



VIEWS OF TEENAGERS' TOWARDS THE NEW WAVE OF DIGITAL ADVERTISEMENTS

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Abstract: Teenagers of today are the first generation who cannot recall a time before Facebook, Twitter, and text messaging and if you are hungry, just say the word and Alexa will oblige by placing an order at the nearest outlet of the restaurant of your choice. If you want to buy the new Wagon R, you can hear about the car's specs straight from the CEO's mouth by watching the car's launch streaming live on YouTube while scrolling through multiple publisher platforms. If you want to go shopping, get a chatbot to become your personal salesperson or assistant.

Digital platforms have very cleverly integrated marketing into the everyday routine of consumers. But with more than a thousand brands vying for the consumer's attention every second, the need for marketer who has to stand out on these platforms. Therefore, we set out to explore the novel digital formats that are making waves and the innovations 2019 is all set to witness, going beyond content marketing, videos and influencer marketing that got brands much needed attention in 2018. The remarkable expansion of the worldwide network and the widespread use of the Internet have undoubtedly helped marketers and business owners achieve both high advertising revenue and inexpensive advertising costs. Today, advertisers put out a lot of advertisements, which had negative effects on youngsters. This study examines contemporary Internet advertisements and the negative effects they have on youth who use the Internet. Examining the online factors that affect Internet-using teenagers' perceptions and attitudes about advertising is the goal of this study. The online survey involved 100 young people from Vijayawada city who were avid Internet users and were enrolled in different colleges. The statistics show a tremendous increase in online advertising over the last 2 to 3 years. A majority of respondents find online advertisements distracting/intrusive, demonstrating that almost all privacy concerns on the Internet and social media are unfounded.

Keywords: Teenagers', Digital Advertising, New wave, Negative Effects, Ad Attitude

I. INTRODUCTION

The Internet has merged completely with how people live their lives today. The way that people communicate and businesses conduct business has been completely changed by computer-mediated communication, which is based on contemporary information and communication technology and available over the Internet network. Thanks to the Internet's power, the worldwide system of connected computer networks has grown significantly to the point where tasks that used to take a full day may now be finished in a few clicks (Gates 1995). The strategic value and rapid growth of the Internet over time have given marketers and companies another platform to offer their goods to people all over the world. In the previous 15 years, e-marketing, often known as online advertising, has experienced a sharp increase in popularity. One of the newest and most effective marketing strategies is e-marketing. Three times as likely to surpass their sales targets by 25% or more are marketers who spend more than 10% of their budget on measurement. It involves the innovative use of Internet technologies, such as the use of various multimedia, pictures, words, and so on, in many different languages, to create compelling ads, forms, and e-shops where the product may be viewed, advertised, and sold (Hooda & Aggarwal, 2012).

LITERATURE REVIEW

O'Brien and Torres (2012) conducted research on Facebook teenagers' perceptions of online privacy as well as the significance of trust in an online social networking environment. According to the report, more than half of Facebook teenagers have a high level of privacy awareness; barely one-quarter of teenagers trust Facebook; and 14.1% of Facebook teenagers have read the privacy policy. More than three-quarters of Facebook teenagers (78.3 percent) have modified their settings. Three major criteria are determined based on a poll of MIT students and statistical analysis of Facebook data from MIT, Harvard, NYU, and the University of Oklahoma privacy on Facebook.

Harchekar, J., & Yadav, S. C. (2021) Study of Digital Advertisement: Student's Perception, mentioned that Pop-ups and video advertisements were also identified as the most unfavorable online advertising commercials in the study. Teenagers are frustrated and dissatisfied with retargeted advertisements in particular. It is also vital to note that Internet teenagers are not aggressively hostile to web advertising; they have a positive attitude about it and are certain that some of it is good.

According to Moore and Rodgers (2005), teenagers do not trust the information gathered by online marketing on social networking sites. The findings revealed four antecedents of advertising avoidance in the online social networking environment: teenagers believe that online social networking sites lack credibility and perceive that there is little policing of advertising claims in this medium; prior negative experiences or the expectation of negative experiences due to word of mouth; the advertising message is not of interest to the receiver of the message and teenagers are sceptical of the claims made by the advertiser. In these

instances, customers are more inclined to overlook the message and perhaps subsequent communications in same medium.

