



The influence of digital versus traditional advertising media on consumer behaviour
in the Durban Metropolitan Area

Submitted in fulfilment of the requirements of the Degree of
Doctor of Philosophy in Management Sciences Specialising in Marketing
Faculty of Management Sciences: Durban University of Technology

Tafadzwa Ndadziyira (21143319)

August 2023

Supervisor: Prof J.P Govender (PhD, M Com, B Com Hons, B Paed.)

ABSTRACT

The increase in the use of the Internet has pushed companies to shift their marketing strategies from traditional to digital techniques. The use of advertisements has significantly increased in the 20th century with the expansion of industrialisation. However, during the late 1980s, advertisements were fairly limited to television, radio, billboards and newspapers. Today, businesses are leaning towards digital advertising. Companies are now focusing on social media and mobile advertising to the extent that they may takeover television advertising. The growth of digital platforms has facilitated the way humans act, their habits and their interactions. Previous studies have been conducted on effectiveness of advertising from the company's point of view. Hence, in this study, the aim is to investigate the impact of digital advertising versus traditional advertising by examining their influence on consumers' behaviour. The main research question for the study is 'What is the impact of digital advertising versus traditional advertising on consumer behaviour?' The study aims to investigate digital advertising versus traditional advertising based on the consumers' point of view. The rationale of the study is to provide new insights to local marketers on consumer behaviour with regards to advertising, while the results gave marketers access to information on the influence of digital advertising as compared to traditional advertising. In addition, the study was important in providing information with regards to digital advertising versus traditional advertising and consumer behaviour. The study helped to unpack these three together whereas they have always been studied separately with no comparison to digital and traditional advertising. The performance of digital advertising and traditional advertising when it comes to consumer behaviour needs to be revealed in order to assist marketers when making advertising choice decisions. In addition, the study added to the literature, thus closing the knowledge gap. The research was carried out in the Durban Metropolitan Area. A quantitative approach was adopted, with the research being descriptive in nature and cross-sectional. Consumers in the Durban Metropolitan Area were the research population for this study. The study's findings revealed that both traditional and digital advertising media play an important role in influencing the way consumers behave. Traditional advertising offers one-way communication, whilst digital advertising offers two-way communication. This allows consumers to ask if they need more information and thus influences the decision they

make. Traditional advertising media platforms are seen as credible sources of information, whilst digital advertising platforms are seen as misleading, exaggerating and not credible. This study recommends that marketers should not underestimate the influence of traditional advertising media on consumer behaviour. Marketers should improve and continue to use traditional advertising platforms, especially for products and services that require a lot of credibility, because customers trust traditional advertising platforms more as compared to digital advertising platforms.

Key words: advertising, digital advertising, traditional advertising, credibility, information clutter, consumer behaviour.

DECLARATION

I, Tafadzwa Ndadziyira, hereby declare that this thesis is original and all the contents are appropriately acknowledged and explicitly referenced. A bibliography is included in this dissertation.

I also certify that the thesis has not heretofore been submitted in any of its parts or entirety for a degree of Doctor of Philosophy in Management Sciences, specialising in Marketing, at any other institution of higher learning, locally or internationally.

I hereby give permission for my work to be available for photocopying and/or re-printing, for inter-library loan, and for the title and abstract of this thesis to be made available to other educational institutions and students.

Tafadzwa Ndadziyira: *T.Ndadziyira*

Date: 15.08.2023

DEDICATION

This thesis is dedicated to my family for all their prayers and encouragement.

ACKNOWLEDGEMENTS

Firstly, I would like to thank God Almighty for the wisdom, strength and protection to finish my study.

I would also like to express my sincere appreciation to the following people:

My supervisor, Prof. J. P. Govender, for all his guidance, encouragement, continued support and input during this period of my study.

My parents and in-laws, for their love, encouragement, support and prayers throughout my study, and also my siblings. A special thank you to all my friends for all their support.

My husband, Farai Makasi, who was always there when I needed him for support, encouragement, proof-reading and for having patience with me throughout my study.

My son, Zayne, for all the happy moments during this difficult journey.

Mr D. Singh for his expertise and input in statistical analysis and Sury Bisetty for editing my work.

Staff members of the faculty of Management Sciences and the Department of Marketing and Retail for their contributions towards my work.

TABLE OF CONTENTS

ABSTRACT	i
DECLARATION.....	iii
DEDICATION	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF FIGURES.....	xiv
LIST OF TABLES.....	xv
CHAPTER 1: INTRODUCTION.....	1
1.1 Introduction	1
1.2 Background to the study	1
1.3 Research problem.....	2
1.4 Aim of the study	3
1.5 Research Objectives.....	3
1.6 Hypotheses	Error! Bookmark not defined.
1.6.1 Advertising.....	4
1.6.2 Digital advertising vs traditional advertising	Error! Bookmark not defined.
1.6.3 Customer perceptions of digital vs traditional advertising	7
1.6.4 Information clutter and advertising.....	8
1.6.5 Credibility	7
1.7 Consumer behaviour	8
1.8 Theoretical framework	9
1.9 Structure of the thesis	10
CHAPTER 2: TRADITIONAL VERSUS DIGITAL ADVERTISING.....	12
2.1 Introduction	12
2.2 Definition of advertising.....	12

2.3 Effects of advertising on consumers	13
2.4 Traditional advertising	15
2.4.1 Types of traditional advertising	16
2.4.2 Advantages of traditional advertising	19
2.4.3 Disadvantages of traditional advertising	20
2.5 Digital advertising.....	21
2.5.1 Types of digital advertising	23
2.5.2 Advantages of digital advertising	27
2.5.3 Disadvantages of digital advertising	28
2.6 Consumer behaviour.....	29
2.7 Impact of digital and traditional advertising on consumer behaviour.....	31
2.8 Customer perception of digital or traditional advertising	34
2.8.1 Factors influencing consumer perception of digital and traditional advertising	35
2.9 Advertising clutter	37
2.9.1 Types of advertising clutter	38
2.9.2 Effects of advertising clutter on consumer behaviour	39
2.9.3 The impact of advertising clutter on digital advertisement	41
2.9.4 The impact of advertising clutter on traditional advertising	42
2.10 Credibility of advertising sources	42
2.10.1 Trust	44
2.10.2 Authenticity	44
2.10.3 Affirmation.....	45
2.10.4 Credibility between digital and traditional advertising	46
2.11 Conclusion	47
CHAPTER 3: THEORETICAL FRAMEWORK	48
3.1 Introduction	48

3.2 Theory of reasoned action	48
3.2.1 Attitudes.....	49
3.2.2 Behavioural beliefs	50
3.2.3 Evaluation	50
3.2.4 Normative beliefs	51
3.2.5 Subjective norms	51
3.2.6 Behavioural intentions	51
3.2.7 Limitations of the TRA	51
3.3 The Hierarchy of Effects (HOE) Model.....	52
3.3.1 Awareness	54
3.3.2 Knowledge	54
3.3.3 Liking	55
3.3.4 Preference	55
3.3.5 Conviction	56
3.3.6 Purchase.....	56
3.3.7 Limitations of the HOE model	56
3.4 The Nicosia Model	58
3.4.1 Field 1	60
3.4.2 Field 2.....	60
3.4.3 Field 3.....	61
3.4.4 Field 4	62
3.4.5 Limitations of the Nicosia model	63
3.5 The Belief Factor Model	63
3.5.1 Product information.....	64
3.5.2 Social role and image	65
3.5.3 Hedonic/pleasure.....	66
3.5.4 Annoyance/irritation	67

3.5.5 Falsity	67
3.5.6 Limitations of the belief factor model	68
3.6 The CAB Model.....	68
3.6.1 The cognition dimension	68
3.6.2 The affective dimension	69
3.6.3 The behavioural dimension	69
3.6.4 Limitations of the CAB model.....	70
3.7 Conclusion	70
CHAPTER 4: RESEARCH METHODOLOGY	72
4.1 Introduction	72
4.2 Research design	72
4.3 Research approach.....	73
4.3.1 Qualitative research	73
4.3.2 Quantitative research.....	73
4.4 Target population	74
4.5 Sampling	74
4.6 Sample size	76
4.7 Data collection	77
4.8 Measuring instrument.....	78
4.9 Data analysis	80
4.10 Pilot study	81
4.10.1 Summary of changes following the pilot study	82
4.10.2 Section C: Consumer Perceptions	82
4.10.3 Section D: Information Clutter	83
4.10.4 Section E: Socio-economic benefits	84
4.10.5 Section F: Credible information.....	85
4.10.6 Section G: Migration to Digital Advertising.....	86

4.11 Validity	86
4.11.1 Content validity	87
4.11.2 Criterion validity	87
4.11.3 Construct validity	87
4.11.4 Face validity	87
4.12 Reliability	87
4.13 Ethical consideration	88
4.13.1 Informed consent	88
4.13.2 Gatekeeper permission	89
4.13.3 Storage and disposal	89
4.13.4 Anonymity and confidentiality	89
4.14 Conclusion	90
CHAPTER 5: PRESENTATION, INTERPRETATION AND DISCUSSION OF FINDINGS	91
5.1 Introduction	91
5.2 The Sample	91
5.3 The Research Instrument	91
5.4 Reliability Statistics	92
5.5 Section A: Biographical Data	93
5.5.1 Gender distribution by age	93
5.5.2 Racial composition of the sample	94
5.5.3 Occupation of participants	95
5.5.4 Education	95
5.5.5 Average monthly income	96
5.6 Section B: The influence of digital and traditional advertising on consumer behaviour	96
5.6.1 Traditional advertising platforms that motivated respondents into making a purchase	97

5.6.2 Challenges encountered when using traditional advertising	97
5.6.3 Credibility	98
5.6.4 Types of digital advertising used by the respondents	99
5.6.5 Credibility of the information received from digital advertising compared to traditional advertising	99
5.6.6 Benefits of using digital advertising compared to traditional advertising .	100
5.6.7 Main challenges faced whilst using digital advertising	102
5.7 Section Analysis.....	103
5.7.1 Section C: The factors influencing consumer perceptions on digital advertising and traditional advertising (HOE Constructs)	103
5.7.2 Section D: Dealing with information clutter in digital advertising as compared to traditional advertising.	108
5.7.3 Section E: Socio-economic benefits of digital advertising and traditional advertising	112
5.7.4 Section F: To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising	113
5.7.5 Section G: Factors contributing to migrating to digital advertising	116
5.8 Cross tabulations	118
5.8.1 Traditional advertising platform motivating purchase versus gender	118
5.8.2 Credibility of information from traditional advertising compared to digital advertising versus gender.....	119
5.8.3 Credibility of information from digital advertising compared to traditional advertising versus gender.....	119
5.8.4 Communication versus race	120
5.8.5 Digital advertising is informative versus gender.....	121
5.8.6 The credibility of digital advertising versus traditional advertising.....	121
5.8.7 Digital advertising is interactive when compared to traditional advertising versus age	122

5.8.8 Checking online advertisements when surfing the Internet is easy versus age.....	122
5.8.9 The amount of information provided by digital advertising affects encoding	123
5.8.10 Information clutter in digital advertising blocks communication between the advertisement and consumer needs versus gender	123
5.8.11 Digital advertising is frustrating due to pop-ups as compared to traditional advertising	124
5.8.12 Digital advertising gives an effective and strong platform for consumers to communicate with company representatives	124
5.9 Correlations.....	125
5.10 Structural Equation Model.....	127
5.10.1 Maximum Likelihood Estimates	129
5.11 Conclusion	133
CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS	135
6.1 Introduction	135
6.2 Summary of the study chapters	135
6.3 Summary of the empirical study.....	136
6.4 Realisation of objectives	138
6.5 Limitations.....	140
6.6 Recommendations	140
6.7 Recommendations for Future Studies.....	142
6.8 Contribution of the study to new knowledge.....	143
6.9 Conclusion	145
LIST OF REFERENCES	146
APPENDICES	169
Appendix A: Letter of information	169
Appendix B: Consent form	171

Appendix C: Questionnaire	173
Appendix D: Gatekeeper Permission	178
Appendix E: Ethical Clearance.....	179
Appendix F: Language editors' clearance letter	180
Appendix G: Turnitin report.....	181
Appendix H: Correlation	183

LIST OF FIGURES

Figure 3.1: Theory of Reasoned Action (TRA)	49
Figure 3.2: The Hierarchy of Effects model	54
Figure 3.3: Nicosia model.....	59
Figure 3.4: The belief factor model.....	64
Figure 5.1: Racial composition of the sample.....	94
Figure 5.2: Occupation of participants.....	95
Figure 5.3: Education level of respondents	95
Figure 5.4: Traditional advertising platforms that motivated respondents into making a purchase.	97
Figure 5.5: Types of digital advertising used by the respondents.....	99
Figure 5.6: Main challenges faced whilst using digital advertising	102
Figure 5.7: How consumers deal with information clutter in digital advertising as compared to traditional advertising.....	108
Figure 5.8: Socio-economic benefits of digital advertising and traditional advertising	112
Figure 5.9: To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising.....	114
Figure 5.10: Factors contributing to migrating to digital advertising	116
Figure 5.11: Structural Equation Model.....	127
Figure 6.1: Proposed framework for the study	144

LIST OF TABLES

Table 4.1: Questionnaire design	79
Table 4.2: The summary of Reliability Analysis on Constructed Items	81
Table 4.3: Reliability statistics for consumer perceptions	82
Table 4.4: Reliability statistics for information clutter	83
Table 4.5: Reliability statistics for socio-economic benefits	84
Table 4.6: Reliability statistics for credible information	85
Table 4.7: Reliability statistics for migration to digital advertising	86
Table 5.1: Cronbach's alpha score for all the items that constituted the questionnaire	92
Table 5.2: Gender distribution by age	93
Table 5.3: Average monthly income	96
Table 5.4: The challenges encountered when using traditional advertising	97
Table 5.5: Credibility between traditional advertising compared to digital advertising	98
Table 5.6: Credibility of the information received from digital advertising compared to traditional advertising	99
Table 5.7: Benefits of using digital advertising compared to traditional advertising	100
Table 5.8: Factors influencing consumer perceptions on digital advertising and traditional advertising (HOE constructs) scoring patterns.....	104
Table 5.9: Traditional advertising platform motivating purchase versus gender.....	118
Table 5.10: Credibility of information versus gender	119
Table 5.11: Credibility of information from digital advertising compared to traditional advertising versus gender	119
Table 5.12: Communication and race.....	120
Table 5.13: Digital advertising is informative versus gender	121
Table 5.14: The credibility of digital advertising versus traditional advertising and highest level of education	121
Table 5.15: Digital advertising is interactive when compared to traditional advertising versus age.....	122
Table 5.16: Checking online advertisements when surfing the Internet is easy versus age	122

Table 5.17: The amount of information provided by digital advertising affects encoding.....	123
Table 5.18: Information clutter in digital advertising blocks communication between the advertisement and consumer needs versus gender.....	123
Table 5.19 Digital advertising is frustrating due to pop-ups as compared to traditional advertising.....	124
Table 5.20 Digital advertising gives an effective and strong platform for consumers to communicate with company representatives.....	124
Table 5.21: Regression Weights: (Group number 1 - Default model).....	129
Table 5.22: Standardised Regression Weights: (Group number 1 - Default model)	130
Table 5.23: CMIN	131
Table 5.24: Baseline Comparisons	131
Table 5.25: RMSEA.....	132
Table 5.26: Covariances: (Group number 1 - Default model).....	132
Table 5.27: Correlations: (Group number 1 - Default model)	132

CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter provides the background to the study, the research problem, the aim of the study, the study objectives and hypotheses. The chapter also provides a summary of the literature and methodology used in the study. The chapter finally gives an outline of the study.

1.2 Background to the study

Advertising is a way of communicating with customers to encourage a buying decision or use of a service. While it also passes information to customers, advertising is important to both marketers and business growth. Advertising is a paid form of promotion by a sponsor through a number of different mediums (Kotler and Keller 2015:56). Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th century with the expansion in industrialisation. However, during the late 80s, advertisements were fairly limited to television, radio, billboards and newspapers. Businesses are leaning towards digital advertising. Some companies are now focusing on social media and mobile advertising to the extent that they may very soon take over television advertising (Jadhav, Gaikwad and Bapat, 2023:78). The advancement in technology has seen the transformation of marketing from the more traditional forms, to digital marketing where communication of the marketing content is delivered through digital mediums. Since the beginning of the 21st century, businesses have transformed the way of engaging its customers to enable them to get closer to what the customers need. In marketing, the transformation to digital marketing has enabled business to deliver products or services quickly to the customer and get customer feedback immediately (Schutte and Chauke, 2022:878). In South Africa, digital marketing is developing at a rapid pace. By 2018, it was estimated that digital marketing was 35% of all marketing activities while the global average was 10% (Statista, 2019). The growth in digital marketing is supported by the increase in the number of people gaining access to the internet. By 2019, South Africa had 31.18 million internet users which represented about 68% of the population. Of this population, 28.99 million were mobile internet users (Statista, 2019). This growth is

expected to continue in the coming years and estimated at around 80% of the total population by the year 2023 (Statista, 2019). In countries such as Bangladesh, the trend of digital marketing is just on the bloom. Most large, local and multi-national companies are practising digital advertising in full swing (Haider 2018:5).

