media		Type of Ad avoidance:
TV	YouTube	
"I know I'm going to be influenced by what I'll see, so I look away, I don't want to start a dialogue with the advertisement, because I know I'll be deceived by it".	-	Cognitive avoidance
"I only start watching the show after it begins, and then I rewind it so I have that margin to skip the commercial breaks later on. On the Internet that's not possible." "If I'm watching a recording I'll skip it." "I (also) start watching the show 5 minutes after it starts."	"I desperately look for the X, which doesn't always exist." "I also look for the X, but it doesn't always appear."	Mechanical avoidance
"When a TV ad starts I work" "If I can't change the channel or skip the break because I'm really interested on the program, I just do something else." "I work or I take shelter on the bathroom."	-	Behavioral avoidance

Table 16 – Statements made in the interview, divided according to the media and the type of Ad avoidance

Source: Own elaboration

It's also important to note that nobody in the group reported knowing what ad-blocking software does. After a brief explanation, a member of the group said one of her younger

coworkers installed such a program in her work PC, but she didn't know what he did, nor how to do it herself, other member of the group said the reason she did not try to use such software was that she lacked the time. All of the group reported feeling they felt comfortable with their Internet usage skills, and that they went online frequently.

5.2. Ad irritation

People reported being annoyed when the ads come up on YouTube, some said they reacted by yelling at the computer, others say they simply give up on viewing the video all together. When asked about the main differences between the two media, the group said that on YouTube one goes straight to the content that matters, while on TV it's more of a passive experience, and while nowadays it's possible to look for specific programs on the TV, the many years they spent using the TV differently don't predispose them to do that often. They then went on to propose that maybe because on YouTube they expect to go straight to the desired video, when they are interrupted by the ad it feels more annoying than on the TV. Duration was also an issue, since the group reported that TV breaks have a certain duration, which on YouTube ads is unpredictable, and as a result rituals like going out of the room for a glass of water or to use the bathroom does not work for YouTube ads. Some people said they use YouTube to do work related research and so ads annoyed them because they hurt their productivity.

Attempting to summarize these findings, most of what is reported for YouTube advertising has to do with problems of overexposure and overstimulation. The irritation caused by the disruption of the search for content, and the irritation caused by the negative impact of productivity are harder to fit into existing theory.

5.3. Ad skepticism

The group reported that overall, they felt more skeptical about advertising presented on YouTube (and the Internet in general) than that presented on TV. When asked to try to explain why, people said that since Internet advertising is cheaper than on TV (that was

the perception amongst the group) it has lower quality standards. Others said that things like spam³ and phishing⁴ schemes destroy the credibility of online advertising.

Most elements of the group reported feeling skeptical about advertising regardless of the medium, but there was an agreement that the source of the message is important. If the message is presented in a specialized magazine or blog it is more trustworthy than if it comes from a more mainstream media. Even in those cases though, the group recognized the risk that the content providers could be “bought-off” by the brands and could be deceiving the public. Google was identified as a respectable source, particularly the main page (www.google.com), things presented under Google’s brand are to be trusted “a bit like those in the magazines”.

5.4. Attitude toward advertising

Most of the group reported having a negative attitude toward advertising, and while some reported that their attitude may depend on the media all had trouble pointing out which media is linked with a positive or negative attitude.

5.5. Ad arousal

When asked which media had the most arousing adverts, the group was divided. A brief summary of the opinions is presented in table 17.

Media	Opinion
TV	“Ads are too short, too fast, no time to generate an emotion” “I give great importance to music. I like the sound and the voices. So I’m interested in TV ads. There are some that are really good”

³ Unsolicited bulk messages sent through electronic messaging systems like email mostly consisting of advertising (Wikipedia contributors, 2014a).

⁴ The attempt to acquire sensitive information like usernames and passwords by masquerading as a trustworthy entity in an electronic communication (Wikipedia contributors, 2014b).