Wang, Ampiah, Xu, and Wang (2014) discovered that social media teenagers consider online advertisements, particularly pop-up ads, as obtrusive and ineffective. Pop-up advertising have a poor reputation among social media teenagers, owing to their obtrusive nature. Furthermore, the study concludes that pop-up advertising have minimal influence on the buying behaviour of social media teenagers since a negative attitude toward pop-up ads has developed. In other words, the products/services sold through pop-up advertising do not pique the interest of these teenagers. Based on the study's findings, it is possible to conclude that pop-up advertising are ineffective at influencing the purchasing habits of social media teenagers.

Advertising repetition has been shown to have a detrimental impact on both well-known and unfamiliar firms (Campbell, Keller, Mick, & Hoyer, 2003). The repetition of advertising assigned to an unfamiliar brand, in particular, demonstrated diminished efficacy; when the same advertising was linked to a recognised, recognisable brand, repeat wearout was delayed. Negative sentiments regarding strategy inappropriateness were shown to emerge with repetition, particularly for an ad for an unknown brand, contributing to the declines in repeat efficacy.

DIGITAL ADVERTISEMENT

The money that advertisers spend on traditional media (including television, newspapers, and magazines) has gradually shifted away from online advertising. Adobe ad spending is anticipated to rise from \$83 billion in 2017 to more than \$129 billion by 2021, according to DBM research. The Internet offers a number of benefits, including improved productivity, lower prices, and more flexibility in a global medium. This shift has been made worse by the advent of cellphones, which have significantly changed how youth consume media. The average smartphone conversion rate has climbed by 64%, and mobile advertising accounts for \$37 billion of the \$73 billion total ad expenditure (51%), according to Digital Marketing Depot. (2017). Currently, internet advertising serves a vital purpose.

Present trending platforms for advertising

Social media

Instagram: With its visual focus, Instagram is popular for image and video advertising, influencer partnerships, and Stories ads.

TikTok: Known for its short-form videos, TikTok is ideal for creative and engaging video ads, often involving challenges or trends.

LinkedIn: A professional networking site, LinkedIn is great for B2B advertising, industry-specific content, and thought leadership.

Video Sharing Platforms

YouTube: As the second-largest search engine, YouTube is perfect for video ads, tutorials, and product demonstrations.

Vimeo: Popular among creative professionals, Vimeo is great for high-quality video content and reaching niche audiences.

E-commerce and Marketplace Platforms

Amazon Advertising: Ideal for brands selling products on Amazon, this platform offers various ad formats to reach shoppers directly.

eBay Advertising: For brands in the e-commerce space, eBay provides opportunities to advertise products directly to interested buyers.

Search Engines

Google Ads: With its vast reach, Google Ads offers pay-per-click advertising, display ads, and shopping ads to target users' search intent.

Microsoft Advertising: Similar to Google Ads, this platform targets Bing and Yahoo users, making it a valuable alternative.

Messaging Apps

WhatsApp Business: Suitable for customer engagement and providing personalized updates to users who opt in.

Facebook Messenger: Offers chatbot integration for customer support and direct interaction with users.

Podcast Platforms

Spotify: With its large user base, Spotify offers audio ads and sponsorships for targeted audiences.

Apple Podcasts: Advertising within popular podcasts can help reach engaged listeners.

In-App Advertising

Mobile Apps: In-app ads can be displayed in various types of mobile apps, targeting users based on their interests and behaviors.

Mobile Games: Advertisers can use in-game ads, sponsored content, or rewarded videos to engage gamers.

Virtual Reality (VR) and Augmented Reality (AR) Platforms

Snapchat AR Lenses: Ideal for engaging younger audiences with interactive augmented reality experiences.

Facebook AR Studio: Offers tools to create branded AR effects on Facebook and Instagram.

Live Streaming Platforms

Twitch: Popular among gamers, Twitch also attracts non-gaming content creators, making it suitable for a variety of brands.

YouTube Live: Allows live streaming on a well-established platform with a wide user base.

Emerging Technologies

Connected TV (CTV): Advertising on streaming platforms like Roku, Hulu, and smart TVs.

5G Network: As 5G becomes more widespread, it opens doors for more interactive and immersive advertising experiences.

These platforms offer a variety of opportunities for advertisers to connect with their target audience through different types of content, formats, and engagement strategies. The choice of platform should align with the brand's goals, target audience, and creative approach.

Recently most successful digital marketing campaigns in India

- **Byju's' 'Master Ji – A Teacher's Day Tribute' Campaign**

When it comes to video marketing efforts, Byju's, one of India's top ed-tech firms, requires no introduction. Its most recent Teacher's Day commercial from 2021 demonstrates how Indian teachers adjusted to the unexpected shift in schooling during the pandemic from classrooms to the online environment. It provides an overview of the technological challenges that professors from the elder generation encounter when teaching online. It also demonstrates how willing they are to change since they love teaching.