Advertising has evolved from traditional advertising to digital advertising. This is not only due to changing consumer media habits, decision-making and buying power but also to the transformative global society (Keer et al. 2015:2). The major aim of advertising is to impact buying behaviour. Consumers' buying behaviour has always been given so much importance and space in studies on the impact of advertising (Ahmed, Ahmad, Ali Nisar and Azeem 2017; Zia 2016; Ugonna, Okolo, Obikeze, Ohanagorom, Nwodo and Oranusi 2017; Farooq, Shafique, Khurshid and Ahmad 2015; and Sadhasivam and Priya 2015). Most of the time, consumers' buying behaviour depends on whether they like or dislike the product's advertisement (Tomyuk and Avdeeva, 2022:12). A good-quality advertisement is likely to influence consumers into buying that product, while a poor-quality advertisement will do the opposite. Previous studies have been conducted on the effectiveness and impact of advertisements on consumer buying behaviour, which depict positive relationships (Chukwu 2019:5). However, in this study, the aim is to investigate the influence of digital advertising versus traditional advertising by examining their influence on consumer behaviour.

1.3 Research problem

In the competitive business environment, companies depend on advertising to communicate with their customers and to influence the decisions customers make. The growth in the use of the Internet and social media by the general populace indicates the need for a change in the way companies communicate with their consumers. Customers are exposed to a great deal of advertising media, making them more selective in their perception of advertisements. The new advertising methods thus influence the way customers respond and behave. Furthermore, new technology platforms give customers and advertisers a place to deliver their messages (Zia 2016:43). In addition, with the increase in technology, the marketer's job has changed from a traditional to more of a digital role. Companies are now focusing on creating websites for advertising rather than relying on traditional ways (Jadhav, Gaikwad and

Bapat, 2023:78). However, traditional advertising platforms still play a significant role in influencing the way consumers behave (Haider 2018:8).

With both traditional and digital advertising playing a huge role in consumer behaviour, there is a gap in knowledge on the influence of digital versus traditional advertising on consumer behaviour. Furthermore, although research has been done on advertising in diverse geographic areas, no study has been done on the topic in Durban. Research was undertaken by Njuguna (2017:16) on “The effectiveness of online advertisement on consumer decisions: A case of Radio Africa Group Limited Nairobi, Kenya”, with a similar study, also in Kenya on “The use of internet advertising by the Kenyan mobile telephone industry” (Otieno 2012:6). In addition, Kithinji (2015:56) did a study on “Advertising on social media: an analysis of the youth’s responses to Facebook advertising in Nairobi”, while Barasa (2014:48) conducted a study on “Social media as an effective advertising tool in Kenya” and Ngenga (2015:17) studied “The extent of social media marketing use on business growth on a major corporation in Kenya”. Elsewhere, Yasmeeen and Khalid (2016:10) conducted a study on “The effects of online advertisements on consumer buying behaviour of university students of Pakistan”. The above-mentioned studies had different results and were also conducted in different places; hence, there is still a gap in knowledge with regards to the Durban Metropolitan; thus, the aim of the study is to close the gap.

Thus, it is important to research the influence of both digital and traditional advertising on consumer behaviour, allowing companies to make informed decisions regarding which media to invest in more. This research therefore seeks to investigate the influence of digital advertising, in comparison to that of traditional advertising, on consumers in Durban and the extent to which digital advertising influences consumers’ behaviour as compared to traditional advertising.

1.4 Aim of the study

The aim of the study is to investigate the influence of digital advertising versus traditional advertising on consumer behaviour in the Durban Metropolitan Area.

1.5 Research Objectives

The following are the objectives of the study:

- To determine the influence of digital and traditional advertising on consumer behaviour;
- To determine the factors influencing consumer perceptions of digital advertising and traditional advertising;
- To find out how consumers deal with information clutter in digital advertising as compared to traditional advertising;
- To determine the socio-economic benefits of digital advertising and traditional advertising;
- To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising;
- To determine the factors contributing to digital migration; and
- To propose a framework on the influence digital and traditional advertising have on consumer behaviour.

1.6 Hypotheses

This section presents the hypotheses of the study against the background of the literature review.

1.6.1 Advertising

Advertising is a way of communicating with the intention of persuading people to buy a product or service. When a company develops an advertisement, it includes the product or service's name, how it is used and how it will benefit the consumer. Advertising is done to communicate with many people in the hope of persuading them to take some action (Haider 2018:8). Furthermore, advertising creates awareness, communicates product attributes, reminds consumers, contributes towards consumer base development and generates repeat purchases. Companies try to occupy a space in a customer's mind, which increases the scope of advertising (Zia 2016:40). The different forms of advertising include digital and traditional advertising.

Digital advertising includes applications such as the Internet, banners, mobile, and email, as well as social network services (SNS) advertisements. These are now areas of interest for marketers and influence consumer behaviour. The increase in digital advertising is due to a number of factors that relate to technology, globalisation and the change in consumers' habits (Aydin 2016:2). Digital advertising influences

consumer behaviour by creating preferences, feelings and perceptions that help shape their attitudes (Owhal 2015:18). Digital advertising outperforms print advertising because of the web's interactivity characteristic (Belanche, Flavián and Pérez-Rueda 2017:53). Moreover, digital advertising adds more stimuli, thus keeping consumers' attention and interest longer while also influencing the way they behave (Njuguna 2017:9). Therefore, the following hypothesis was formulated:

H1: There is a significant relationship between digital advertising and consumer behaviour.

1.6.2 Digital advertising vs traditional advertising

There are different types of digital advertising which are discussed in this section.

- **Banner advertising**

This is a type of advertising on the World Wide Web. The advertisement is embedded in a web page and delivered by an advertisement server. Banners attract customers by linking them to the advertiser's website (Kithinji 2015:34). In addition, banner advertising is cheap when compared to traditional advertising and also helps companies create brand awareness. A study by Flores, Komulainen and Lapeman (2019:59) states that banner advertisements affect consumer attitudes. Consumers are more likely to look at banner advertising.

- **Social media advertising**

Social media has become a major influence on consumers' awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation. Social networks have become a new place for advertising and a place where consumers get recommendations. Social media influencers play a huge role in affecting consumers' shopping behaviour. Consumers now trust their friends and families more than what companies have to say about their products. In addition, companies have the challenge of identifying the digital word-of-mouth-influences (Chukwu, Kanu and Ezeabogu 2019:7).

- **Mobile advertising**

The rapid growth in mobile devices, technological advancements, and an increase in mobile penetration has resulted in marketers and advertisers having access to new delivery platforms (Narang and Shankar 2019:115). Moreover, consumer adoption of digital mobile telecommunications has been faster than that of the Internet. New mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being used by marketers. With the increase in mobile advertising, marketers now use short messaging services to access their customers. With mobile phones being personal to consumers, this form of advertising influences their decision. However, the disadvantage is that the number of words used to communicate with potential customers is limited (Chukwu, Kanu and Ezeabogu 2019:7).

- **Traditional advertising**

What most people think about when there is a discussion about advertising is traditional advertising, which includes media placement in physical media, for example, television, newspapers, radio and billboards, as well as word-of-mouth and celebrity endorsement (Kotler and Keller 2015:78). There is a shift from this though with companies moving their investments from traditional to digital advertising (de Vries, Gensler and Leeflang 2017:2). Traditional advertising focuses on a large number of people, regardless of whether they are interested or not in the message. It reaches customers when they are doing something else, for example, watching television or listening to the radio (Anderson 2018:1). Therefore, traditional advertising positively affects acquisition. An increase in traditional advertising leads to an increase in newly acquired customers (de Vries, Gensler and Leeflang 2017:7). Therefore, the following hypothesis was formulated:

H2: There is a significant relationship between traditional advertising and consumer behaviour.

1.6.3 Customer perceptions of traditional vs digital advertising

Customer perception is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings.

Perception is a process of selecting, organising and interpreting information inputs to create a meaningful picture of things (Gaurav and Jhansi 2017:15). A customer's perception is affected by advertising, social media, personal experience, reviews and public relations. Perception involves gathering information using one's senses. Customer perception allows marketing managers to understand how customers view a product or service and formulate strategies accordingly (Cortinas et al. 2019:7). Therefore, the following hypotheses were formulated:

H3: There is a significant relationship between consumer perceptions and the use of digital advertising.

H4: There is a significant relationship between consumer perceptions and the use of traditional advertising.

1.6.4 Information clutter and advertising

Digital advertising is constantly bombarded with advertisements; for example, an individual is exposed to between 3 000 and 20 000 advertisements in a day. This means that digital advertisement is intrusive and has clutter (Hoglund and Syvertsson (2018:16). Fan, Lu and Gupta (2017:19) argue that the interactive nature of digital advertising evokes a level of irritation for consumers. Irritation has a negative influence on digital advertising. The push technology, such as pop-ups, email ads and skyscrapers has an irritation negative effect on digital advertising. The push ads increase the consumer's feelings of discontent on digital advertising. Traditional advertising, on the contrary, is considered to have a lot of advertising clutter with longer television commercial breaks whilst the commercials are shorter, hence there are many spots per break. The increasing quantity and length of commercial breaks gets consumers tired (Hoglund and Syvertsson 2018:23). Therefore, the following hypotheses were formulated:

H5: There is a significant relationship between information clutter and digital advertising.

H6: There is a significant relationship between information clutter and traditional advertising.

1.6.5 Credibility

Credibility or the truth in information given is important and it affects consumer attitudes and behaviour. In advertising, credibility is not only the responsibility of the institution providing it; it is also inherent in the message being portrayed. Thus, consumer behaviour is affected by the reliability and trustworthiness of both the message and the sources providing the message (Aydin 2016:4). Most South Africans have been found to trust recommendations from friends and family, the people they know. For these people, traditional advertising channels still feature strongly when compared to digital advertising (Nielsen 2015:1). Therefore, the following hypotheses were formulated:

H7: There is a significant relationship between credibility and digital advertising

H8: There is a significant relationship between credibility and traditional advertising.

1.7 Consumer behaviour

Consumer behaviour concerns the manner in which individuals and groups buy, use and dispose of products or services (Shih, Yu and Tseng 2015:12). Consumer behaviour can be defined as the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives (Hollebeek and Macky, 2019:33). Consumers have the power to make decisions about the products they want to purchase; this is called consumer behaviour. The way consumers behave is influenced by personal, cultural, psychological and social factors (Educba 2016:33). There are a variety of factors that determine how consumers react to a specific advertising campaign. In the digital environment these factors increase, which contribute to the complexity of using this medium (Dowling, Guhl, Klapper, Spann, Stich and Yegoryan, 2019:57). Advertising falls under psychological factors on which companies have to develop their advertisements. It is important for advertisers to be knowledgeable and understand how consumers are affected by and react to advertising (Kotler and Keller 2015:51). Moreover, comprehending the manner in which consumers make their decisions is important when developing appropriate marketing strategies (Zia 2016:59).

1.8 Theoretical framework

The models and theories explained below will form the theoretical framework underpinning this research study. The theories were selected based on their relevance to the study.

1.8.1 Theory of reasoned action

The theory of reasoned action (TRA) was proposed by Ajzen and Fishbein in 1980. This theory states that attitude towards behaviour is one of the predictors of behavioural intention. The attitude that consumers have towards an advertisement affects the consumers' exposure, attention and how they react to an advertisement (Trivedi 2017). The TRA's subjective norms like advertising, social influences affect one's attitude thus impacting their behaviour. In addition, information from external forces, either digital or traditional advertisements, enhances consumers' attitudes towards their products, which influences their behaviour. Further the hierarchy of effects (HOE) model will be used.

1.8.2 Hierarchy of Effects (HOE) Model

The HOE model was proposed by Lavidge and Steiner in 1961. The model shows that when consumers are exposed to an advertisement, they go through a sequential effect that moves them further along the path to purchase. It proposes that customers move through a hierarchy in which they experience psychological states. Consequently, a direct connection between an advertisement and the behaviour of consumers is suggested. In addition, the model proposes that consumers process advertisements in similar ways regardless of the type of product being advertised (Rogers and Thorson 2019:272).

1.8.3 The CAB Model

The cognitive, affective and behaviour (CAB) model was proposed by Holbrook in 1986 and is made up of three components of attitude formation, which are cognitive, affective and behaviour (CAB). Cognition is the belief that customers have about the product or the advertisement. Affective is the way that customers feel about the advertisement and behaviour is the intention of the customer to do something about

the advertisement. Behaviour is the physical actions of the consumer in response to the advertisement (Jain 2014:15). Consumers obtain information concerning a product from the advertisement media and these affect their emotions and feelings, leading them to behave in certain ways.

1.8.4 The Belief Factor Model

This is a model of belief factors that influences advertising. The model was developed by Polly and Mittal in 1993 and was referred to as the 7-factor model. These factors contribute to shaping the attitudes of individuals toward advertising. For this study, four factors will be considered: product information, social image, hedonic/pleasure and falsity/no sense (Salamzadeh, Ariffin and Aun 2018:35). Product information comprises consumers' personal beliefs pertaining to the ability of advertising to deliver the information. Social image is the ability of advertising to communicate believable social integration, image and role to customers. Hedonic/pleasure is the ability of advertising to source pleasure seeking behaviour in the audience. Falsity is the customer's belief with regarding the annoyance of advertising through misinterpretation, misleading information and mockery (Yaakop, Hemsley-Brown and Gilbert 2011:3). Consumer involvement with advertising forms beliefs, which make consumers behave in certain ways.

1.8.5 The Nicosia Model

This model determines the relationships between attributes of consumers, decision-making, market communication and feedback from customers. An organisation attempts to influence customers' actions through communication. The model has four fields, which are: exposure to the message, evaluating the message, making a decision and giving feedback (Milner 2013:34).

1.9 Structure of the thesis

Chapter 1 presents the introduction to the study. It provided the background to the study, the problem statement, aim, objectives, significance, literature review overview and research methodology.

Chapter 2 constitutes the literature review. It covers literature related to digital advertising and traditional advertising, the influence of digital and traditional

advertising on consumer behaviour, factors influencing consumer perceptions on digital advertising and traditional advertising, information clutter and the credibility of traditional and digital advertising and consumer behaviour.

Chapter 3 constitutes the theoretical framework for the study. It covers the following theories and models: the theory of reasoned action, the hierarchy of effects (HOE) model, the CAB model, the belief factor model and the Nicosia model.

Chapter 4 explains the research methodology employed in the study, along with the research design, sampling and data analysis. The chapter outlines the research approach and research methods employed in this study. The chapter also contains an overview of the target population, the data collection methods and the data analysis techniques employed in the study.

Chapter 5 is a presentation of the empirical results. The results were analysed using SPSS and presented using tables and figures. Both descriptive and inferential statistics were used in the study.

Chapter 6 presents a summary of the study, along with recommendations on the use of digital versus traditional advertising in light of the findings. The chapter also presents limitations, future research suggestions and conclusions.

1.10 Conclusion

This chapter established the foundation of this study by presenting the background to the study, research problem, aim and objectives, overview of literature review, an overview of the research methodology and an outline of the chapters of the study. The chapter presents the aim of this study, which is to investigate the influence of digital advertising versus traditional advertising on consumer behaviour in the Durban Metropolitan Area. The next chapter will present a review of the literature. The chapter will cover literature related to digital advertising and traditional advertising, the influence of digital and traditional advertising on consumer behaviour, factors influencing consumer perceptions on digital advertising and traditional advertising, information clutter and the credibility of traditional and digital advertising and consumer behaviour.

CHAPTER 2: TRADITIONAL VERSUS DIGITAL ADVERTISING

2.1 Introduction

This chapter presents and discusses a review of the literature on the influence of digital versus traditional advertising media on consumer behaviour. Firstly, the chapter commences with the definition of advertising and reviews the impact that advertising has on consumer behaviour. This chapter presents a review of digital advertising and traditional advertising and how the two impact on consumer behaviour. Furthermore, it discusses consumer perceptions and factors influencing consumer perceptions of digital and traditional advertising. In addition, a review of advertising clutter, effect of advertising or information clutter on consumer behaviour and digital and traditional advertising clutter is presented. In addition, the socio-economic benefits of digital and traditional advertising, credibility and digital migration were also reviewed.

2.2 Definition of advertising

Advertising is a fascinating field that spans across various domains and has garnered interest in many academic disciplines and finds use in many sectors. Advertising finds expression in business, charity, social movements albeit in different ways, but there are some basic tenets that define it. While there is no definitional crisis or conceptual debate on what advertising is, the ensuing discussion will aid in the understanding of how consumer behaviour is key to advertisers. In my view, understanding the purpose of advertising is an easy starting point. Broadly put, advertising is a way of communicating with the intention of persuading people to buy a product or service.

A school of thought exists which suggests that the purpose of advertising is to lead consumers into desirable actions, whatever they may be. Haider (2018:8) purports that advertising is done to communicate with many people in the hope of making them take some action. In the same vein, Ekiyor and Altan (2020:15) state that advertising aims at informing, attracting and influencing people to use and purchase their products or services.

For Zia (2016:40) advertising creates awareness, communicates product attributes, reminds consumers, contributes towards consumer base development and generates repeat purchases. Kotler (2018:56) agrees that advertising is the placement of

persuasive messages and announcements on mass media by businesses or individuals aimed at informing or persuading customers about their products or services. Differently put, companies try to occupy a space in a customer's mind. Understanding that advertisers view manipulating how people think as a desirable outcome is important in how the discussion on consumer's behaviours are influenced will be framed in this study. It is imperative to find the underlying intentions of the advertisers. It appears that the definitions proffered above are focused on persuading consumers with the aim of communicating the product or services being offered by a company. Equally important in the ensuing discussion is the knowledge that geographical reach own its own is grounds for advertising (Haider 2018:8). Although advertising has been defined, there appear to be inconsistencies with each definition mentioning different attributes. Therefore, based on the attributes from the different authors above, this study define advertising as a way of communicating with consumers with the aim of persuading, informing, attracting, creating awareness and reminding geographically spaced consumers that they can use, purchase, contribute to customer base and repeat purchases.