Magazines	<p>“When I read a magazine I have made time and chose to read it, I’m predisposed to pay attention to the ads”</p> <p>“I like photography, and the ads with the best examples are on magazines. But I remember TV ads longer, because of the sound and the music.”</p>
Outdoors	<p>“When outdoors have messages I don’t agree with, they really annoy me, because I got to drive by them every day (...) also, I give time to the outdoors, because I pass them every day and I end up thinking about them on the car trip”</p> <p>“Outdoors are part of the landscape, they are not intrusive, <u>unlike ads on the TV or the Internet</u>, they embellish the city”</p>
Radio	<p>“Sometimes I like radio ads because of the music, the jingles.”</p>

Table 17 – Statements divided according to media

Source: Own elaboration

6. CONCLUSIONS AND IMPLICATIONS

In this chapter the conclusions of both studies are presented. Theoretical and practical implications are discussed, the limitations of the present study are exposed and recommendations for future research are made.

6.1. Study 1

The main objective of this investigation was to understand in what ways the experience of being exposed to video ads differs between online (YouTube) and offline (TV) ads for the senior consumers. The first step was the elaboration of a literature review, from which six constructs were obtained.

To study the aforementioned constructs a questionnaire was created and used to collect data in one senior university located in the city of Seixal, Portugal and in a couple of high schools in the same region. This effort yielded 107 valid responses.

The majority of the surveyed sample owns a computer (98.1%), more than half (61.7%) reported using the Internet every day and 86% goes online at least once a week. The use of social networks is also prevalent amongst respondents with 73.5% of the sample reporting using at least one. The previous findings suggest that this sample frequently and autonomously goes online, these results are in direct contradiction with the standing stereotypes about the over 50 population (Vuori & Holmlund-Rytkönen, 2005). The sample can in no way be characterized as victim of the digital divide, and is part of the audience of the online forms of advertising.

The sample is also relatively wealthy, with 72% reporting an average net income between 1000€ and 2000€, well above the national average of 806€ (INE, 2014). This indicates that they might represent an interesting demographics for marketers and their messages. The sample is also highly educated, 56.6% of the respondents have some sort of post-secondary education, which implies that this sample may be a tougher audience than some less educated and less experienced (i.e. younger) segments.

No statistically relevant difference was found to disprove the hypothesis that the mean answers are the same for both media (TV and YouTube) for all the items in the Ad avoidance, Ad irritation and Attitude toward advertising scales. This leads to rejection of Hypothesis 1 (Seniors have higher avoidance of ads displayed on TV than on

YouTube) and 2 (Ads displayed on TV are more irritating for seniors than those displayed on YouTube) and to acceptance of Hypothesis 4 (Attitude toward advertising is not media-specific for seniors). It is worth mentioning that in the case of the Attitude toward advertising scale all the means were higher for TV than for YouTube, indicating a faintly worse attitude toward ads presented on YouTube, but it was too small of a difference to be statistically relevant. Also, no clear tendency was observed in the difference between the means for both media in the same item, meaning neither media scores consistently higher or lower than the other across multiple statements for the Ad avoidance, Ad irritation and Ad skepticism scales, this leads to rejection of Hypothesis 3 (Seniors are more skeptical of ads presented on TV than on YouTube).

For the Ad arousal scale, the null hypothesis was rejected for two out of six pairs, meaning that in those two pairs there's a difference in the means that is statistically significant. In both items, the mean for the TV is lower than for YouTube. In almost all other items of this scale the means for TV are either lower or equal to YouTube ones, with just one case in which the mean is higher for TV (3.16 vs. 3.08). Even though there's no statistical evidence to say with certainty that Hypothesis 5 (Seniors perceive advertising presented on YouTube as being more arousing than on TV) is confirmed, there is evidence that suggests that this could be the case.