Entirely ideated and created by the brand's own creative team and produced by Dora Digs Films, the campaign got the brand the Silver Lion Award at the Cannes Lions International Festival 2022. This esteemed award was judged based on brand communication, executing a creative marketing strategy, and its overall impact on the audience. Apart from this award, the film also got worldwide recognition at Roma Film Festival Italy, Clio Awards, and many more.

- *Swiggy's 'Voice of Hunger' Campaign*

Nearly 10,000 entries were submitted in the first 12 hours of the challenge, according to P G Aditya, Executive Creative Director at Dentsu Webchutney. Participants included comedians, artists, rappers, and influencers including Rohan Joshi and Shristi Bansal. At the 2019 Cannes Lions, this social media campaign won three Bronze Lions. Dentsu Webchutney created it, and it generated more than 16 million social media impressions as well. Additionally, Swiggy saw a 40% increase in Instagram followers.

- **British Airways' 'Fuelled By Love' Campaign**

The British Airways advertisement, which is based on a true tale, centers on a cabin crew member who boards her first flight from the UK to Hyderabad. The Neeraj Ghaywan-directed advertisement emphasized creative storytelling using in-flight and reenacted house scenes in Mumbai that represented Hyderabad. The National Film Award was given to this advertisement. Additionally, the company provided a special 3-day deal for passengers flying from India to the UK when it was released.

- *Spotify India's 'There's a Playlist for That' Campaign*

The goal of the campaign was to appeal to every possible mood among the general public, and relevant circumstances were the main focus of the communication. The advertising firm produced 3 billion playlists that could be customized for every mood and any demography. To make these playlists, it used sentiment analysis (driven by artificial intelligence) and location-based social listening. There were roughly 72000 social media shares while the advertisements were offline, and "There's a playlist for that" quickly entered online lingo.

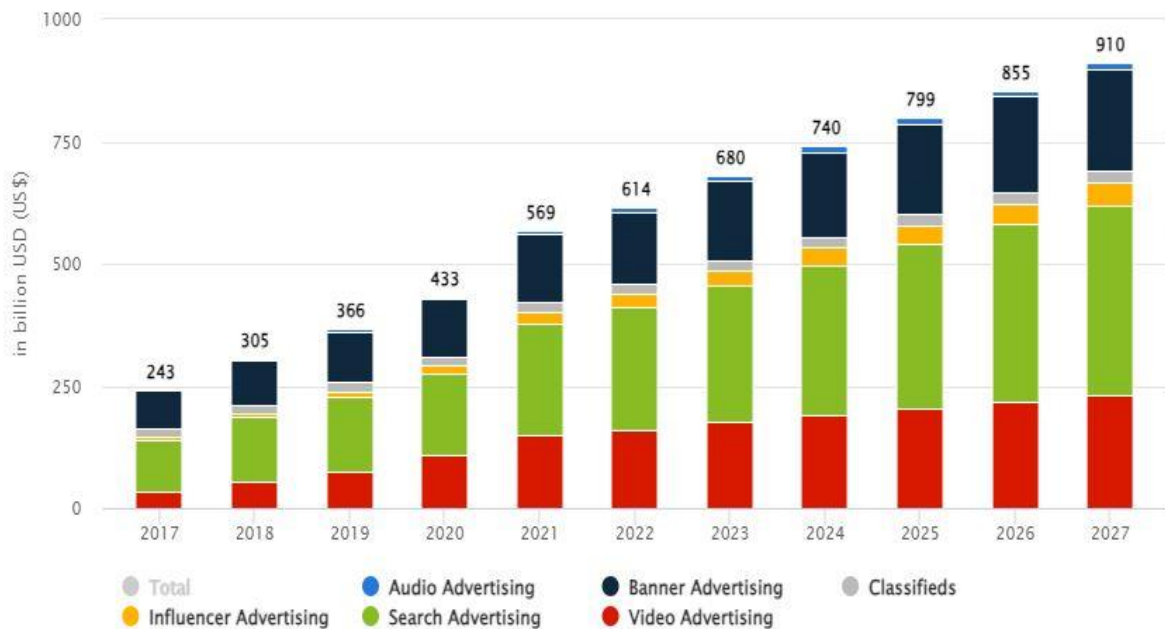
In the recently concluded it has been reported by a recent innovation

Gurjot Shah Singh, SVP & National Media Head, Dentsu Webchutney says, “This was a digital campaign sponsored by Flipkart for a Lenovo product. Lenovo was coming up with a phone with long battery life. Using technology, we targeted communication for it in such a way that if a user has charged his phone for the second time in a day, and yet his battery touched the 20% mark, he would get a pop-up a banner reading ‘20% battery second time in a day? Why don’t you switch to this phone?’ We won some awards for it. The campaign was called ‘Never go low, with Lenovo’.