2.3 Effects of advertising on consumers

This study focuses on understanding the influence of digital and traditional advertising on consumer behaviour. For the purposes of completeness, this section provides generalised discussion on the effects of advertising on consumer behaviour. Albeit broad, the discussion prepares for a focus on either digital or traditional advertising. It stems from the previous section on the different attributes.

Advertising can be used to communicate with many people (Hilman 2017:89). Similarly, Kotler (2018:58) states that advertising is used to pass information to consumers. Consequently, if advertising reaches many consumers repeatedly, it encourages customer recollection of the brand or product and increases brand popularity (Kotler 2017:68).

There are many types of advertising that a company can use to market their brands and influence consumers' behaviour. It is this advertising that influences a consumer's choice when selecting a brand. A marketer communicates their message and tries to connect with their consumers, thereby influencing them to prefer their brand (Haider and Shakib 2017:3). In addition, Uddin et al. (2014:27) show that advertising

influences the decisions that consumers make. Advertisements are designed to provide simple, anxiety-reducing answers to problems. Its ability to provide consumers with answers about a brand potentially influences the consumer's brand preferences. Advertising gives consumers information that helps them reduce their search time for a product or brand and communicates the availability of the brand (Kerr and Richards, 2021:176). Kotler and Keller (2016:340) are of the view that advertising changes the habits and preferences of consumers.

Advertising also exists to give consumers an opportunity to make informed choices. When customers see different advertisements from different sponsors, they can compare the products and services they want (Kotler 2018:58). In the same vein, Haider (2018:6) purports that advertising reaches customers in different places at the same time. It also allows for multiple announcements, allowing customers to compare products with competitors. Moreover, since advertising uses text, sound and colour, consumers get all the information they want. Kotler, Kartajaya and Setiawan (2016:72) add that advertising stimulates sales and helps create an image for the product or service. Advertising is a public presentation hence, it shows that products are not against social norms, which creates a good image for the products and the company.

On the contrary, Otamendi and Sutil (2020:3) argue that advertising has both positive and negative impacts. The authors further mention that advertising lacks persuasiveness when compared to a real person doing face-to-face marketing. Furthermore, advertising is a monology, and it does not force consumers to pay attention and to react. This means that marketers can advertise their products and services, but consumers can avoid them or not pay attention. In addition, if an advertisement is always repeated it might result in advertisement wear out whereby a consumer becomes so used to the advertisement that they no longer pay attention to it (Chae, Bruno and Feinberg 2018:59). Likewise, Molenaar, Saw, Brennan, Reid, Lim and McCaffrey (2021:5) assert that advertising alone does not get consumers to prefer a brand; it only catches their attention.

The authors in the discussion above showed that there are inconsistencies when it comes to the effects of advertising on consumers. Kotler mentions that advertising allows for multiple announcements, thus allowing consumers to compare products. However, Chae, Bruno and Feinberg argue that repetitive advertisements might result

in consumers getting used to them, thereby reducing attention levels. It can be concluded that in as much as advertising has positive effects, there are also negative ones, which marketers need to be aware of. The section above focused on advertising but there are different types of advertising. A comparison between digital and traditional advertising follows.

2.4 Traditional advertising

Traditional advertising refers to mass media that deliver commercial messages to mass audiences. Mass media is paid media, which include television, radio, outdoor billboards and print media (Anderson 2018:1). Kotler (2017:56) defines traditional advertising as mass media used to distribute messages to a broad audience. For example, business cards, television, radio, cold calling, print advertising, billboard and direct mail. Traditional advertising is effective in building brands since it creates awareness and customer consideration. Thus, an increase in traditional advertising leads to increased awareness and consideration. On the other hand, during a discussion on advertising most people think traditional advertising, which includes media placement in physical media, for example television, newspapers, radio, and billboards, as well as word-of-mouth and celebrity endorsement (Glucksman 2017:77). Drawing from what the previous authors said, Geraghty and Conway (2016:13) state that traditional advertising is what most people think of when they talk about advertising or marketing.

Stanimirovic (2020:1) purports that traditional advertising is an interruptive form of marketing which allows companies and marketers to reach out to consumers whenever and wherever they wish. The author further states that traditional advertising mediums include newspapers, magazines, billboards, radio, television, and direct mail. Traditional advertising focuses on a large number of people, regardless of whether they are interested or not in the message. It reaches customers when they are doing something else, for example, watching television or listening to the radio (Anderson 2018:1). Therefore, traditional advertising positively affects acquisition. An increase in traditional advertising leads to an increase in newly acquired customers (de Vries, Gensler and Leeflang 2017:7).

However, traditional advertising distracts people from whatever they are doing. Geraghty and Conway (2016:35) state that this is also similar to digital advertising, for instance pop-ups, social media advertisements and pre-roll videos. There is a shift from these distractions, with companies moving their investments from traditional to digital advertising (de Vries et al. 2017:2). Consequently, David (2020:1) argues that even in the digital era, both young and old still watch television commercials, listen to the radio, read mail, and browse the internet or read catalogues.

Traditional advertising works well when used strategically. Most customers enjoy using their senses to see and touch newspapers, catalogues and brochures. Despite the cost of print advertisements, consumers are more likely to read attractive fliers as compared to online advertisements, which they can ignore easily. In line with the above, traditional advertising focuses on the attitudes of consumers, information and mass marketing tactics. It is important for obtaining recognition and brand awareness, thus ensuring that the company remains successful (Anderson 2018:1).

Ordinarily, consumers tend to think about traditional advertising when they refer to advertising. Traditional advertising builds a company's brand by creating awareness. Traditional advertising targets mass media, meaning anyone who sees the advertisement is part of the targeted audience. Many people enjoy using their different senses when it comes to traditional advertising. However, traditional advertising, distract people and is intrusive.

2.4.1 Types of traditional advertising

Traditional advertising is a form of media that existed before the rise of the Internet. It includes television, radio, newspapers, in-store magazines, billboards, sponsorship, direct mail, word-of-mouth (WOM) and flyers/brochures.

2.4.1.1 Television advertising

Television advertising is a type of traditional advertising channel that uses one-way communication methods. Television advertising has a huge impact since it appeals both to the ear and the eye. On the contrary, a large budget is required for television advertising (Kotler 2018:278). Despite what Kotler stated above, television advertising attracts many people and has high exposure. Furthermore, television advertising

supports dynamic content and creative story telling. It also allows for the product to be demonstrated by showing the faces of the characters in the advertisement to convey both emotion and information (Geraghty and Conway 2016:23). However, Miklosik, Starchon, Vokounova and Korcokova (2020:124) contend that television advertising targets older people who spend more time watching television whilst the younger consumers spend more time on the Internet than watching television. Drawing from the preceding discussion, television advertisements can be said to have great exposure and allow for consumers to see the product so they know what they will be buying. However, some advertisements lack credibility in that the product seen on television might be different from the real product.

2.4.1.2 Radio advertising

Radio advertising is a form of marketing strategy that uses the radio to pique consumers' interest in products and services if the messaging and creativity in the commercial broadcast stands out from competitors (Murmann 2018:92). Additionally, Trivedi (2017b:48) points out that the time of day when a radio advertisement is broadcasted impacts the consumption and effectiveness of the message. It is a less expensive form of advertising in many cases, especially compared to television advertising (Trivedi 2017a:58).

2.4.1.3 Newspaper advertising

Newspaper advertising is a good medium for those customers who are about to make their purchase decision. Newspaper advertising helps create lasting relationships with customers who buy different newspapers (Bennett 2010:187). Newspapers are suited to deliver complex messages when the advertiser wants to provide in-depth information at a low cost. Newspaper advertising allows for the provision of information and supporting reasons (Koslow and Stewart, 2022:830). In addition, customers can keep the newspaper or print advertisement for future use. Kakkad (2016:3) purports that newspapers can reach local or regional customers. Marketers can advertise in local newspapers, thus reaching their target audience. As mentioned above, newspaper advertising is mostly for consumers who are in their last steps of the decision process. They deliver those advertisements that require a lot of content. In addition, consumers can keep the advertisements for some time and use them when

they want to make their decision, unlike with other traditional media like television or radio. Moreover, with the use of local newspapers, advertisers can target different audiences.

2.4.1.4 In-store advertising

In-store advertising is advertising placed within a retail store whereby products are placed in visible locations such as at the end of the aisles, at eye level, and close to the checkout counters. Furthermore, products can also be displayed in trolleys with eye-catching displays (Geraghty and Conway 2016:18). This form of advertising gives marketers a way of connecting with customers when they are making their final decision to purchase a product (Anderson 2018:1). However, in-store advertising is difficult, especially when displays are placed in the wrong aisles and this affects the advertising (Stanimirovic 2020:1). In-store advertising impacts the final decision that consumers will make. When products are displayed at the checkout counters, consumers might buy them because they saw the product. Therefore, this affects consumers when they visit the store and allows for instant decisions.

2.4.1.5 Magazines

Another form of print media is magazines, which are timely targeted because most of them address readers with specific interests. They attract a defined demographic readership. Magazines have a national or international reach, with others printing regional editions for more targeted advertising, for instance, Time magazine. Magazines can be passed from one person to another; hence advertisers are charged higher prices. Magazines have high credibility; thus, they can reach and influence the right audience (Hamilton 2018:304). Drawing from what has been said above, a credible source of information impacts the decision that consumers make. Magazines can be passed from one person to another or used in offices by people passing by (Stanimirovic 2020:1). Based on what has been stated by Stanimirovic, this does not guarantee that people will read the advertisement and be influenced.

2.4.1.6 Billboards

Billboards provide a low-cost way of interacting and reaching many people as they go about their daily lives. Billboards are designed and located in areas where the

audience size may be classified as large, allowing a mass marketing approach. Hence, it allows marketers to reach a large number of target customers at a very low price. On the contrary, billboards can only catch a few seconds of attention since people usually drive by or pass by the advertisements (Akhtar 2019:56). Based on what Akhtar, said billboards require few words and attractive images. It is important that billboards use less text and images so that they catch the attention of customers within the few seconds they are seen. As alluded to earlier, billboards with eye-catching images are effective at raising brand awareness. Moreover, billboards will never go obsolete given their wide reach across different classes and geographic areas (Hamilton 2018:304). It is important for marketers when using billboard advertising to always use images to catch people's attention since customers might not have time to read and pay attention to the advertisement.

2.4.1.7 Direct mail

Direct mail is when communication is addressed to certain recipients. With this type of advertising, the sender could track if the recipient took action after receiving the message. This type of advertising allows the advertisers to select who they want to advertise to and the message can be tailor-made for certain customers or groups (Stanimirovic 2020:1). As much as direct mail is personal, consumers do not like it because they feel inundated (Ahmed et al. 2019:3436). Regardless of what Ahmed et al. stated above, direct mail has advantages because of its creativity, personalisation and targeting of a particular audience. In addition, direct mail has the power to influence readers and elicit emotional reactions (Hamilton 2018:304). When consumers' emotions are elicited, their behaviour is impacted positively. On the contrary consumers emotions may be impacted negatively, especially when they perceive the advertising to be intrusive.

2.4.2 Advantages of traditional advertising

This section focuses on the advantages of traditional advertising. Kotler, Kartajaya and Setiawan (2016:134) state that traditional advertising includes information on the product or service it is selling. Thus, it educates customers on the products and services being sold, namely the benefits and methods to buy them. This makes it easier for consumers to decide. Another advantage of traditional advertising is that it

reaches those who are not computer savvy, like some older adults who prefer familiar printed advertisements to digital advertisements (Ahmed et al. 2019:3436). Traditional advertising also targets everyone, thus those who do not have digital platforms can be targeted through print or radio advertisements.

In conclusion, traditional advertising allows for information to reach a wider audience when advertising, especially when using mediums like television. The advantages of traditional advertising differ between different platforms, some of the advantages of using television might not be the ones of radio advertising. This means that it is difficult to focus on the advantages of traditional advertising without separating the various forms.

2.4.3 Disadvantages of traditional advertising

There are also disadvantages arising from the use of traditional advertising. Traditional advertising is aimed at a rented audience. Hence, advertisers pay money to platforms with an existing audience so they can post their message (Kotler 2018:133). Based on Kotler, this is a disadvantage because paying does not guarantee that consumers will be influenced by the advertisement. Drawing from what has been said, Kakkad (2016:57) states that traditional advertising only allows for one-way communication with customers. This means that consumers cannot give an immediate response. Marketers just advertise with the hope that customers will buy the product or service. Traditional advertising is static, meaning that it is difficult to adapt information while an advertisement is underway. Marketers have to wait until the campaign is over before making improvements or changing anything. Therefore, this impacts the decision of consumers in that they can dislike the advertisement and once a mistake is made, it cannot be removed, which might affect the image of the company (Geraghty and Conway 2016:33).

The above discussion shows that traditional advertising, in as much as it targets a mass audience, it does not allow for interaction between marketers and consumers. It offers only one-way communication. This has a negative impact on consumers because, if they did not understand the advertisement, they cannot follow up to get more information. Also, once information is broadcast, even if there is a mistake that

can be corrected, it is expensive to correct; thus, consumers are affected. The next section focuses on digital advertising.

2.5 Digital advertising

As part of understanding the influence of digital and traditional advertising on consumer behaviour, the study first focuses on explaining digital advertising. Digital advertising includes media such as the Internet, banners, mobile, search engine optimisation (SEO) and email as well as social network services (SNS) advertisements (Kim, Kang and Lee, 2021:554). Todor (2016:52) states that digital advertising entails a quantifiable and interactive marketing of goods and services. Digital advertising media are becoming areas of interest for marketers.

The increase in digital advertising is due to a number of factors that relate to technology, globalisation and the change in consumers' habits (Aydin 2016:2). Moreover, Njuguna (2017:9) adds that digital advertising adds stimuli, thus keeping consumers' attention and interest longer whilst influencing the way they behave. Digital advertising, as seen above, allows for interactive marketing, which increases stimuli and keeps the attention of consumers.

Digital advertising has increased the ability of marketers to target small segments of consumers who have certain interests or buying behaviours and not the whole group (Brett et al. 2021:8). Digital advertising can also be used for building relationships with customers (Soegoto and Simbolon 2018:3). It is implied that it allows communication between marketers and their target customers.

Digital advertising allows for targeting consumers with certain interests and building relationships between consumers and marketers. Lee and Cho (2020) observe that digital advertising allows customer attention, engages customers and drives sales. Hence the argument that interactive formats are more successful than non-interactive ones because of the relationships that can be built. Ahmed et al. (2019:3436) argue that those digital advertising efforts that emphasise interactivity are successful when compared to those non-interactive ad formats.

Digital advertising allows for the interaction between customers and marketers, thus allowing for the accumulation of customer knowledge. When a customer has

knowledge, the risk of product selection is reduced whilst the chances of making repetitive purchases increase (Yost, Zhang and Qi 2021:84). The previous authors focused on the interaction between customers and marketers, whereas Yin and Poon (2016:643) add that digital advertising allows for interaction between consumers, which is called consumer-to-consumer interaction. This form of interaction has a significant influence on the decisions made by consumers.

Consumers interact with each other using digital media so that they get an understanding of the product they bought and confirm if they can buy the product again (Altinay, Song, Madanoglu and Wang 2019:225). When it comes to digital advertising, interaction plays an important role. Interaction between marketers and consumers and between consumers and consumers plays a vital role in influencing the way consumers behave (Koslow and Stewart, 2022:34). Therefore, the above shows that it is important to focus on both forms of interaction because they have different effects on consumers.

Dorsey, Ashley and Oliver (2016:70) concur with the above that interaction between consumers allows them to exchange information, allowing consumers to get more comprehensive product information and to also get a deeper understanding of the product. Therefore, this eliminates all the wrong information that consumers had about the product and allows them to increase acceptance of the product. Furthermore, consumers who are not satisfied with the product may interact with other consumers. This can help them remove negative emotions and they get help on using the product to their advantage (Kim and Sullivan 2019:7).

Xiang, Zheng, Lee and Zhao (2016:335) mention that interactions allow consumers to change their attitudes or future behaviour. It allows for consumers to have post-purchase evaluations, thus increasing the chances of repetitive purchasing (Srivastava and Kaul 2014:1032). De Vries et al. (2017:3) state that when customers are rich in knowledge, their confidence in repeating the purchase is increased. As seen from the discussion above, interactions between consumers that are provided by digital advertising allow for increased acceptance, remove negative emotions, change the attitude of consumers, allow for repetitive purchases and increase their confidence.

It appears from the above discussions that digital advertising is interactive. It allows for the interactions between consumers and marketers, thereby, increasing

consumers' knowledge of the products or services. In addition, it allows for interactions between consumers thus building relationships and exchanging information. Therefore, it is safe to say that digital advertising is informative. Moreover, digital advertising targets a small audience. It allows for personalised advertising, thus reducing the risks involved with mass targeting. However, the above leaves a gap with regards to irritation and credibility of digital advertising. The next section focuses on the different types of digital advertising.

2.5.1 Types of digital advertising

The previous section focused on digital advertising; this section focuses on the different types of digital advertising. Digital advertising media encompasses everything seen online which includes online advertisements, search engines, social media, video streaming and websites (Lee and Cho 2020:333). While there is a broad array of digital advertising, this study focuses on banner, social media, mobile phone, SEO and online advertising. The first type the study focuses on is banner advertising.

2.5.1.1 Banner advertising

An advertisement server delivers a banner advertisement that is embedded in a web page (www.). Banners attract customers by linking them to the advertiser's website (Shaari and Ahmed 2020:3). In addition, banner advertising is cheap when compared to the traditional banner advertisement and it also helps a company create brand awareness. Digital banner advertisements are more likely to affect consumer attitudes compared to traditional banners (Flores, Komulainen and Lapeman 2019:59).