For the Ad skepticism scale, the null hypothesis was rejected for only one (item 6) out of nine items. Only item 6 "In general, TV/YouTube advertising presents a true picture of the product being advertised" displays a difference in the means that is statistically significant, for this item the mean of the answers was higher for YouTube (2.45) than for TV (2.22), for the remaining eight items there is no observable tendency in the difference of the means, leading to the rejection of the hypothesis that seniors are more skeptical of ads presented on TV than on YouTube (Hypothesis 3).

6.2. Study 2

Looking for further insights that could lead to a better understanding of the age group under study, a focus group interview was conducted using an assembly of six people with an equal number of members of each sex and ages between 51 and 55 years.

6.2.1. Ad avoidance

Analyzing the data from the focus group, it became apparent that there is a clear difference in the way seniors avoid ads on TV and on YouTube. First, seniors seem to be more proficient with TV technology than with the technology that surrounds YouTube, this means for example that while most may be unable to autonomously use ad blocking software, they have good strategies to skip commercial breaks (like starting to watch the TV shows a short while after it starts airing, which enables them to fast forward on future commercial breaks). Second, they have many strategies, akin to rituals, to avoid TV commercial breaks, like focus on a task (working) or leave the room for a drink or bathroom break. These rituals don't work in the YouTube environment, especially because the nature of the way one interacts with the media itself is very different: While TV is still seen by seniors as a more or less passive activity, YouTube utilization is an interactive experience, where the user expects to see a very specific content. Seniors reported reacting by either trying to skip the ad, or giving up their YouTube search as a result. They do not report leaving the computer unattended while the ad is on, because the duration of the ad is unpredictable (or so they claim) this leads to the conclusion that Behavioral avoidance is harder in this media. This seems to indicate that while, as discussed before, hypothesis 1 (seniors have higher avoidance of ads displayed on TV than on YouTube) is rejected, seniors may in fact be more effective at avoiding ads on TV than on YouTube.

6.2.2. Ad irritation

As discussed previously, hypothesis 2 (ads displayed on TV are more irritating for seniors than those displayed on YouTube) was rejected. The data from the focus group supports this decision, since it seems to indicate people are more annoyed by YouTube ads than TV ones: group members reported behaviors like screaming at the computer, or "desperately" trying to find the button to skip the ad. Again the differences between the ways people use these two media seems to bode in favor of the TV, people search YouTube expecting to see a specific video, if instead they are served an ad, they get annoyed. The fact that seniors do not seem to be very good at avoiding YouTube ads, suggests that they might be suffering from overexposure and overstimulation effects. Since some report using YouTube for work related searches, they also felt their

productivity was being affected by exposure to those ads, which also contributed to aggravate their irritation.

6.2.3. Ad skepticism

Concerning Ad skepticism, the data from the focus group interview seems to support the decision of rejecting hypothesis 3 (seniors are more skeptical of ads presented on TV than on YouTube). The data showed that most of the group reported thinking that YouTube ads are less trustworthy than TV ones, this had mostly to do with the perceived reduced cost of YouTube advertising when compared to TV advertising. The reasoning of the group was that brands that have more money to invest in advertising space should also have more money to invest in R&D and as a result must have better products. To the group members, the source of the message seemed to matter a lot. If the ad is served in a trustworthy platform, like a respected magazine, newspaper or blog, then skepticism is lower. Phenomena like spam and phishing schemes hurt the credibility of online ads and promotional campaigns badly, but still the group was able to point Google as a trustworthy brand, claiming that when Google endorses something that means it is good (ironically that trust did not seem to extend to YouTube).

6.2.4. Attitude toward advertising

Hypothesis 4 (attitude toward advertising is not media-specific for seniors) was previously confirmed. The data from the focus group supports this decision, since while a few group members reported that their attitude might depend on the media, when asked to point out any media which might be linked to a positive or a negative attitude they all failed to do so. All of the group reported a negative attitude toward advertising in general.