Digital transformation

Talking about the Digital transformation in the year ahead, Sam Thomas, Associate Vice President of Performance Media, Omnicom Media Group, says, “With Telecom companies taking gigantic steps towards 5G; 2019 is likely to be the year where some long-hyped tech finally sees the light of day, whether it is in Artificial Intelligence, Augmented Reality, Blockchain, Contactless Shopping, Facial Recognition, etc. We will finally start looking at Digital as more than just Bumper, Scroller, TrueView ads. There is Google’s Duplex AI or Microsoft Cortana and how Amazon wowed us with Alexa. Apple, Google and Amazon all have worked to improve their products to require less direction of their virtual assistants and to anticipate our needs in a better manner. This is all going to give us the rise of touchless interfaces. Thus, the intelligent Digital mesh is going to include inter-connected humans, robots, devices, content and services, all driven by Digital transformation.

Since online advertising is so prevalent, it is likely that this is the site's main source of money. Advertising can encourage virtuous values, actions, and attitudes including sociability, love, altruism, patriotism, ecumenism, personal enrichment, and security (Holbrook, 1987). On the other side, advertising is a component that interferes with visitors' ability to surf. It has been criticism for the unintended consequences of emphasising a range of unfavourable behaviours, including materialism, cynicism, irrationality, selfishness, anxiety, social rivalry, sexual preoccupation, impotence, and a loss of self-respect (Pollay, 1987).



Source: Statista Market Insights

An Increase in Digital Advertisements:

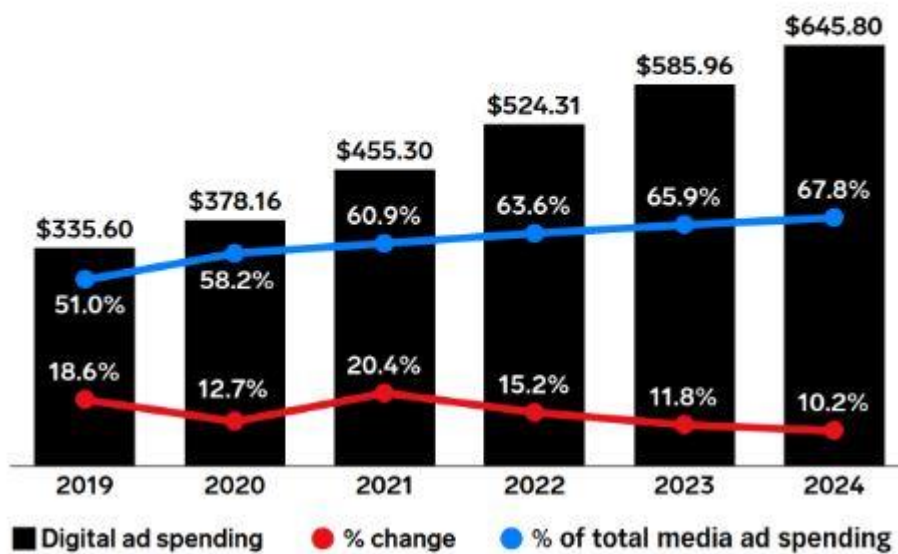
The amount of advertising has increased recently. According to the 2016 Ad Blocking Report, 79 percent of people think retargeted ads are watching them, 87 percent think there are more commercials overall than there were 2–3 years ago, and 91 percent think advertising is more intrusive today than it was in the past. Gibbs (2008), for instance, cited examples of usability problems in news websites brought on by advertising, such as the user losing his place and mistaking the text below the advertisement for an entirely new article, or teenagers struggling to locate the "close" button to close a pop-up advertisement.

THE IMPACT OF VARIOUS DIGITAL ADVERTISING FORMATS

Online commercials have gained popularity quickly, yet they are still plagued by issues with fraud and feasibility, as well as low creative standards, ineffectiveness, and other issues. Some contend that the fundamental problems with Internet advertising are insurmountable. Poor click-through rates (0.1 percent on display adverts), widespread click fraud, and low viability are issues that it raises (only half of the ads served online actually seen by teenagers). Retargeting "creepy" characters, intrusive pop-ups, and the widespread use of ad-blocking software have also drawn criticism. The majority of online customers see Internet privacy issues as being extremely sensitive, and there are developing arguments against them that are fundamentally related to marketing and advertising (2002, Chung & Paynter). There are many different forms of online advertisements that may draw users' attention away from the main reason they are online. On their cellphones, 298 million youngsters use Ad Block browsers, according to the Page Fair Report from 2016. Online marketing budgets, particular goals, objectives, and target markets should all be included in an online media plan, according to Chapman (1998), for online advertising to be more successful.