2.5.1.2 Social media advertising

Social media has become a major influence on consumers' awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase communication and evaluation. Suffice to say, social media advertisements are any creative content published through social media platforms to communicate with consumers. They are on platforms like Facebook, Twitter, Instagram and YouTube (Raji, Sabrina and Sobhi 2018:5). Social media platforms have become a new place for advertising and a platform where consumers get recommendations (Arora, Bansal, Kandpal, Aswani and Dwivedi 2019:88).

Social media platforms are the new places on which marketers advertise their products and services and social media influencers play a huge role in affecting consumers' shopping behaviour. As a result, companies have the challenge of identifying who the digital word-of-mouth influencers are (Chukwu, Kanu and Ezeabogu 2019:7). Consumers now trust their friends and families more than what companies have to say about their products thus giving friends and family more credibility. The authors further explain that social media influence consumers in several ways.

Social media offers opportunities for networking between marketers and customers, which provide brand awareness, brand reach, referrals and customer transactions (Kim and Sullivan 2019:7). Implied is that social media is advantageous in that it influences consumer behaviour by giving them information, post-purchase satisfaction and internet usage patterns. Social media allows for customised content, the exchange of user-generated content, direct connection with customers, customer relationships and a low cost of translating all these into purchases and brand awareness (Palos-Sanchez, Saura and Martin-Velicia 2019:63). Since social media is used as a stimulus for customer perceptions and behaviour, companies can use it for developing strategies to increase brand loyalty, brand awareness, brand equity and brand sustainability (Popp and Woratschek 2017:24).

Yazdanparast, Joseph and Muniz (2016:342) take the discussion further by adding that social media advertisements are important when it comes to creating and enhancing brand equity because of the role they play in creating brand recognition and brand recall. Straker and Wringley (2016:348) agree that social media advertisements strengthen brand image and allow consumers to interact with marketers. Furthermore, when marketers advertise on social media, they can also do promotions. Social media sales promotion is when marketers give discount codes, coupons and gifts to consumers as a way of marketing their products or services (Raji, Sabrina and Sobhi 2018a:6). Concurring with the above Hilman, Hanaysha and Ghani (2017:89) state that social media sales promotions represent a strong appeal for consumers and influence consumer behaviour.

Social media advertising has a major impact on consumers' awareness, attitudes, opinions and purchase behaviour. Consumers use social media platforms to interact, engage and get recommendations from friends, family members and social media

influencers. This allows consumers to be well informed before making their decision. Social media advertisements allow for interactions between marketers and consumers on company pages, thus customised messages can be made. The next type of digital advertising is mobile advertising.

2.5.1.3 Mobile advertising

The quick growth of using different types of mobile devices, developments in mobile technology and increased mobile penetration have created new delivery platforms for both marketers and advertisers (Narang and Shankar 2019:115). Conversely, Ahmed et al. (2019:3436) postulate that an increase in mobile phones has revealed a new type of advertising medium for companies to viably connect with customers. Moreover, consumer adoption of digital mobile telecommunications has been faster than that of the Internet. New mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being used by marketers.

With the increase in mobile advertising, marketers now use short messaging services to access their customers. With mobile phones being personal to consumers, this form of advertising influences their decision. Consumers can receive marketing messages and promotions on their mobile phones. This makes advertising personal, and it makes information easy to reach consumers. However, the disadvantage is that the service has a limited number of words to communicate with potential customers (Chukwu, Kanu and Ezeabogu 2019:7). From the above discussion, the authors state that, in as much as MMS influences consumers, the number of words that can be communicated is limited. This has an impact on the form/type of message that consumers receive.

In line with mobile phone advertising, Saura, Palos-Sánchez and CerdáSuárez (2017:76) add that SMSes is another type of mobile phone advertising that is used. SMS messaging is productive when compared to traditional advertising tools. Zengin (2018:53) further contends that SMS advertising is viable and practical. Drawing from what the previous authors stated, mobile phones can be used for any type of message, with no time requests, hence SMS advertising is viable (Reyes-Menendez, Saura, Palos-Sanchez and Alvarez-Garcia 2018:584). This view is further supported by Palos-Sanchez and Saura (2018:51), who state that most people (99%) read their

SMSes, hence its high perusing apportion. On the other hand, some marketers send random SMSes to random customers, causing irritation among customers and resulting in some consumers ignoring the messages. Another negative impact is that mobile phone SMSes do not allow for the sharing of much content, thus it is less informative (Masiya 2020:12). Regardless of the different views above, SMS advertising has a viable influence on consumers. The next type is search engine optimisation.

2.5.1.4 Search Engine Optimisation

Search Engine Optimisation (SEO) can be defined as a mechanism that allows the searcher to get the most appropriate results from his/her online search. SEO helps marketers by displaying their respective advertisements to the right people in the right place at the right time. Using this type of digital advertising, marketers can advance the rankings of their advertisements on the search results pages by improving their quality score to make them more significant and therefore more search-engine compatible (Bhandari and Bansal 2018:26). When comparing SEO with traditional methods of marketing, the analysis of results and prediction of consumer behaviour usually take months to manifest (Zhang and Cabage 2016:150). SEO is used to assure that a link appears at the top of the page when one types and searches for a certain key word. SEO aims at increasing the number of web visitors and ensures that the website ranks very high with the use of correct key words and by explaining the website content. SEO searches out algorithms as well as online customers (Ahmed, Vveinhardt and Štreimikien 2018:458).

2.5.1.5 Online advertising

Online advertising is a type of advertising that uses the Internet and the World Wide Web (www) for delivering marketing messages to attract customers. Marketers pay for web space when using this type of advertising unlike traditional advertising where they pay for the time on the television or radio and space in the newspaper (Cooper and Hall, 2016:100).

The Internet has become a vital medium for advertising. Using the Internet for advertising has been one of the most exciting developments in mass communication. The use of the Internet is a significant source of information and has influenced many

businesses to shift from traditional ways of advertising to online advertising. The internet is the most effective and dynamic way of communicating. When using the Internet there are no geographical barriers and consumers have ways of interacting with marketers (Peter and Dalla Vecchia, 2021:253). This is supported by Schiopu, Padurean, Tala and Nica (2016:832) who state that the Internet has changed how advertising is done and businesses have benefited in terms of communicating with consumers. Moreover, the Internet impacts how consumers connect with other consumers and companies without regard to time and space.

Kim (2016:78) notes that online advertising, when compared to traditional mediums, like television and print advertising, is better because it allows for elaboration, which leads to advertising effectiveness. In addition, internet advertising allows marketers to reach a huge customer segment. It allows customers to choose products from different companies around the world. However, this does not mean that online advertising can reach everyone in the world. Therefore, there is still room for other advertising forms to operate effectively (Jadhav et al., 2023:83).

The foregoing discussion has shown that online advertising performs a promotional cycle from advertising a service or product to selling and it allows for interactions between marketers and consumers as claimed by the authors cited above. This study appreciates that online advertising is an important form of media, and that it impacts the way consumers behave. It is important to note that digital advertising has advantages and disadvantages. The following section focuses on the advantages of digital advertising.

2.5.2 Advantages of digital advertising

Due to the advancement in technology, many things are being done electronically, so consumers spend most of their time on electronic devices, thus encountering digital advertisements. Furthermore, it reaches many people and costs little to nothing. Digital advertising has a higher reach because there are no boundaries to who can be reached; everyone with access to the Internet is a target customer. Digital advertising also allows marketers to adjust and improve their strategies quickly, thus providing consumers with new and exciting advertisements (Dwivedi et al. 2020:15).

Bala and Verma (2018:323) state that digital advertising is engaging and allows for interaction with the marketer. It allows for higher engagement and interactivity; hence, consumers are well informed, and this influences their behaviour. Popp and Woratschek (2017:18) concur that digital advertising tools provide data analytics for trading views and interactions; thus, adjustments can be made quickly if a strategy is not working. Digital advertising allows consumers to view advertisements wherever they are. It further allows them to engage and interact with marketers, thus staying well informed when making their decisions.

2.5.3 Disadvantages of digital advertising

While digital advertising is very useful for both the consumer and the business, it does have disadvantages which this section covers. Digital advertising is time-consuming, there is a need to manage a number of social media platforms in order for marketers to reach consumers (Peter, and Dalla Vecchia, 2021:260). On the other hand, consumers must be on different platforms for them to see the advertisements. Competitors can easily spy on each other and steal ideas since consumers' reviews are read by everyone, including potential buyers (Munsch, 2021:15). The same can be stated for consumers, who can also see competitors' advertisements, and this can have an impact on the way they behave. Likewise, if customers' reviews are negative, they can also damage the company's reputation and discourage other buyers (Luca 2017:79). In as much as digital advertising brought new opportunities and tools for marketing, it also brought noise which leads to information clutter and lack of credibility, and this gives way to spam. The noise is accompanied by huge digital content, thus shortening the lifespan or exposure of the message (Bala and Verma 2018:323).

It can be concluded that digital advertising has disadvantages that also impact consumers and marketers. Consumers can be affected by competitors' information since they can search the different advertisements from different marketers. Also, the issue of reviews is challenging because marketers have no control over what consumers post and these reviews have an impact on future customers. The next section focuses on consumer behaviour.

2.6 Consumer behaviour

Consumer behaviour concerns the manner in which individuals and groups buy, use and dispose of products or services (Orji, Sabo, Abubakar and Usman 2017:12). Adding to the previous authors' assertions, Kotler and Keller (2016:58) state that consumer behaviour is how individuals make decisions about how to spend their resources. At the same time as, Botha, Erasmus and Mpinganjira (2019:58) define consumer behaviour as the repetitive purchase behaviour without providing more details for available evaluation. In line with Orji, Sabo, Abubakar and Usman, consumer behaviour is the study of how individual customers buy, use, select and dispose of their goods and services to satisfy their wants and needs (Qazzafi 2019:131). The American Marketing Association (AMA) (2016:1) also defines consumer behaviour as the dynamic interaction of cognition, behaviour and environmental events by which humans conduct the exchange aspect of their lives with various social and psychological variables in place. It is the decisions of the consumers who purchase services and goods. The definition adds what was not stated by the previous authors. Kotler (2017:78) takes the definition of consumer behaviour further by explaining it as the description of consumers' internal responses to different incentives and their individual perceptions.

Qazzafi (2019:132) states that consumer behaviour is the buying behaviour of the ultimate consumer. The author adds that consumer behaviour is the selection, purchase and consumption of products and services to satisfy their needs and wants. Moreover, it is the decision or action that individuals engage in when evaluating whether to buy, use or dispose of products and services. Furthermore, consumer behaviour is a psychological aspect of an individual that makes the difference in purchasing goods or services (Botha et al. 2019:58). As alluded to earlier, the study of consumer behaviour includes the search, evaluation, purchase, use and post purchase behaviour of the consumer (Kotler 2017:56). From the different definitions above, it can be concluded that consumers have the power to make decisions about the products, services or brands they want to purchase, use, or dispose of.

A number of factors influence the way consumers behave and it is important for marketers to know these factors. The way consumers behave is influenced by personal, cultural, psychological and social factors (Educba 2016:33; Munsch,

2021:15). Based on the stated factors, advertising falls under psychological factors, for which companies must develop their advertisements. It is important for advertisers to be knowledgeable and understand how consumers are affected by and react to advertising (Glucksman 2017:79). In a similar vein, Abu-Alhaija, Yusof, Hashim and Jaharuddin (2018:246) concur that it is important for marketers to have knowledge of the social and cultural determinants of consumer behaviour.

In line with what has been discussed above, comprehending the way consumers make their decisions is important when developing appropriate marketing and advertising strategies (Zia 2016:59). Consumers' behaviour is influenced by the communication strategies used by marketers. For instance, consumers' membership to certain social or cultural groups determine how they will behave. The social group or culture of consumers determines their choice of media and the role media plays in consumer behaviour. Furthermore, the choice of the medium used depends on the needs of consumers. Consequently, before creating an advertisement, it is vital to collect information on the consumers' motivations for buying a product or service. The knowledge is important to consumer behaviour and it provides guidance on what tools can be used to persuade customers to buy a product (Stankevich 2017:13).

Furthermore, Deepak and Jeyakumar (2019:65) add that when designing an advertisement, it is important to consider the divisions of motivation which are rational and emotional motivation. An advertisement that focuses on rational motives need to show the qualities of the product or economic aspects of buying the product. While the one focusing on emotional motives needs to suggest a positive attitude towards the advertised product. Focusing on the consumer division of motivation is important because it assists marketers to create an advertisement that communicates to the need of the consumers.

Therefore, in accordance with the study, consumer behaviour is defined as the manner in which customers in the Durban Metropolitan buy, use and dispose of products or services. Usually, these customers are pushed to make purchases by digital advertising because they are exposed to high speed internet as well as social media. Furthermore, there is traditional media such as radios and television as well as billboards which also motivates such people in their buying behaviour.

2.7 Impact of digital and traditional advertising on consumer behaviour

The growth of the Internet and social media use has changed brand communication, company insights and consumer behaviour. Many companies use different types of advertising channels to promote their products and services. Technology development has created new media from which consumers can get information. Digital advertising allows consumers to view product reviews and compare different products and prices through online platforms before they make their decision. In addition, digital advertising is currently growing and giving consumers a number of options to make their purchase requests and to interact with marketers (Appel, Grewal, Hadi and Stephen 2020:84). Digital advertising influences consumer behaviour by creating preferences, feelings and perceptions that help shape their attitudes. Digital advertising outperforms print advertising because of the web's interactivity characteristic (Belanche, Flavián and Pérez-Rueda 2017:53).

Furthermore, Joa, Kim and Ha (2018:5) suggest that customers control when, how and where they watch online advertisements and their reactions to these advertisements. Hence, the duration of advertisements plays a vital role in the effectiveness of digital advertisements. Ahmed et al. (2018:450) maintain that the effectiveness of digital advertisements depends on the viewing duration of the advertisement webpage. Liu, Liang and Liu (2019:1195) further concur that the animation, duration and location plays a role in the effectiveness of banner advertisements. On the other hand, Bala and Verma (2018:323) argue that when an advertisement duration is long, the top of the webpage is the prime location. The reappearance experience is one of the most significant elements of online advertising since customers can view the advertisement many times. Jadhav et al. (2023:83) mention that if there is no repeated exposure to the advertisement, this affects the value added to the customers. However, when it comes to traditional advertising, the duration of the advertisement is limited because of the costs involved in having a long advertisement.

Content is an important component that sticks to the customer for some time and this might influence retention and brand loyalty among the customers (Scherr, 2021:960). The content of the advertisement includes, among other things, the title, features, body and contact details. The quality of the content is an important part of the advertisement.

Ahmed et al. (2019:3436) postulate that content has different components, which include design (textual style), content sum (number of words) and the measure of data. In terms of quality, the contents of any advertisement should have information about the brand, organisation and contact information. Content features are considered the benchmark for the effectiveness of an online advertisement (Popp and Woratschek 2017:18). Digital advertising provides consumers with good content quality. Marketers have the chance to provide consumers with the product's details as well as the company's details on the different platforms. However, when it comes to traditional advertising because of the costs and the limited time or space, only a few contents are provided to the consumers thus influencing the decision they make.

The consumer expectations of information from various media, such as television, radio, newspapers, magazines and the Internet, are entirely different. The characteristics of different media and their effects on consumers are different. For example, television allows high-quality audio-visual content that is suitable for products that require physical demonstration. Whilst radio offers audio content and is most suitable for businesses catering to the local markets (Petersen 2018:1). In addition, Tang and Chan (2017:975) posited that, with time, the effect of different media platforms on consumers' memories varies, for example, in the beginning, television advertisements have a significant impact on consumers' memories, nonetheless in the long term, they fade away. On the contrary, a magazine in the beginning has a low but persistent impact on consumers' memories because the readers can read a magazine at their own pace.

When it comes to digital advertising the design elements which make up an advertisement create more attention which encourages customers to stay with the advertisement for a longer period. Customers give significance to two aspects of digital advertising, which are security and the user interface of the design. Popp and Woratschek (2017:15) state that the website on which the advertisement is posted needs to be user-friendly and user-centred. In a similar vein, Jadhav et al. (2023:83) mention that customers care about the interest and benefits they get from the product. As a result, the design of the advertisement needs to take this into consideration to gain attention, which automatically enhances the organisation's competitive advantage and income (Palos-Sanchez and Saura 2018:51). In line with the preceding

discussions, the design of the advertisement is important when it comes to digital advertisement and certain elements must be included in the design.

Opeodu and Gbadebo (2017:52) indicate that advertisements on various media platforms play a vital role in influencing consumers' behaviour. Hence, choosing the right media platform for advertisements is important for the promotion of products and services (Zia 2016:41). Advertisements are usually an accepted source of information among consumers as compared to other sources, and hence, media mix decisions are vital for advertisers (Sama 2019:60). Therefore, it is important for marketers to use different media vehicles to send an engaging message to their targeted audience. Jadhav et al. (2023:83) established that newspapers, magazines, radio, television and outdoor are popular media among marketers (Schutte and Chauke, 2022:878). However, digital advertising is the current trend, providing consumers with platforms to interact with other consumers and marketers. Therefore, this is beneficial to consumers since they are informed on the products or services before making their choice.