6.2.5. Ad arousal

No clear conclusion could be extracted from the focus group data regarding Ad arousal. The group was split, and while some claimed that TV ads were too brief to induce an emotion, other thought it was a media with interesting ads due to the sound, and as a result reported higher recall. Discussion about outdoors also lead to contradicting statements, ranging from claiming they are part of the landscape and embellish the city, to being annoying due to the fact that they sometimes bear aggravating messages and

their static nature forces someone who has to pass them frequently to have to be repeatedly exposed to those messages (meaning they are arousing, but on the valence direction, they are on the negative side, causing misery). Magazines seemed to be the most overall pleasing media, due to the reported predisposition to spend time with the articles and ads while radio barely came up at all, with a subject referring how the recall of jingles is high. One possible explanation for this disparity in opinions is the fact that according to the S-O-R model, the Organism is where the internal and external stimuli are processed and even if the Situational moderators are overlooked, the role of the Personal and Valence moderators might be so important that the reaction to ads on a given media is too diverse among different individuals (or organisms) to lead to any reasonable generalization. No evidence was found in this focus group interview to suggest that hypothesis 5 (Seniors perceive advertising presented on YouTube as being more arousing than on TV) is true.

6.3. Theoretical and practical contributions of the research – Marketing implications

This research and its literature review contributes to a better understanding of the gaps that the current empirical works have left open in the subject of senior consumers and new media. Some work should be done in the future to adapt the theoretical models used in the past to study media such as the TV to be able to accommodate new media, such as YouTube. Efforts were made in this research to be able to use the available models to explain the reality that was observed concerning the new media, and this effort will probably prove valuable in the improvement of the theoretical aspect of the subject of Marketing.

From a practical standpoint, the research identified some important factors that shape the relationship between seniors and YouTube that contribute for the advancement of Marketing. Firstly, it was discovered that seniors seem to be more efficient at avoiding ads on TV than on YouTube. Data suggest that this was due to the inability to autonomously use software to block ads and overall unfamiliarity with avoidance techniques on the online environment. Advertiser should be aware that older consumers, for better and worse, may have a high exposure to online ads. Secondly, it was found that due to the different ways and purposes seniors use TV and YouTube for, ads

presented on YouTube may cause more irritation than on TV. Advertisers should execute their ads carefully so as not to end up having a negative effect advertising value. Thirdly, it was learnt that skepticism toward advertising messages may be higher for ads presented on YouTube than on TV. This further enforces the advice that advertisers should be careful about their YouTube advertising. Finally, it was also discovered that for seniors, attitude toward advertising does not seem to vary across different media. This indicates that with time there may be an opportunity to improve the senior consumer perception of online advertising.

6.4. Limitations of the present research and recommendations for future research

Due to the scarcity of human and financial resources, an iterative process to improve the quality of the questionnaire could not be thoroughly conducted, nor could the ideal conditions to apply it be employed. Future research should find ways to reward participants for the time spent, and use dedicated rooms and hardware to mimic the viewing experience, particularly the online one. One or more tests should be conducted on the quality of the questionnaire and the data collected, and any problems should be handled prior to its application to the sample.

The data collected on the focus group proved to yield more insights and this method ended up being the most time-efficient. Future research should give preference to this data collection tool, or take the aforementioned steps to ensure the questionnaire yields useful data.

The huge relevance, both in the present and in the future, of the studied age group makes the need of proper research about its peculiarities all the more important. Presently, proper empirical references on the subject of senior consumers are still outrageously scarce. The author hopes the present study may work as a catalyst for future research.

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ANNEXES

Questionário sobre anúncios publicitários. Este questionário destina-se à recolha de dados para a elaboração de uma tese de mestrado. Toda a informação recolhida será analisada em conjunto estatisticamente. A informação recolhida é anónima e confidencial. Muito Obrigado.