Digital Ad Spending Worldwide, 2019-2024

billions, % change, and % of total media ad spending



Source from insider intelligence

FAMILIAR DIGITAL ADVERTISING FORMATS

Showcase Advertisements

It started out as a simple form of banner advertising that featured graphic adverts that ran on external websites (floating banners, pop-up ads, videos, flash ads, etc.). Banner advertisements are common in Internet advertising, but their effectiveness is debatable. Teenagers have grown so accustomed to seeing them that they have developed a type of banner blindness and reject them, even when such advertisements are intended to be eye-catching, according to research by Benway and Lane (1998). 54 percent of individuals don't click on banner ads because they don't trust them. Teenagers find pop-up ads obnoxious, thus they have recently come under fire when paired with banner ads. According to a scientific study report released in the spring, pop-ups are 50% more likely to be noticed than banners, but they are also 100% more likely to be thought of as intrusive and bothersome. Pop-ups are a major cause of frustration and keep visitors off of websites. The brand's reputation suffers when pop-up advertisements are scattered throughout websites. Extremely large ones that fill the full page could make users close their browsers (Shocker!) Teenagers dislike pop-up adverts the most, with a disapproval rating of 73%. (why people block ads).

ADVERTISEMENT CLIPS

A number of forms, styles, and content choices are used in this campaign, with YouTube video commercials garnering the greatest interest. Social media marketing also appeared to be more convenient and cost-effective than traditional media marketing. Marketers immediately noticed this (Alalwan et al., Citation2017). Despite the fact that video sharing by teenagers has increased (70 percent of teenagers report that they have shared a brand's video with a friend or on their social media channels; Wyzowl, 2016)

and that 52 percent of marketers believe that video is effective for brand awareness (despite the fact that it is an expensive ad format), there have been a number of complaints about this advertisement. The most despised ad formats include pop-ups, autoplay video ads, and pre-video ads (both with and without skip) (Fessenden, 2017).

ADVERTISEMENTS ON SOCIAL SITES

It is a marketing environment that is both effective for marketers and efficient. Similar to display ads, social media advertising can take many forms, from a simple banner or image to an autoplay video. Even if social media marketing is crucial and social media advertising budgets continue to rise (by 23% in 2018), criticism of advertising is also rising (CMO Survey). People find these advertisements annoying, especially when they come across them on Facebook or Instagram. However, the majority of Internet-using youngsters lost interest because of the numerous advertisements on Facebook. Ad-blocking software usage among American teenagers increased in 2017, as evidenced by the fact that 45% of them used it. 54 percent of youngsters in China block the majority of advertising. In Japan, it is 18 percent, with 67 percent of marketers utilising Facebook (Edison Research, 2017).

EMAIL ADVERTISING

For businesses to interact with their customers on a personal level, this is the most practical and economical strategy. This kind of participatory communication is becoming more and more profitable. There are a few disadvantages, though. Teens opt to unsubscribe from emails they receive from companies because they find them annoying, but 55 percent of email teenagers admit to clicking the spam button instead. Customers rarely read or click on the majority of emails sent several times per week by online retailers. Instead, they are either deleted or go unread.

Conclusion

Globally, digital advertising is quickly expanding. Newspapers and television commercials used to be the primary channels for reaching customers, but the internet and digitalization have changed the mediums. Digital advertisements are a significant information tool for spreading news and alerting customers about new products, services, or campaigns. They may reach out to customers at any time and from any location with a variety of material. Consumer thoughts and attitudes regarding advertisements are major predictors of ad effectiveness. The goal of this study is to find out how people feel about digital advertisements. The findings of this study indicate what teenagers believe about digital advertisements and the impact of digital advertisements on consumer buying decisions. In this study, most teenagers rated digital advertising as an instructive tool, but they also rated them as bothersome and distracting. teenagers' attitudes regarding digital advertisements were significantly influenced by demographic characteristics (age, income, and gender). Compared to male teenagers, female teenagers have a more positive attitude about digital advertisements,

are more impacted by commercials, and purchase much more products/services after seeing or receiving digital ads than male customers.

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