In addition, Scherr (2021:963) claims that digital advertising provides timely and accurate information to consumers. The author further reiterates that the information provided is relevant and of importance to consumers. Furthermore, the informativeness of digital advertising has an influence on consumers' attitudes toward digital media. Digital advertising provides consumers with the ability to provide feedback. In other words, the consumer can interact with advertisers, for example, using chat features to obtain more information about the product they want to purchase. In the context of interacting, more information can be gathered from other consumers through digital advertising sites (Jadhav et al., 2023:83)). On the other hand, Tudor (2016:63) states that in traditional advertising, the timing of the information is not accurate. For example, advertisements on television and radio shows are broadcast during commercial breaks. At this time, the consumers are engaged in their favourite television or radio shows such that they might avoid the advertisement. Despite what the previous author said, Kartajaya and Setiawan (2016:325) argue that some people tend to enjoy the advertisements and pay attention since they will be watching their shows as well.

Furthermore, digital advertising gives consumers a chance to leave a website that is overrun with advertisements. In addition, consumers can also click on the advertisements on different websites to get pleasure and information regarding products (Yu, Zhang, Lin and Wu 2020:485). On the other hand, companies spend a large amount of money on traditional advertising to attract the maximum number of customers. Television is rated as the best medium because it provides an instant display of images and text through which customers feel satisfied. In this regard, companies are now using the Internet for the purpose of advertising because it has the same or more enhanced features to attract customers and a large segment of the market both nationally and internationally (Appel et al. 2020:84). However, television advertising can irritate consumers at times because during a single commercial break many advertisements are played thus impacting on memory of consumers. The next section focuses on factors influencing consumer perceptions of the use of either digital advertising or traditional advertising.

2.8 Customer perception of digital or traditional advertising

The previous section focused on the impact of digital and traditional advertising on consumer behaviour. This section further looks at customers' perceptions when it comes to choosing between digital or traditional advertising. In consumer behaviour, customer perception is the way stimuli interact and are integrated by the consumer's attitude toward the products. Hence, perception can be said to be the process in which customers choose, organise and interpret their stimuli, which relate to their buying decision (Kotler and Keller 2016:56). Given a similar situation, customers may have different viewpoints. Customer perception is created by customers' experiences on how they observe the services offered and whether they are satisfied with it or not in the end (Gaurav and Jhansi 2017:13). The process of customer perception is made up of three stages: exposure, attention and interpretation. The brain stimulates the attention stage and it interprets the stimuli based on previous experience or the advertisement they are exposed to (Cortinas, Cabeza, Chocarro and Villanueva 2019:5).

Customer perception is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Perception is a process of selecting, organising and interpreting information inputs to

create a meaningful picture of things (Gaurav and Jhansi 2017:15). A customer's perception is affected by advertising, social media, personal experience, reviews and public relations. Perception involves gathering information using one's senses. Customer perception allows marketing managers to understand how customers view a product or service and formulate strategies accordingly (Schutte and Chauke, 2022:878).

The first stage, exposure, is based on a customer's senses. Customers will look for information that will assist in the achievement of their goals. For example, a customer would want to be exposed to advertisements based on the products they use or are looking for (Kotler and Keller 2016:56). The second stage is attention; when a customer's attention is drawn to the product, the mind will focus on stimuli willing to process more information it. Thus, it is important for advertisements to get the consumers' attention, as this might make them feel curious and want to know more about the product (Geraghty and Conway 2016:35). The third stage of interpretation relates to how a customer understands and makes sense of information. In this case, customers can be influenced by the character of the stimulus, the individual, or the situation (Cortinas et al. 2019:5).

The foregoing discussion has shown that consumer perception is based on customers' experiences with how they observe the services or products offered and whether they are satisfied with them or not. There are a number of stages that are involved in customer perception, as discussed by the authors above. Customer perception is affected by several factors, which will be discussed in the next section.

2.8.1 Factors influencing consumer perception of digital and traditional advertising

The previous section focused on customer perception when it comes to advertising choice. Factors that affect consumer perception on the selection of the advertising medium, and these include personal, economic and socio-cultural factors, and perceived product information and attributes. These factors will be discussed in the following sub-sections.

2.8.1.1 Type of advertising medium

The type of advertising medium has an effect on consumers' perception of whether they are influenced by digital or traditional advertising. For advertising to reach the consumer, a medium is needed to present market information (Gaurav and Jhansi 2017:13). However, the decision as to which media to watch or read the information in is purely the consumer's choice. Media selection will be driven by what attract consumers' attention. The advertising media is said to have the ability to control the markets and the overall economy (Cortinas et al. 2019:6). It is apparent that the type of medium used in advertising influences consumers' perceptions of advertising and their consequent reactions.

2.8.1.2 Personal characteristics, Economic and Socio-cultural factors

Weismueller, Harrigan, Wang and Soutar (2020:162) state that consumer perception towards advertising (television and newspaper) can be influenced by many aspects of consumer personal characteristics, for example, lifestyle. The personality of a consumer influences the type of advertising they will choose. Economic factors are factors that affect the consumer's purchasing power. These are factors that either incapacitate the consumer or enable the consumer to behave accordingly after perceiving the advertisement. Economic factors do play a vital role in influencing consumer perceptions towards television and newspaper advertising (Cortinas et al. 2019:7). From the discussion, personal and economic factors play an important role in influencing consumer perception. A consumer's personality influences the type of advertising they will choose.

Religion beliefs, traditional beliefs, family/friends/colleagues, past experience, fashion preferences are all examples of social factors. In addition, social factors are complex and multifaceted because they involve individual and collective cultures (Weismueller et al. 2020:161). Hence, culture is important in individuals' decision-making, affecting their attitudes, norms, perceptions, intentions and behaviour. Therefore, the understanding of culture and its differences is considered a requirement for successful advertising (de Mooij 2019:73). It is important that marketers consider social and cultural factors in their advertisements, for these play an important role in influencing consumers' perceptions.

2.8.1.3 Product information and attributes

When consumers have prior product information, it contributes to their perceptions in forming opinions about the product. It also contributes towards making a decision to buy (Idris, Xin, Alias and Ahmad 2020:5530) and affects their evaluation of the product (Kim and Sullivan 2019:7). In addition, Korenkova, Maros, Levicky and Fila (2020:5) state that advertising is intended to inform consumers of product attributes and hence raise awareness and knowledge. Media information is a product attribute that influences consumer perception of television and newspaper advertising and subsequently impacts their behaviour. Therefore, it is important for marketers when making their advertisements to consider these factors because they influence how consumers perceive an advertisement and also influence the way they will behave. The next section focuses on advertising clutter.

2.9 Advertising clutter

The previous section focused on factors influencing consumers' perceptions of digital and traditional advertising. This section focuses on advertising clutter. According to Hoglund and Syvertsson (2018:14), advertising clutter is the presence of a large amount of non-editorial content in an advertising medium. Due to the high demand for advertising space, marketers put large quantities of advertisements in one place. When the amount exceeds the acceptance level of a consumer, it becomes clutter. Advertising clutter is a state of a high degree of intrusiveness. Palmieri (2018:12) mentions that advertising clutter is referred to as high volumes of advertising that people are exposed to every day. The number of messages people are exposed to in a day varies; they hear advertisements on radio, see them on the televisions, read them in print, interact with them online and receive them in their mailboxes. Thus, consumers get overwhelmed by the volume of advertising material they are exposed to, and this increases the clutter. When an advertisement has clutter, this irritates consumers and they avoid the advertisement. Furthermore, consumers will not be able to remember the advertisements if too many are presented at the same time because of their limited capacity. On the contrary, Cortinas et al. (2019:5) argue that advertising clutter is a necessary evil for successful advertisement-supported media.

Advertising clutter is the excessive amount of advertising customers receive every day. It contributes to advertising avoidance and negative predisposition towards advertisements. The level of advertisement clutter across different marketing channels is high and is becoming a problem for customers, which can affect business. Advertising clutter results in reduced advertisement viewing, customer inability to identify the brand, increased avoidance, impaired advertising memories, negative emotional responses to advertising and banner blindness (Gaurav and Jhansi 2017:13). Advertisement clutter can be operationalised as a state of high intrusiveness and a high quantity of advertisements in a media vehicle. Advertisement clutter is made up of two components: quantity and intrusiveness. Quantity concerns the physical number of advertisements (Subramanian 2018:63). However, Brechman et al. (2016:5) contend that clutter quantity has a negative effect on consumers' attention and processing. Many advertisements will overload consumers with information. Although intrusiveness represents the extent to which advertisements interrupt the flow of content, consumers might react to the intrusiveness and try to resist persuasion or avoid the advertisements.

Traditional media (television, radio, newspapers, magazines and billboards) and digital media (the Internet) represented a disorderly state for individual advertising. When advertisers attempt to communicate with the target audience, their efforts are often offset by competitors who have the same goals. Advertisers' messages are lost as consumers struggle with the information overload from exposure to too many advertising messages (Hoglund and Syvertsson, 2018:15).

From the above discussions, it can be concluded that advertising clutter is the high volume of advertisements that people are expected to see and listen to daily. It is intrusive and overwhelming. When customers are overwhelmed, their memory is affected, so that they do not remember any advertisements. In addition, advertising clutter also led to a reduction in people viewing the advertisements and an increase in advertisement avoidance. The next section discusses the types of advertising clutter.

2.9.1 Types of advertising clutter

The previous section noted that advertising clutter is excessive information in an advertising media, which impacts consumers adversely. The different types of

advertising clutter, include online and broadcast. Online clutter includes display advertisements, web push advertisements and social media advertisements, whilst broadcast clutter includes television advertisements with many commercials interrupting shows and films while people are watching, which is annoying. It makes people avoid these advertisements (What is advertising clutter 2021:1). Television advertisement clutter is the prevalence of several advertisements during a given show. Also, radio advertisements are interrupted with commercial breaks (Kokemuller 2021:1). These broadcast clutter affect the way consumers' behaviour because consumers must cut through the clutter to get the advertisement message. When it comes to online clutter, consumers can avoid the advertisement by switching to another browser or unsubscribing from the advertisements.

2.9.2 Effects of advertising clutter on consumer behaviour

Advertising clutter impacts the way consumers behave towards advertisements and advertising media. Below are the effects of advertising clutter on consumer behaviour.

2.9.2.1 The effects on consumers' memory and brand recall

Consumers are required to pay attention for marketing communication to be successful. Consumers must pay attention to advertisements and remember the advertised brand and offering (Hoglund and Syvertsson 2018:14). However, Palmieri (2018:13) argues that clutter severely constrains the abilities of consumers. It is difficult for consumers to remember product or brand information that originates from advertisements of new brands that are located in dense advertising mediums. Hence, this could be a contributing factor to the high failure of new products. Along a similar vein, Brechman (2016:14) states that clutter decreases attention, memory and cognitive recognition responses among consumers. Therefore, it can be concluded that advertising clutter affects the memory of consumers such that they end up not remembering the offers in the advertisements. The more advertisements a consumer views, the more brand information they are exposed to, thereby affecting brand recall.

2.9.2.2 The effect on consumers' attitudes on advertisements, brand and media

Advertisement clutter has an impact on consumer attitudes. Seeing many advertisements may cause consumers annoyance. Based on the previous statement,

increased clutter decreases attitude toward the advertisement or media thus impacting usage. If the advertisement clutter is high, consumers will opt out and search for other sources of information or entertainment (Kim and Young 2017:17). To add to this Jung (2017:310) found that high advertisement clutter has a negative effect on magazine circulation. When consumers conclude that an advertisement platform has clutter, it impacts the attitude they will have towards that specific platform.

2.9.2.3 Intrusiveness of advertisement clutter

Palmieri (2018:14) claims that intrusiveness is created when advertisement exposure is forced on consumers as opposed to consumers seeking information for themselves. For example, intrusiveness causes irritation when a media consumption is disrupted by advertisements. The disruption can be due to the length, frequency, placement, grouping and relevance of the advertisement. Miia and Dong (2019:17) argue that the disruptiveness of commercial breaks on television can be perceived as high, but the issue is not as prevalent in magazines due to consumer control over advertisement exposure. From the above it can be concluded that advertising clutter causes intrusiveness which irritates consumers. An advertisement needs to have attributes like relevance, timeliness and usefulness. Intrusiveness is said to be bad timing, placement and the length of the advertising. This irritates consumers and they end up not paying attention to the advertisement. Irritation forces consumers to take action by blocking advertisements.

2.9.2.4 Advertisement avoidance caused by advertisement clutter

Miia and Dong (2019:15) state that due to the large number of advertisements, consumers may decide to opt to filter out some of the excess clutter to prevent being saturated. Consumers can decrease exposure to the undesirable content and increase exposure to other content that they find desirable and deserves their limited resources. Moreover, Kim and Youn (2017:12) concur that consumers found ways to avoid advertisement messages. There are now advertisement blocking software and subscription-based services so that consumers can avoid advertisement clutter. However, this threatens advertising, since avoided advertisements contribute to brand salience. Advertisement avoidance is more common on television and radio advertisements as opposed to magazines. As a result of advertising clutter,

consumers tend to avoid certain media advertisements. The next section focuses on the impact that advertising clutter has on digital advertising and how consumers deal with the clutter.

2.9.3 The impact of advertising clutter on digital advertisements

The previous section focused on the effect that advertising clutter has on the way consumers behave. This section further looks at the impact that advertising clutter has on digital advertising and how consumers deal with the clutter. Digital advertising is constantly bombarded with advertisements; for example, an individual is exposed to between 3 000 and 20 000 advertisements in a day. This means that digital advertisement is intrusive and has clutter (Hoglund and Syvertsson (2018:16). However, Ahmed et al. (2019:3436) argue that digital advertising has been characterised as non-intrusive and value-based because internet users can accept commercial content if they are requested rather than being inundated by it. Hence, digital advertising is perceived to be less insulting, offending or misleading by consumers than traditional advertising. Adding to this Ekiyor and Altan (2020:15) state that digital advertising has been considered as an ideal platform for companies to provide customised and personalised communication messages and the individual has control over what they want to view. For digital advertising to fulfil its aim of motivating many consumers, advertisers need to understand the attitudes of consumers and how they react towards online advertisements. Attitudes towards digital advertising are made up of four categories which are perceived informativeness, entertainment value, irritating characteristics and trustworthiness of content (Hoglund and Syvertsson 2018:28).

On the other hand, Fan, Lu and Gupta (2017:19) argue that the interactive nature of digital advertising evokes a level of irritation for consumers. Irritation has a negative influence on digital advertising. The push technology, such as pop-ups, email ads and skyscrapers has an irritation negative effect on digital advertising. The push ads increase the consumer's feelings of discontent on digital advertising. Interactivity of digital advertising should be accompanied by the relevance of the advertisement, consumers' interests and important content of relating to the needs of consumers to be effective (Jung 2017:310).

Despite the conflicting arguments above, it can be concluded that digital advertising is less intrusive because consumers can choose to watch the content. Consumers can avoid the advertising clutter and choose the advertisements they want to view. The next section focuses on the impact that advertising clutter has on traditional advertising.

2.9.4 The impact of advertising clutter on traditional advertising

The previous section focused on digital advertising and advertising clutter. The section concluded that consumers have ways to deal with clutter on digital advertising platforms. Traditional advertising, on the contrary, is considered to have a lot of advertising clutter with longer television commercial breaks whilst the commercials are shorter, hence there are many spots per break. The increasing quantity and length of commercial breaks gets consumers tired (Hoglund and Syvertsson 2018:23). In line with what the previous authors said, Brechman et al. (2016:14) add that radio advertisements often seem to have more advertising as compared to entertainment or news, which negatively affects consumers and they end up looking for alternatives, for example, mobile applications. The authors added that magazines also have many pages of advertising before getting to the table of contents, which may irritate customers, who may end up avoiding magazines.

Traditional advertising clutter is considered to be a lot since consumers cannot control the advertisements. In addition, due to the expensive nature of traditional platforms, marketers have short advertisements whilst the commercial breaks are long, which leads to many advertisements during one break. Consumers do not have a choice but to see, hear or read the advertisements.

2.10 Credibility of advertising sources

This section focuses on the credibility of advertising sources. Credibility is defined as the extent to which consumers perceive the messages of the advertisement to be believable and to what extent they really trust the source of the advertisement. Vilcekova (2016:126) also defines advertising credibility as the degree to which the consumer perceives claims made about the brand or product in the advertisement to be truthful and believable. Credibility or the truth in information given is important and it affects consumer attitudes and behaviour. In advertising, credibility is not only the

responsibility of the institution providing it but is also inherent in the message being portrayed. Thus, consumer behaviour is affected by the reliability and trustworthiness of both the message and the sources providing the message (Aydin 2016:4). Most South Africans have been found to trust recommendations from friends and family the people they know. Traditional advertising channels still feature strongly when compared to digital advertising for these people (Subramanian 2018:63).

Information in the advertisements has an influence on how consumers receive the information and their attitude towards the products or brands in the advertisements. The cues in the advertisement determine the quality of the advertising message, thus affecting consumers' behaviour (Mishra and Vashiath 2017:48). Furthermore, credibility is one of the factors that determines consumers' attitudes towards an advertisement or brand and influences information processing (Aydin 2016:4). In addition, credibility affects the responses of consumers after seeing and processing the advertised message, which influences advertisement attitudes (Vilcekova 2016:127).

Advertising credibility is a key factor that affects the attitudes and behaviour of consumers (Sama 2019:56). Hence, credibility has a positive influence on consumers' attitude towards advertising and this then affects purchase intentions of consumers. Moreover, credibility in advertising refers mostly to generalised beliefs about advertising's integrity, such as truthfulness, honesty and trust (Ahmed et al. 2019:3436). The credibility of an advertisement can be determined by various factors. It can be affected by the credibility of the brand and the one who brings the message (Bell, Mieth and Buchner 2021:35).