Dados de caracterização:

C.1. Por favor assinale o seu género:

- Feminino Masculino

C.2. Por favor complete o seu ano de nascimento:

19__.

C.3. Quanto é o seu rendimento mensal líquido? [Quanto dinheiro recebe por mês depois dos descontos]

- Menos de 500€ De 500€ a 1000€ De 1000€ a 1500€
 De 1500€ a 2000€ De 2000€ a 3000€ Mais de 3000€

C.4. Qual é o nível de instrução mais elevado que concluiu?

- Instrução primária incompleta 5º ano liceal (9º atual) Instrução primária completa
 7º ano liceal (11º/12º atual) 2º ano liceal (6º atual) Curso médio/Politécnico
 Universitário

Hábitos de utilização de novas tecnologias:

P.1. Com que frequência navega na Internet?

- Nunca Raramente 1 vez por trimestre
 1 vez por mês 1 vez por semana 3 vezes por semana
 Todos os dias

P.2. Tem computador em casa?

- Sim Não

P.3. Caso tenha respondido que sim à pergunta anterior, indique por favor se utiliza o seu computador para navegar na Internet:

Sim Não

P.4. Utiliza alguma rede social? [Facebook, YouTube, Google+, LinkedIn, Twitter, etc]

Sim Não

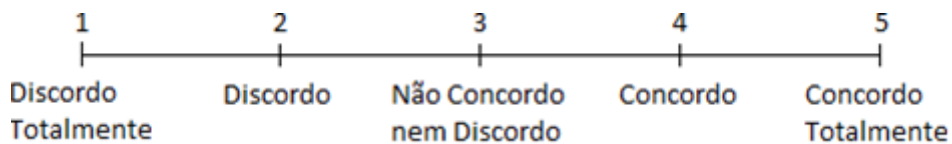
P.5. Utiliza o seu telemóvel para navegar na Internet?

Sim Não

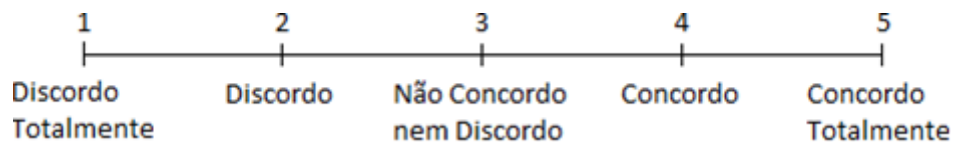
P.6. Utiliza o seu telemóvel para receber ou enviar mensagens de texto?

Sim Não

Para cada uma das afirmações seguintes, utilize a escala ilustrada abaixo que vai de 1 (discordo totalmente) a 5 (concordo totalmente) para assinalar com uma cruz (X) nos quadrados em branco o quanto concorda com cada uma das delas.