From the above discussion, it can be concluded that credibility is important when it comes to the reliability and trustworthiness of advertising information. Also, credibility is important when it comes to the behaviour of the consumers. The attitude and perception that consumers have toward advertisements or brands come from the credibility of the provided information. Kim, Shin and Koo (2018:2607) mentioned that credibility has beliefs about an advertisement, and these will be discussed in the following section.

2.10.1 Trust

The first belief is trust. Trust implies confidence, dependability and faith in a brand. Consumers trust good performing brands. Thus, trust drives credibility and is linked to product or service performance because it relates to the promise a brand makes with its advertising (Hoglund and Syvertsson 2018:15). Trust can be described as the belief of consumers that advertisements are honest, without manipulation or deception (Kim, Shin and Koo (2018:2607). Communication using advertisements aims at informing consumers about market offerings to help them make a purchase decision. Therefore, it is imperative for the advertisements to be credible so that consumers can have trust. Drawing from the previous statement, to perform effectively as an information source, consumers must trust the advertisement (Aydin 2016:4).

Adding to this Kim, Shin and Koo (2018:2607) claim that consumers ask themselves if the brand being advertised exaggerates the truths or if the claims made by a brand are being kept. Therefore, trust in advertising is important because it influences the way consumers behave (Kim, Shin and Koo 2018:2607). Based on the issue of trust, Smith (2017:1) indicates that advertising in traditional media channels retains high levels of consumer trust in a world of fake news, intrusive online advertisements and frequent malware and cyberattacks. The author suggests that, with this growing unease around digital advertising, it seems the ideal solution is a combination of traditional and digital advertising. For instance, combining digital marketing with print can make the former more trustworthy. Therefore, trust is an important belief when it comes to advertising. Consumers want to trust an advertising medium so that they can follow its advertisements.

2.10.2 Authenticity

Another belief related to advertising credibility is authenticity. Authenticity is all about what is real and what is true. Advertising should be genuine, truthful, reliable and sincere (Smith 2017:1). As alluded to above, Hoglund and Syvertsson (2018:14) add that authenticity in advertising is visible when an advertisement shows the illusion of the reality of ordinary life in a consumption situation. Mishra and Vashiath (2017:48) further explain that authenticity becomes more important in the digital area because

not everyone has the tools to prove that something is true or not. Consumers nowadays have a set of criteria for evaluating brands, products and their advertising.

In the context of authenticity, consumers wonder if advertising motivations are pure, or manipulative or if the brand really cares about the consumer. They want to be recognised as personal individuals and expect that companies fit their needs, but in a genuine and sincere way (Kim, Shin and Koo 2018:2607). To concur to the above Smith (2017:1) states that consumers trust brands that come across as real and sincere. However, Appel et al. (2020:82) contend that the experiences of consumers reveal that consumers do not fool themselves with the idea that companies care about what consumers personally think. In conclusion, authenticity is important in bringing out the credibility of an advertisement. Consumers dislike manipulative advertisements, hence, they avoid them and label them as not credible.

2.10.3 Affirmation

Affirmation is another belief related to advertising credibility. Affirmation in advertising is when consumers agree that a brand is either positive or negative. Brands become credible when they are affirmed with positive comments, opinions, recommendations and reviews. This truth can continue to grow if a growing number of consumers and buyers share the same image about brands (Subramanian 2018:64). People want to be accepted and value group affirmation of their beliefs and actions. Brands or products can associate products or services with this affirmation through advertising (Hoglund and Syvertsson 2018:17). Currently, with the Internet, affirmation can increase quickly. Consumers would rather compare or verify information before buying. Drawing from this, 84% of consumers use some form of internet comparison site from formal and informal locations, including friends, family, professional reviews and people they believe are like themselves. In addition, 71% sought as many information sources as possible to verify something. Some consumers often look for similar consumers, while others look for credible commentaries and reviews (Vilcekova 2016:126).

Kim, Shin and Koo (2018:2607) found that the credibility of the advertisement directly influences the attitude of the consumer toward the product. In addition, the attitude toward the product determines, to a relatively high degree, the purchase intention and

the willingness to pay a premium price. Therefore, the construct credibility of the advertisement influences the behavioural intention of the customer via the customer's attitude toward the product (Hoglund and Syvertsson 2018:16). Thus, affirming consumers in an advertisement is important when it comes to their behaviour. The next section focuses on credibility between digital and traditional advertising.

2.10.4 Credibility between digital and traditional advertising

The previous section focused on credibility and credibility beliefs about an advertisement. This section expands the discussion by comparing the credibility between digital and traditional advertising. Credibility differs between different types of advertising and advertising mediums. Print media is regarded as an important source of information when making a buying decision. Newspapers and magazines are highly credible advertising mediums. On the contrary, television is considered to be overstated and misleading among the traditional advertising media types (Bell, Mieth and Buchner 2021:35). However, Mishra and Vashiath (2017:48) contend that television advertising is ranked as the most valuable advertising source when it comes to being credible.

The credibility of digital versus traditional advertising differs in terms of trustworthiness and informativeness. Some authors believe that traditional advertising is considered to be more credible than digital advertising (Vilcekova 2016:126). In addition, Aydin (2016:4) states that some consumers are mistrusting and aware of the intrusiveness of traditional advertising. Ahmed et al. (2019:336) state that the attitudes of consumers towards traditional advertising, especially television and magazines, are negative when compared to the attitudes towards digital advertising.

On the other hand, digital advertising is viewed as the least credible media type and consumers are more sceptical about internet advertisements. With this said the youths use digital media more than other generations because they are more technologically knowledgeable (Ahmed et al. 2019:3436). Moreover, familiar advertising sources are regarded as more credible than unfamiliar ones, and primary sources are more credible than secondary sources. In addition, consumers perceive information to be credible when it is endorsed, recommended, or upheld by knowledgeable and trusted people (Bell, Mieth and Buchner 2021:35).

The discussion above suggested that traditional advertising seem to be more credible than digital advertising. However, when consumers read print media, they are not exposed to marketers' credible advertising messages. Furthermore, a higher level of credibility was associated with traditional advertising than digital advertising and this concurred among the different authors. Above all it is important to note that credibility differs depending on the type of information being passed and the medium being used.

2.11 Conclusion

This chapter gave a definition of advertising, and provided insights on traditional advertising, digital advertising and consumer behaviour. The chapter further explained the impact of digital versus traditional advertising on consumers, consumer perceptions and factors influencing consumer perceptions of digital and traditional advertising. Moreover, insights on advertising clutter and credibility of the advertising sources were also provided. This chapter shows that it is important to study the impact of digital and traditional advertising on consumer behaviour. This is because advertising plays a significant role in shaping the way consumers behave. It is important for marketers to know the difference between traditional and digital advertising which one has the greatest impact such that they know where to invest their money. In addition, knowing the factors that influence consumer perceptions on digital advertising and traditional advertising is very important for marketers. Literature covered different factors like personal factors, social, type of information and other factors that influence the perception that consumers have of advertising. The literature reviewed what different authors say about advertising clutter and how it affects consumers and the impact among different advertising media. In addition, when it comes to the credibility of the advertising source it is important to note that it differs depending on the type of information being communicated and the medium being used. A wide range of variables around advertising and consumer behaviour were reviewed. However, the researcher has noticed that some of the variables were studied in relation to effects of advertising on companies thus this study aims at closing the gap by focusing on both types and on consumers' behaviour.

The next chapter presents the theoretical framework for the study.

CHAPTER 3: THEORETICAL FRAMEWORK

3.1 Introduction

The previous chapter focused on the literature review. The chapter covered literature on the influence of digital and traditional advertising on consumer behaviour, factors influencing consumer perceptions of digital and traditional advertising, information clutter and the credibility of traditional and digital advertising. This chapter discusses the theories and models used in the study. The theory of reasoned action (TRA), hierarchy of effects (HOE), the Nicosia model, the belief factor model and the CAB model form the theoretical framework underpinning the research. These theories were selected based on their relevance to the study, are discussed in the following sections.

3.2 Theory of reasoned action (TRA)

The TRA was proposed by Ajzen and Fishbein in 1980. This theory states that attitude toward behaviour is one of the predictors of behavioural intention. The attitude that consumers have towards an advertisement affects their exposure, attention and how they react to an advertisement (Trivedi 2017:58). The TRA suggests that a person's behaviour is determined by their intention to perform the behaviour and that this intention is, in turn, a function of their attitude toward the behaviour and subjective norms (Yzer 2017:5). The TRA explains and predicts behaviour based on attitudes, norms and intentions. Adding to this, Yeo et al. (2017:35) state that the TRA explains the cognitive processes that are involved when a consumer makes a decision. The theory is used to predict behaviour and willingness to behave in a certain way. Based on what the previous authors stated, the constructs of the TRA are behavioural beliefs, evaluations of behavioural outcomes leading to attitude, normative beliefs and motivation to comply leading to subjective norms. Both attitude and subjective norms

lead to the intention to perform the behaviour thus resulting in the behaviour (LaCaille 2020:2232).

The TRA posits that behavioural intentions, which are the immediate antecedents to behaviour, are a function of salient information about the likelihood that performing a certain behaviour will lead to a specific outcome. The beliefs antecedents to behaviour intentions are classified into two sets: behavioural and normative (Yeo et al. 2017:33). The behavioural beliefs are postulated to be the underlying influence on an individual's attitude towards performing the behaviour. Normative beliefs influence the individual's subjective norm about performing the behaviour. Therefore, information beliefs affect intentions and subsequent behaviour through attitudes and/or subjective norms (Yzer 2017:5). The different constructs of the theory are shown in Figure 3.1 and explained in the following sections.

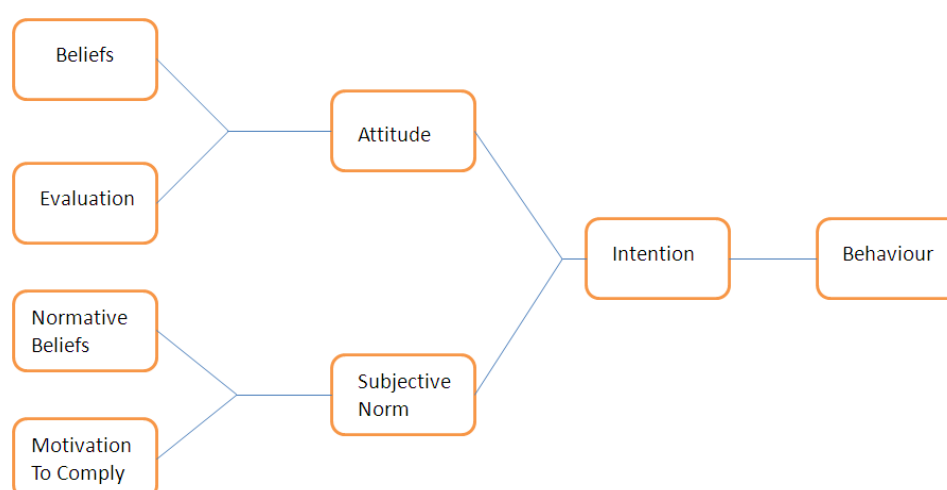


Figure 3.1: Theory of Reasoned Action (TRA)

Source: Ajzen and Fishbein (1975)

3.2.1 Attitudes

With regards to the TRA, attitudes refer to the way people feel about a certain behaviour. Attitudes can either be positive, negative, or neutral (Yzer 2017:5). Attitudes are influenced by the strength of the behavioural beliefs on the outcomes of the performed behaviour. Attitudes are also influenced by the evaluation of the potential outcome. The TRA states that there is a relationship between attitudes and outcomes. This means that if a consumer believes that a particular behaviour will lead

to this outcome, they are most likely to have a positive attitude towards the behaviour. On the other hand, if the consumers anticipate an unfavourable outcome will come, they will have a negative attitude (LaCaille 2020:2232). Advertising plays an important role in enabling consumer beliefs. Advertising can influence a consumer to believe that the product or services being advertised are good, thus impacting their attitudes and behaviour. Digital advertising allows consumers to interact with the marketers, so they can get more information on the offering, leading to a positive attitude. However, digital advertising reviews can impact negatively on consumers' attitudes. When a consumer reads negative reviews, they might develop a negative attitude, thus impacting their behaviour. Traditional advertising, in this case television advertising, uses videos and audios, which make it interesting and thus positively influence consumers' attitudes. However, traditional advertising channels are intrusive, which might lead to consumers having a negative attitude towards the products or services being advertised.

3.2.2 Behavioural beliefs

Ajzen (2012:12) postulates that behavioural beliefs allow consumers to understand people's motivations for the way they behave. People usually associate the performance of a certain behaviour with set outcomes. A consumer may believe that by using traditional advertising like television or radio, they are guaranteed to get their products and be satisfied, rather than using digital advertising. This is because they associate traditional advertising with being credible, whereas digital advertising is less credible.

3.2.3 Evaluation

Evaluation is the process by which people perceive and evaluate the possible outcomes of a performed behaviour (Ajzen 2018:13). For example, when consumers use digital advertising platforms, they can communicate with marketers and other consumers, thus evaluating their outcomes. On the other hand, with traditional advertising, it is difficult to evaluate the outcomes of the performed behaviour.

3.2.4 Normative beliefs

Normative beliefs affect whether or not referent groups agree with the action. There is a direct relationship between normative beliefs and behaviour performance. Generally, the more likely the referent groups will approve of the action, the more likely the individual will perform it. In contrast, the less likely the referent groups are to approve of the action, the less likely the individual will perform it (Montano *et al.* 2016:178)

3.2.5 Subjective norms

Kim *et al.* (2015:325) state that subjective norms are the way perceptions of groups, people or advertising influence a person's behaviour. Subjective norms cause a person to perform or not perform a certain behaviour. The TRA's subjective norms, like advertising and social influences affect one's attitude, thus impacting their behaviour. In addition, information from external forces, either digital or traditional advertisements, enhances consumers' attitude towards their products, which influences their behaviour (Montaño and Kasprzyk 2015:231). The TRA's subjective norms influence attitudes, which influences behaviour. Subjective norms are affected by the perceptions of the people around them. Consumers have a belief that a certain behaviour will be approved or disapproved by individuals or groups (LaCaille 2020:2231).

3.2.6 Behavioural intentions

Behavioural intention is influenced by both attitudes and subjective norms about the behaviour. These factors may have different effects on behavioural intention depending on the individual and situation; thus, a weight is assigned to each of these factors. A few studies have found that having direct prior experience with a particular activity increases the weighting of the attitude component of the behavioural intention function (Miller, Dannals and Zlatev 2017:87).

3.2.7 Limitations of the TRA

The theory has limitations; the TRA focuses on a consumer's motivation as a determinant to engage in a certain behaviour. It links attitudes, subjective norms and behaviour. The theory states that a consumer's behaviour is driven by their intention

to act. Their attitudes are determined by their beliefs about the outcome of engaging in a certain behaviour. If a consumer has the belief that a positive outcome will result from engaging in a certain behaviour, they will have a positive attitude towards the behaviour and increase their chances of doing it (Liu, Segev and Villar 2017:447). TRA cannot be used to answer questions about how the change of beliefs and attitudes underpin behavioural intentions (Rennie and Morrison 2019:67).

In addition, the TRA is criticised for ignoring the social nature of human action. Behavioural and normative beliefs are derived from an individual's perceptions of the social world thus they are unlikely to reflect influence of other external factors (Fang et al. 2017:78). Furthermore, certain intentions do not always play a role in linking attitudes and behaviour. The performance of a behaviour is not always based on a strong intention, and attitudes and behaviour are not always linked by intentions (Bagozzi and Yi 2015:35).

3.3 The Hierarchy of Effects (HOE) Model

The HOE model was proposed by Lavidge and Steiner in 1961. The model shows that when consumers are exposed to an advertisement, they go through a sequential effect that moves them further along the path to purchase. It proposes that customers move through a hierarchy in which they experience psychological states. Consequently, a direct connection between an advertisement and the behaviour of consumers is suggested. In addition, the model proposes that consumers process advertisements in similar ways regardless of the type of product being advertised (Rogers and Thorson 2019:272). Similarly, Ikpo, Okolo and Oranusi (2021:74) state that the model represents the hierarchy that a consumer goes through when making a purchase decision, as a decision to buy may not directly relate to the advertisement a consumer sees or hears. In addition, the model separates consumer perceptions of advertising communication into cognitive, effective and motivational categories.

In line with the previous authors, Kite, Gale, Grunseit, Li, Bellew and Bauman (2018:145) maintain that the model suggests that consumers' response process consists of stages and that advertising effects occur over time and not immediately. With the HOE model, the chance of achieving an outcome decreases as the process moves through the hierarchy, therefore, the proportion of a population that engages in the desired behaviour change would be small. The HOE model describes how

advertising affects consumer behaviour and leads to the transition from not knowing a product to liking it and finally taking action to purchase it. The model further shows the way advertising influences the decision to either purchase or not (Ekwueme and Okoro 2018:32).

The HOE states that beliefs are a precursor to attitude, which is an antecedent to behaviour. The model is important because it provides a logical way for measuring the effects that advertising has on the way that consumers behave. It allows marketers to measure the effect that their advertising has on consumers based on measurements such as brand awareness, brand preference and the consumer's intention to buy. The theory behind the HOE model is that advertising must stimulate action in the consumer by communicating information. The role of the model is to provide a metric for measuring the effects of advertising on consumers (Anusha 2016:16). When it comes to the HOE model, advertisers need to understand and use persuasive and influential skills for advertising to be successful. The model aims to explain the processes that are involved from the time a consumer views the advertised product or service to its purchase (Altinay, Gucer and Bag 2017:385). Therefore, marketers have a job to ensure that consumers go through the stages that will result in them purchasing the products. The authors maintain that marketers have a duty to ensure that consumers go through the process in a successful way (Kite et al. 2018:145). Ikpo (2021:74) takes the discussion further by asserting that the model suggests that marketers should provide advertisements that will result in customers purchasing the advertised products, brands or services.

Lavidge and Steiner (1961) posited that the HOE model has six stages, which are awareness, knowledge, liking, preference, conviction and purchase. When receiving an advertisement, consumers may become aware of the product or service, and they can learn about the advertised products. They may like the advertised products and prefer them over other products. Once the consumer develop a strong conviction about the product, they can finally purchase the advertised product (Rogers and Thorson 2019:272). The stages of the HOE are shown in Figure 3.2 and are further discussed in the following sections.



Figure 3.2: The Hierarchy of Effects model

Source: Rahmayanti 2018

3.3.1 Awareness

The starting point of the model is gaining consumer awareness. The HOE model states that at this stage, a consumer has very limited knowledge of the product. At this stage, it is important for marketers to make a consumer aware of the product or brand they intend on purchasing. Potential consumers are made aware of its existence through advertising (Okolo, Okafor, Obikeze and Nduka 2018:473). Based on what the previous authors said, this is an important step because marketers need to make sure that consumers are aware of their advertising, products and brands (Altinay et al. 2017:385). Drawing from the previous authors, consumers get to know about the product through advertising. However, the stage is difficult because it is not clear if consumers will become aware of the product after the advertisement. It is also vital to note that consumers come across advertisements many times and are thus likely to remember only a small fraction of them (Anh and Tuan 2016:435).

3.3.2 Knowledge

The second stage is the knowledge stage. At this stage, the consumer is aware of the product; they start evaluating whether it can meet their needs and compare it with other products and brands. It is important that consumers have knowledge of the

product so that they move on to the next stage (Rogers and Thorson 2019:272). Furthermore, it is important for marketers to ensure that information is available for consumers. Digital advertising provides consumers with information on the Internet and company websites. Therefore, when consumers use digital advertising platforms, they are well informed and have knowledge of the products or services being advertised. Traditional advertising, on the other hand, is difficult due to the nature of the advertisements. The advertisements are expensive; thus, marketers have shorter times to advertise the products or services, thereby limiting the knowledge that consumers get. Moreover, at this stage, marketers expect consumers to get more information on the advertised products. This stage is important because, in the digital era, consumers are able to gain knowledge by clicking a button as compared to the traditional era (Okolo, Obikeze, Okonkwo, Okolo and Enyi 2017:24).

3.3.3 Liking

At this stage, behaviour moves from cognitive to affective. Advertising brings comfort to consumers, and they form positive perspectives on the products or advertisements. It is important for marketers to ensure that consumers like the product. They need to ensure that the features that are promoted in a product encourage consumers to like it (Pradipta and Purwanto 2013:6). The kind of information consumers received in the previous stage impacts their behaviour in this stage. Digital advertising is informative, but on the other hand, it provides too much information, which might impact consumers negatively (Akar and Topc 2011:43). Moreover, Johnson and Kaye (2016:85) contend that many reviews that are available on digital platforms can affect the products, advertising and also the way consumers behave. This is because some of the reviews are not true; thus, they damage the product, service, or advertisement.

3.3.4 Preference

At this stage, consumers might like the features of an advertisement or appreciate the features from other advertisements. It is important for marketers to differentiate themselves from other products and gain consumer preference over competitors. Marketers need to ensure that consumers shift their focus from rival products and focus on their products. The advertising should differentiate their products from their competitors' products (Nandi, Bhat and Wolfs 2019:18). At this stage, it is important

for marketers to interact and differentiate their advertisements. Traditional advertising provides consumers with information, but the challenge might be that the advertisement is only available at certain times thus limiting exposure. On the other hand, digital advertising platforms give consumers the ability to produce content and control what they see, when they see it, the order they want to see it in and how they want to see it (Zhou and Guo 2017:79).

3.3.5 Conviction

Conviction is the decision-making stage where consumers' positive brand feelings convert to buying. At this stage, consumers are convicted, their doubts are settled and they stop moving back and forth between products (Ikpo et al., 2021:74). Consumers may prefer a product but are not obligated to purchase it. Marketers should be able to arouse consumers' desire to purchase the products advertised. Different advertising techniques and platforms can be used to convince consumers (Kite et al., 2018:145). Drawing on what the previous authors said, Nandi, Bhat and Wolfs (2019:17) state that marketers should look at the benefits and disadvantages of different techniques and platforms before choosing. This is important because it affects consumer conviction.

3.3.6 Purchase

This is the final stage of the hierarchy, where consumers make the decision, to purchase. Marketers can provide consumers with a positive experience by giving them support. Kim and Lee (2019:425) state that digital advertising allows marketers to interact with consumers, thereby providing them with a positive purchasing experience. They can guide them on how to use the products, simultaneously encouraging consumers to purchase and use the same brand in the future.

3.3.7 Limitations of the HOE model

The theory breaks down the advertising impact on consumers' purchase behaviour into different stages. However, Frolova (2014:45) states that in the real world, consumers are exposed to a range of information that can impact their final behaviour. Due to this extensive background noise, it is difficult for advertisers to understand how advertising information is processed in the minds of consumers at each stage. In

addition, the theory assumes that there are six stages for all types of advertising and does not differentiate among the different products and advertising approaches. Thus, advertisers with different goals should build up their ideas instead of following the same stages. Fortis (2015:81) adds that customers do not always pass through stages in a linear way. Moreover, the model focuses less on creativity that creators in advertising are looking for. It is not comprehensive enough and does not relate to empirical verifications. Nonetheless, it is important to note that each consumer's journey is different and might take shorter or longer times to move to the next stage depending on different factors like psychological or economic factors.

The HOE model assumes that the effects of advertising are the same and consumers may receive the same amount of information. However, advertisements are different, and it is difficult to expect that different messages cause the same impact on consumer behaviour. It is important to note that advertising messages and stimuli for high-and low-involvement products are different and advertising effects as they affect consumers at different stages in the purchase process might be different (Jurca and Madlberger 2015:53). In a similar vein, Rehman, Javed, Nawaz, Ahmed and Hyder (2014:305) state that the model also suggests that all advertising has the same stages of effects on consumer behaviour. It further assumes that advertising produces the same effect on consumers no matter how different the advertising is. It is important to note that different advertising aims to create different selling ideas, thus the advertising must be different so that there are effects on influencing consumer behaviour.

However, it is believed that the model has the trusting acceptance of HOE because measurement of HOE model constructs like brand awareness is possible even if the model is not validated (Kite et al. 2018:145). On the other hand, Lukka and James (2014:67) add that the model is difficult to test, not that it is not validated. However, the HOE model has been criticised in that advertising does not have the power to persuade consumers to behave; instead, advertising only supports consumers' selection of products or brands they are loyal to. The HOE model also assumes that advertising effects are measurable and valid. However, Pradipta and Purwanto (2013:5) argue that it is hard to measure the effects of advertising because of how complicated the human mind is. Advertising never claims to stimulate a hierarchy of effects, but that advertising assists in influencing consumer behaviour and provides information to consumers. The HOE model is important because it aids in predicting

behaviour, provides information that focuses on advertising strategies and provides planning, training and conceptual tools.

Wijaya (2012:75) contends that the HOE model has inconsistencies in that it implies that consumers go through stages when they are exposed to a single advertisement and that once they are engaged in one of the stages in the model, they move to the other stages in a linear fashion. The HOE model does not consider the effect that advertising competing products has on the consumer before the final stage. In addition, the model suggests that there is a connection between consumers and a product, not considering that there are other products that are being advertised on the market to attract consumers. Furthermore, Jurca and Madlberger (2015:56) argue that the model only takes advertising into account. The effectiveness of advertising cannot be measured without considering the effects of other factors. The model suggests that consumer behaviour is based on the success of advertising taking the consumer through the stages in the model. However, consumers are exposed to a lot of information and experiences which that their behaviour. Therefore, it is difficult for marketers to understand how product information is processed and stored in the brain of the consumer.

3.4 The Nicosia Model

The Nicosia model explains the complex decision-making process that consumers engage in during purchases. The model illustrates the decision-making steps that the consumer adopts before engaging in the behaviour of buying products or services. The components of the model interact with each other and there is none that is dependent or independent; they are all connected through direct loops and feedback loops (Karimi 2013:89). Therefore, the model describes a flow of influences where each component acts as an input to the next. The decision that consumers make focuses on the relationship between the marketing organisation and the consumers.

The marketing organisation has an impact on the customers through its marketing programmes, in this case advertising which impacts the customers. Customers' reactions to various advertisements influence their subsequent decisions and the cycle continues. The Nicosia model suggests that messages from advertisements influence consumers' predispositions towards the product or service. They may search for the product or evaluate the attributes of the product (Fortis 2015:95).

The Nicosia model attempts to determine the relationships between attributes of consumers, decision-making, market communication and feedback from customers. An organisation attempts to influence customers' actions through communication. The model has four fields/ components when it comes to decision-making, which are: exposure to the message, evaluating the message, making a decision and giving feedback (Milner 2013:34 and Fortis 2015:95). Similarly, Yogesh (2021:15) states that the model has four main fields and subfields as shown in Figure 3.3. These are the marketer's communications affecting consumer's attitudes, consumer search and evaluation, purchase decision, consumption experience and feedback.

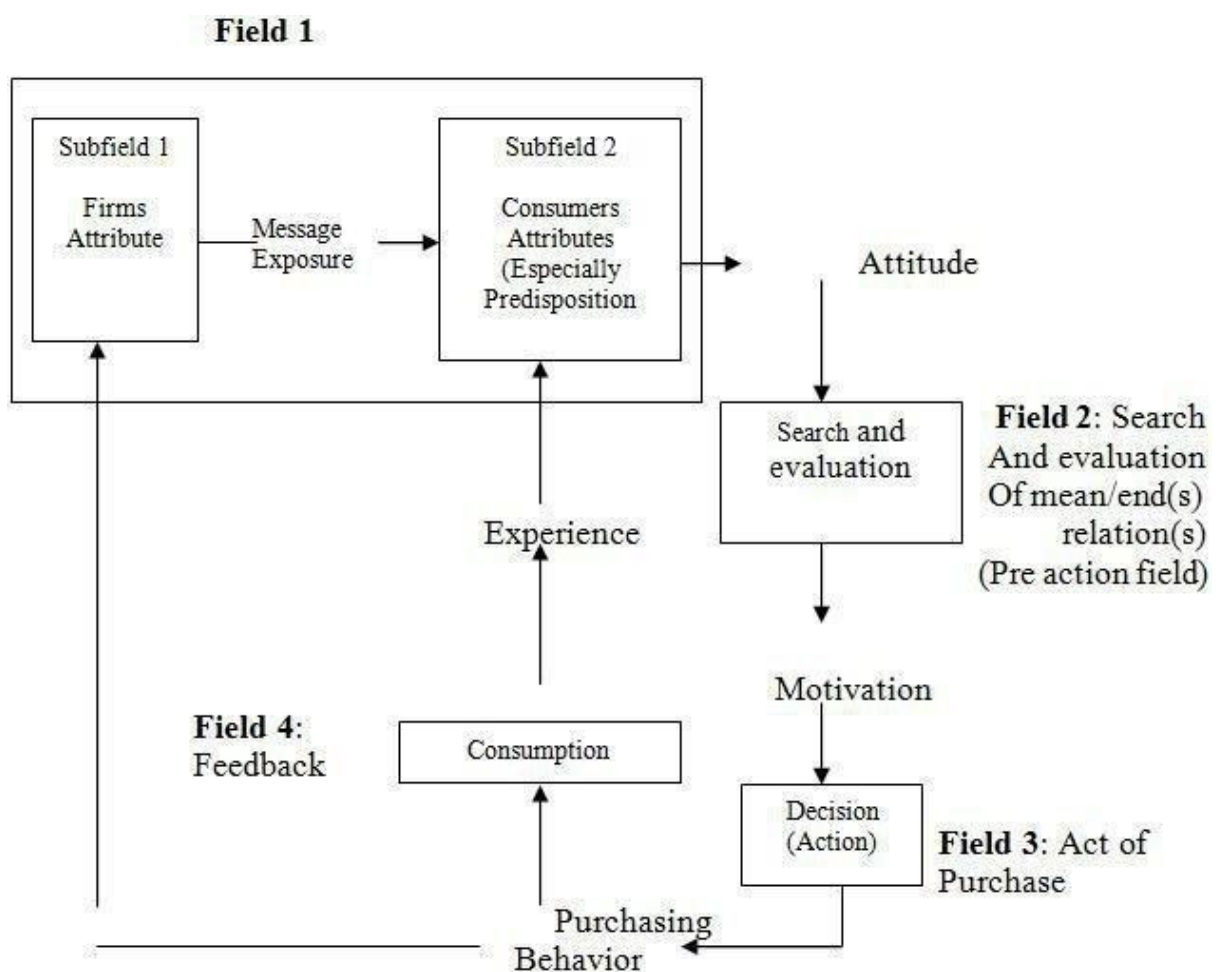


Figure 3.3: Nicosia model

Source Nicosia 1976:1

3.4.1 Field 1

Field 1 includes processes that take a message from the organisation to the consumers and represents the output of an advertising message from an organisation to the consumer. Subfield 1 shows the flow of an advertising message to the consumer. The message serves as input to Subfield 2, which represents the consumer's unique psychological attributes. The output of Field 1 is an attitude towards the product because of the interpretation of the advertisement. Subfield 2 shows the merging of the advertising message and the consumer's psychological attributes. It ranges from the marketer, who is the source of the message to the consumer, which affects their attitude towards the message (Fortis 2015:95).

In Field 1, the consumer is exposed to the attributes of an organisation through marketing communication, which can be either digital or traditional advertising. The different means of communication impact consumers differently and receive different attitudes from them (Lu, Chau and Chau 2017:15). The information passed to consumers can be linked to the organisation, product, price and distribution. The message communicated affects the consumer's perception, predisposition and attitude towards the organisation and the products or services being offered. Adding to this is the impact on perceptions and attitudes depending on the consumer's personal characteristics, experiences, social influences and culture. Therefore, the marketer's communication impacts the consumers' attitudes (Panwar, Anand, Ali and Singal 2019:38). Furthermore, the provision of relevant information to meet the needs of consumers is significant. Digital advertising, when compared to traditional advertising, consists of the ability to inform consumers about alternative products, allowing for better consumer satisfaction (Vasić, Kilibarda and Kaurin 2019:73).

3.4.2 Field 2

Field 2 shows immediate response to the sent message. Moving from Subfield 2 is an attitude towards the product, which flows to Field 2, in which the consumer searches for and evaluates alternatives. The consumer forms an attitude and, after this searches for information about the product and the alternatives. Thereafter the consumer evaluates the various products using different criteria like benefits, features, and attributes. The criteria can be based on the consumers' learning or past experiences

and the input from the marketers. Thus, it is important that when marketers are advertising their products, they make sure that they are being impactful towards the consumers (Panwar et al. 2019:38).

The benefits, features and attributes of the products and services should be clearly shown so that the consumer has enough information when evaluating the different offerings. Digital advertising has an advantage that consumers can always view the product at any time when compared to traditional advertising, in which consumers need to be available when the advertisement is aired. In addition, with digital advertising the consumer can read reviews from other consumers, thus having more information on the product (Dao et al. 2014:274). Digital advertising is considered to have the best platforms to offer relevant and updated information. This can facilitate the information search of consumers, thus enhancing their experiences (Lu, Chau and Chau 2017:17). However, when compared with traditional advertising, it does not provide such information, hence consumers will have limited information to use in this field. This field creates a motive in consumers' minds to purchase a product or service.

In Field 2, advertising is important because consumers will be seeking information. Digital advertising facilitates easy and instant access to information and information sources when compared to traditional advertising. Consumers can get in touch with family, friends and reviews for product-based information, suggestions and advice, thus influencing their behaviour. In addition, digital advertising also provides consumers with reviews that assist them in the evaluation of products. This makes it quicker and easier for consumers to evaluate the best product they can choose (Fortis 2015:95).

3.4.3 Field 3

In Field 3, the consumer develops a motivation to act and they act. If a consumer is motivated to buy the product or service, they do so in Field 3. The impact that advertising plays has in this field is less evident when compared to other fields. Nonetheless, digital advertising plays a role in that, due to the use of phones and social media applications, consumers can have instant access to companies and other consumers' social networks that might be willing to offer instant communication, suggestions and advice (Fortis 2015:95). In addition, digital advertising, when compared to traditional advertising, provides platforms where consumers can

purchase products immediately, thus saving time and waiting costs (Vasic, Kilibarda and Kaurin 2019:73). However, digital advertising has problems when it comes to credibility and information clutter, which might impact the ability of consumers to make online purchases. In addition, information clutter may delay the processes, thus frustrating the consumers and making them take more time than anticipated (Panwar et al. 2019).

3.4.4 Field 4

The previous field leads a consumer to this next field. Field 4 is where feedback after purchases is done. At this stage, the consumer might have two types of experiences. A positive experience whereby the consumer is satisfied, which reinforces his or her predisposition toward the product or service and then become loyal towards it. On the other hand, a negative experience is one in which the consumer is dissatisfied, and this affects their attitude in a negative way. In addition, their evaluations and future purchases of the product or service are reduced. The consumer gives feedback to the marketer, who can fix their mix (Roy 2022:16).

At this stage, digital platforms assist marketers and consumers to provide feedback that will assist improve the organisation's advertisements. They offer interactivity between the marketers and consumers, so consumers can easily provide their reviews and feedback. It also offers consumers after-purchase services on the use of the products. Consumers can also communicate with other consumers, thereby getting assistance and further information on using the product. However, traditional advertising offers less communication between marketers and consumers. Therefore, all this impacts the consumer's perceptions and their future behaviour (Goswami 2020:20).