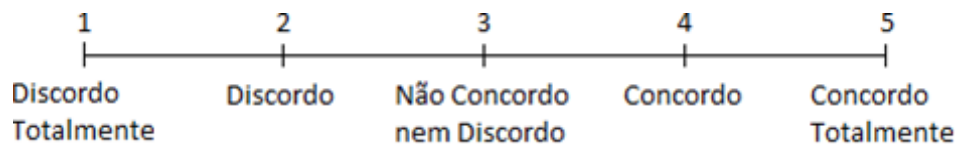


	1	2	3	4	5
1. Podemos confiar que a maior parte dos anúncios na TV nos dizem a verdade					
2. A maior parte dos anúncios na TV providenciam aos consumidores informação essencial					
3. Em geral a minha opinião em relação à publicidade na TV é favorável					
4. É-me fácil evitar ver anúncios na TV					
5. Acho os anúncios de TV aborrecidos					
6. Sinto-me feliz quando vejo anúncios na TV					
7. Faço outras coisas em vez de ver anúncios na TV					
8. Sinto que fui corretamente informado(a) após ver a maior parte dos anúncios na TV					
9. Ver anúncios na TV é estimulante					
10. Acho os anúncios de TV irritantes					
11. Considero que em geral os anúncios na TV são uma coisa boa					
12. Acho que os anúncios são uma pausa agradável do programa de TV					
13. Sinto-me deprimido(a) quando vejo anúncios na TV					
14. O objetivo da publicidade na TV é informar o consumidor					
15. Ignoro os anúncios na TV quando eles começam					
16. Acho os anúncios na TV chatos					
17. A publicidade na TV é uma fonte de informação de confiança sobre a qualidade e desempenho dos produtos					
18. Ver anúncios na TV dá sono					
19. Acho que os anúncios são uma desagradável distração do programa de TV					
20. Em geral gosto da publicidade da TV					
21. Em geral, a publicidade na TV apresenta um retrato fiel do produto que está a ser publicitado					

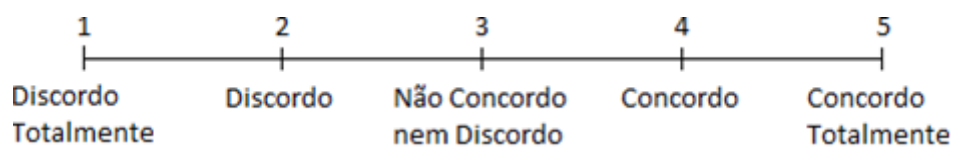


	1	2	3	4	5
22. A publicidade na TV é geralmente verdadeira					
23. Ver anúncios na TV é excitante					
24. Acredito que a publicidade na TV é informativa					
25. Acho os anúncios na TV enfadonhos					
26. Sinto-me contente quando vejo anúncios na televisão					
27. A publicidade na TV são factos bem apresentados					
28. Acho que os anúncios são uma interrupção irritante e maçadora do programa de TV					

Para cada uma das afirmações seguintes, utilize a escala ilustrada abaixo que vai de 1 (discordo totalmente) a 5 (concordo totalmente) para assinalar com uma cruz (X) nos quadrados em branco o quanto concorda com cada uma das delas.



	1	2	3	4	5
1. Podemos confiar que a maior parte dos anúncios no YouTube nos dizem a verdade					
2. A maior parte dos anúncios no YouTube providenciam aos consumidores informação essencial					
3. Em geral a minha opinião em relação à publicidade no YouTube é favorável					
4. É-me fácil evitar ver anúncios no YouTube					
5. Acho os anúncios no YouTube aborrecidos					
6. Sinto-me feliz quando vejo anúncios no YouTube					
7. Faço outras coisas em vez de ver anúncios no YouTube					
8. Sinto que fui corretamente informado(a) após ver a maior parte dos anúncios no YouTube					
9. Ver anúncios no YouTube é estimulante					
10. Acho os anúncios no YouTube irritantes					
11. Considero que em geral a publicidade no YouTube é uma coisa boa					
12. Acho que os anúncios são uma pausa agradável da navegação na Internet.					
13. Sinto-me deprimido(a) quando vejo anúncios no YouTube					
14. O objetivo da publicidade no YouTube é informar o consumidor					
15. Ignoro os anúncios no YouTube quando eles começam					
16. Acho os anúncios no YouTube chatos					
17. A publicidade no YouTube é uma fonte de informação de confiança sobre a qualidade e desempenho dos produtos					
18. Ver anúncios no YouTube dá sono					
19. Acho que os anúncios são uma desagradável distração dos vídeos no YouTube					
20. Em geral gosto da publicidade no YouTube					
21. Em geral, a publicidade no YouTube apresenta um retrato fiel do produto que está a ser publicitado.					



	1	2	3	4	5
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27. A publicidade no YouTube são factos bem apresentados					
28. Acho que os anúncios são uma interrupção irritante e maçadora da navegação na Internet.					

FIM DO QUESTIONÁRIO

Muito obrigado pela sua participação.