Panwar et al. (2019:39) recognise that the Nicosia model has recognised the many steps that are between attitude formation and the actual behaviour. This is important because it helps marketers understand that attitude does not always predict behaviour. In addition, unlike traditional models, which focus on the act of purchase, the Nicosia model tries to explain the dynamics that are involved in decision-making (Dibie and Kalu 2019:15). Moreover, the Nicosia model was able to represent consumers behaviour in respect of message exposure, experience and consumer motivation towards behaviour (Giri 2022:22).

3.4.5 Limitations of the Nicosia model

The Nicosia model does not provide information on internal factors that may affect the consumer or how the consumer develops an attitude towards the message (Panwar et al. 2019:39). Furthermore, the model suffers from limitations in the sense that it proposes assumptions, boundaries and constraints that need not be realistic. It has been argued that attitude, motivation and experience may not occur in the same sequence (Lu, Chau and Chau 2017:15). Drawing from the previous authors, Vasic et al. (2019:73) posited that variables in the model and factors internal to the consumer have not been clearly defined and dealt with completely.

Onyimadu (2018:73) further states that the mathematical testing of the model and its validity are questionable. The model, however, does not present problems when used to make predictions. The linkages shown in the model indicate flows rather than causation. Regardless of the above, the model is strong in showing change in consumer attributes due to the experience of considering, choosing, purchasing, and using a product. There is intra-person feedback consumers think of themselves and respond to their thoughts and actions. The model is not very explicit, however, in describing how and when the consumers' or firms' attribute function. To be truly explanatory, the model needs more elaboration on this point (Panwar et al. (2019:39).

3.5 The Belief Factor Model

The belief factor model is a model of belief factors in advertising. The model was developed by Polley and Mittal in 1993 and was referred to as the 7-factor model. These factors contribute to shaping the attributes of individuals toward advertising. For this study, five factors will be considered, as shown in Figure 3.4, which are product information, social image, hedonic/pleasure, annoyance/irritation and falsity/no sense (Salamzadeh, Ariffin and Aun 2018:35). Beliefs are the precursors of consumers' responses to advertising and the way they behave. When consumers have a favourable attitude towards an advertisement, they are more likely to remember the brand and be influenced by the advertisement. Consumer involvement with advertising forms beliefs and these make consumers behave in certain ways. Figure 3.4 shows the belief factor model.

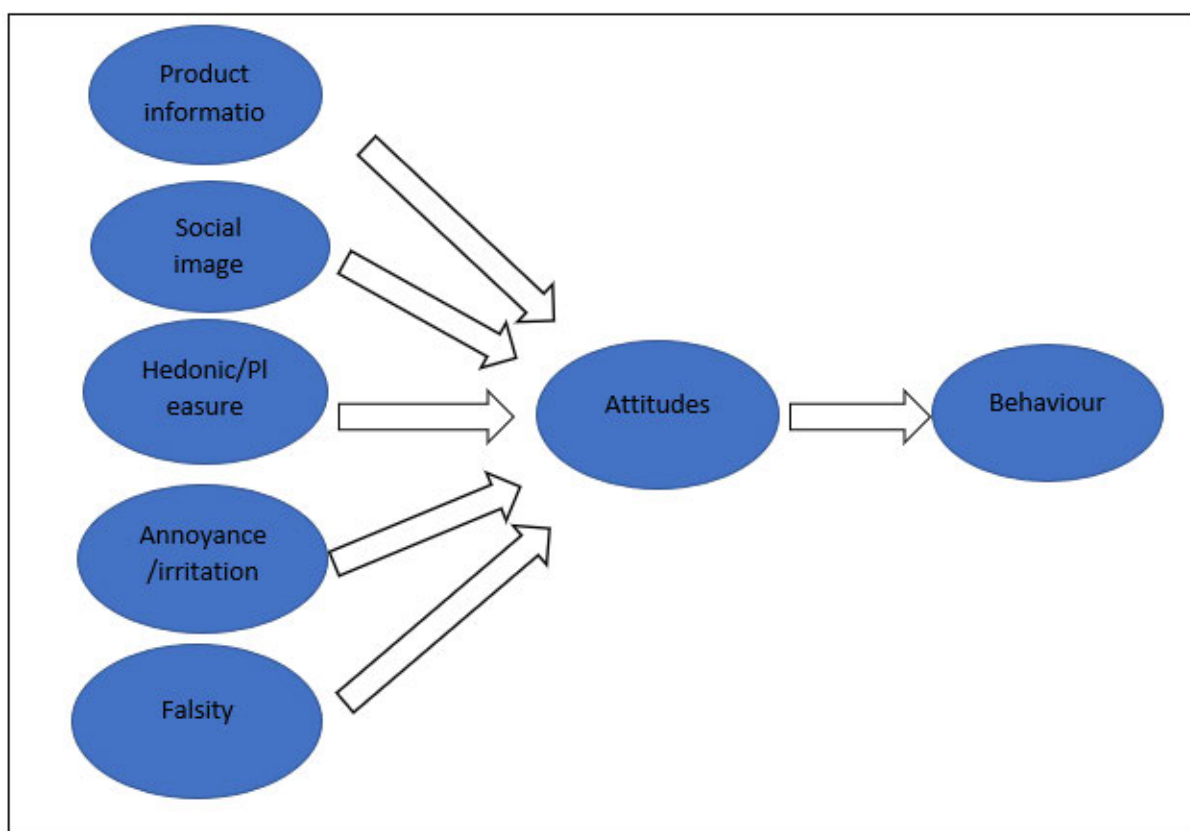


Figure 3.4: The belief factor model

Source: Author

3.5.1 Product information

Product information comprises consumers' personal beliefs pertaining to the ability of advertising to deliver the information (Chen, Teng, Yu and Yu 2016:473). Product information describes the role of advertising as an important information purveyor

(Stephen 2016:470). Advertising may contain a lot of information to provide consumers with clear and relevant explanations of the product. The fact that advertising includes product information is significant because it allows consumers to make better decisions. When it comes to providing product information, digital advertising is better when compared to traditional advertising. This is because with digital advertising, consumers can always read and revisit the advertisement at any time. Unlike traditional advertising, they must wait until the advertisement is shown on TV or played on the radio. This limits the product information that is provided. Thus, digital advertising is more informative when compared to traditional advertising (Salamzadeh et al., 2018:35).

Many consumers like advertising because of the information it provides. Advertising is seen by consumers as a valuable source of product information. The more information an advertisement provides, the more impact it has on the way consumers behave. Consumers are able to match their needs and wants against the information provided about a product. In addition, digital advertising gives consumers the ability to produce content and control what they see, when they see it, the order they want to see it in and for how long they want to see it (Zhou and Guo 2017:79). The growing control that consumers have over the advertising message shows the role that consumers have in influencing the impact of advertising and its effectiveness (Katukurunda and Bandara 2017:16).

The form and content of advertisements must be interesting and informative in order for digital advertising to be effective. The information provided should meet consumers' needs and be up-to-date with all the relevant information. In this digital era, consumers require quick and instant access to information, which may influence their behaviour (Vasic et al. 2019:73). When an advertisement is informative, it plays a vital role in creating awareness and helps consumers distinguish between competitors' products. Therefore, informativeness in advertising impacts strongly on the attitude, preferences and behaviour of consumers (Katukurunda and Bandara 2017:16).

3.5.2 Social role and image

Social image is the ability of advertising to communicate believable social integration, image and role to customers (Vasic et al. 2019:73). In line with the above, Stephen

(2016:470) adds that social role and image reflect how advertising impacts people's lifestyle, social status and image. The role of advertising as a social role and image means that it often attempts to sell a lifestyle or image in addition to a product to consumers. Social role and image reflect that advertising affects people's lifestyles and exemplifies current social status and recent trends. Advertising is believed to convey brand personality and image messages relating them to certain lifestyles. When this is done, it assists consumers in linking the advertisements with status. Consumers who find the advertising appealing will be drawn to be associated with that lifestyle. Digital advertising, unlike traditional advertising, allows for interaction, thus enhancing the ability to convey social messages (Dondolo 2017:406). In addition, digital advertising allows for a customised form of service. The consumers can interact and tell marketers what they want, thereby impacting the product they will get (Katukurunda and Bandara 2017:16).

3.5.3 Hedonic/pleasure

Hedonic/pleasure is the ability of advertising to source pleasure seeking mates to the audience (Ting, De Run and Jee 2015:401). In addition, Stephen (2016:470) adds that hedonic refers to the view that advertising can be fun, entertaining and pleasant. Advertising usually comes with visuals, audios and printed elements that stimulate responses. A good advertisement is usually designed to arouse and touch the consumers' sentiments. Digital advertising has the ability to interact and has multimedia features that can make consumers' experiences entertaining and pleasurable. The creative nature of digital advertising influences the way that consumers will behave (Dao et al. 2014). An advertisement can generate pleasure by being beautiful, exciting and inspiring. Moreover, the pleasure that results from the advertisement experience can occur both during exposure and as a memory, thus, impacting the way consumers will behave.

Traditional advertising platforms like television advertising are entertaining and provide consumers with pleasure when they are watching the advertisements. Television advertising is believed to have an effect and generate consumer mood (Ting, Chuah, Cheah, Memon and Yacob 2015:387). On the other hand, digital advertising platforms were said to be less entertaining and do not assist much in encouraging consumer behaviour. However, Chen, Teng, Yu and Yu (2016:473)

contend that digital advertising platforms bring fun and entertainment to consumers. This is supported by Bailey, Pentina, Mishra and Ben Mimoun's (2020:147) study, which found that entertainment was a significant factor influencing consumer behaviour in the United States.

3.5.4 Annoyance/irritation

Advertising can be annoying because of what is being said and how it is being said. In addition, it could be because they are around so much, both in terms of when and where they appear. Many people criticise advertising because it is related to irritation or annoyance. The many advertisements that consumers are exposed to on a daily basis make it hard for consumers to pay attention to most of them (Dondolo 2017:405). Moreover, the frequency with which a consumer is exposed to an advertisement makes them annoyed or irritated. Traditional advertising, in this case, television advertising has become very intrusive during prime time, annoys impacting negatively on the attitude of television viewers (Vasic et al. 2019:73). Digital advertising is less annoying since consumers have the ability to control when, where and the amount of information they can get from online sites. However, the interruption that is created by digital advertising negatively affects consumers' attitudes and behaviours (Katukurunda and Bandara 2017:16). The annoyance and irritation influence consumers such that they end up perceiving advertising as an unwanted and irritating influence (Panwar et al. 2019:39).

3.5.5 Falsity

Falsity refers to the belief that advertising is a source of false information and deceptive claims. Falsity is when advertising provides consumers with half-truths, deceptive claims and disguised insults (Vasic et al. 2019:73). Advertising plays a key role in the way consumers behave. However, it has been seen as a way of attempting to mislead people. Digital advertising, unlike traditional advertising, often promises consumers magical results from the product, thereby fuelling the falsity factor (Katukurunda and Bandara 2017:16). Furthermore, Johnson and Kaye (2016:86) state that the huge number of reviews that are available on digital platforms can affect the products, advertising and consumers' behaviour. Thus, the credibility of an advertisement plays an important role in the way consumers behave (Martins et al. 2019). However,

Dondolo (2017:406) argues that in interactive digital advertising platforms such as web advertising, it is uncommon for marketers to provide and present false product information.

3.5.6 Limitations of the belief factor model

The belief factor model has two categories of belief factors that are related to attitudes towards advertising. The beliefs are only subdivided information, social image, hedonic/pleasure, annoyance/irritation and falsity/no sense. Therefore, any other factors which do not fit into these will not be considered.

3.6 The CAB Model

The CAB model was proposed by Holbrook in 1986 and is made up of three components of attitude formation, which are cognitive, affective and behaviour (CAB). The CAB model is an information processing model in which the key outcomes are purchasing or brand choice. Cognition in the CAB model focuses on factors that affect consumers' behaviour. It has concepts, ideas or perceptions that consumers get from advertising, friends, reviews and interaction with the products (Forgas 2017:90).

According to Chi, Jeng, Acker and Bowler (2018:4) the CAB decision starts with cognitions followed by affect and leading to behaviour. Cognitions are beliefs, thoughts or perceptions that consumers have on a given issue or product. Affects are feelings that consumers have over something. Behaviour is the intention to act or not act. Cognition is the belief that customers have about the product or the advertisement. Affective is the way that customers feel about the advertisement and behaviour is the intention of the customer to do something about the advertisement. Behaviour is all about the way customers behave (Forgas 2017:90). Consumers obtain information concerning a product from the advertisement media which affects their emotions leading them to behave in certain ways.

3.6.1 The cognition dimension

Cognition is the thinking stage where consumers gather information about the product and become aware of it. At this stage, consumers form attitudes both toward the product, brand, emotions and the advertisement (Majid, Lopez, Megicks and Lim 2019:553). The cognitive dimension refers to perceptions regarding a certain object,

in this case, advertising. The perceptions include the informativeness, entertainment and credibility of an advertisement (Chau and Chau 2017:23). The importance of the cognitive dimension depends on the degree of motivation that individuals have toward an advertisement. In the case of high-engagement consumers who are committed to the information processing process, for example, searching for specific information, the cognitive elements like message content and product description play an important role. In case of low engagement consumers, emotional and peripheral aspects such as message appearance attain more relevance (Chi, Jeng, Acker and Bowler 2018:4). Advertising is important at this stage because consumers do not engage much in the information process.

3.6.2 The affective dimension

The affective dimension refers to the feelings towards the object, in this case, advertising (Chau and Chau 2017:23). This is the feeling stage, where consumers start developing a liking for the product and develop strong feelings towards it. Marketers need to note that high-quality products require a larger advertising budget to have an impact on consumers. At this stage digital advertising platforms play a vital role because they provide much information to consumers which will be useful in developing feelings of liking the product or service. The impact of affective involvement on the purchase intention is greater than that of the cognitive involvement (Schutte 2019:12).

3.6.3 The behavioural dimension

Chi et al. (2018:4) postulate that the third stage of the model is behaviour. At this stage, consumers weigh their options and either buys or does not buy the product. Marketers should note that consumers respond to different advertisements in different ways depending on their level of involvement. When it comes to digital advertising, consumers are more involved because it allows for communication with the marketers. The behavioural dimension relates to the actions that the individual intends to take in relation to that object. A consumer can choose to attend or avoid being exposed to advertising, or they can choose to purchase the products or services being advertised (Chau and Chau 2017:23).

3.6.4 Limitations of the CAB model

The CAB model is made up of three components of attitude formation, which are cognitive, affective and behaviour (CAB). The CAB model is an information processing model in which the key outcomes are purchasing or brand choice. The limitation of this model is that cognitive processes cannot be directly observed. In addition, the theory ignores other factors that affect behaviour.

3.7 Conclusion

TRA was proposed by Ajzen and Fishbein in 1980. This theory states that the attitude toward behaviour is one of the predictors of behavioural intention. The theory constructs include attitudes, behavioural beliefs, evaluation, normative beliefs, subjective norms and behavioural intentions. However, the TRA focuses on a consumer's motivation as a determinant to engage in a certain behaviour. Moreover, the HOE model was proposed by Lavidge and Steiner in 1961. The model shows that when consumers are exposed to an advertisement, they go through a sequential effect that moves them further along the path to purchase. It proposes that customers move through a hierarchy in which they experience psychological states. However, the theory breaks down the advertising impact on consumers' purchase behaviour into different stages. The chapter further focused on the Nicosia model, which explains the complex decision-making process that consumers engage in during purchases. The model illustrates the decision-making steps that the consumer adopts before engaging in the behaviour of buying products or services. The Nicosia model does not provide information on internal factors that may affect the consumer or how the consumer develops an attitude towards the message. Furthermore, the belief factor model is a model of belief factors toward advertising. The model was developed by Polley and Mittal in 1993 and was referred to as the 7-factor model. These factors contribute to shaping the attributes of individuals toward advertising. For this study, five factors will be considered which are product information, social image, hedonic/pleasure, annoyance/irritation and falsity/no sense. The CAB model was also discussed. This model was proposed by Holbrook in 1986 and is made up of three components of attitude formation, which are cognitive, affective and behaviour (CAB).

The next chapter presents the research methodology.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

The previous chapter focused on the theoretical framework. This chapter presents the research methodology employed for the study. It encompasses the research design, research approach, target population, sampling, sample size, data collection and data analysis. In addition, the validity, reliability and ethical considerations of the study are covered.

4.2 Research design

A research design is defined as the relevant steps of the research process and methods used for a study (Saunders, Lewis and Thornhill 2019:86). According to Burns and Bush (2014:148), a research design is a complete description of the methods followed in research. It helps establish the processes that are followed when collecting and analysing data. A research design is a framework that shows the processes for conducting and executing research activities to address the research problem and study objectives. Therefore, a research design is the lifeline of any research study (Morgan 2014:227). Research designs are categorised as descriptive, exploratory and explanatory.

An exploratory design is used to gain deep information. It is an unstructured research design aimed at exploring the study research questions but it does not give conclusions to the research problem. This design is used when there is no clear definition of the problem and it gives an understanding of the problem (Leedy and Ormrod 2019:17). On the other hand, explanatory research identifies the link between factors related to a research problem. This design helps find the problem and understand it effectively. It further determines why and how things happen (Leedy and Ormrod 2015:180).

A descriptive design aims at identifying relationships between variables (Burns and Bush 2014:103). A descriptive research design observes and describes the behaviour of respondents with no interference in any way. The design is used to describe and explain the objective for a certain group of people (Sekaran and Bougie 2016:97). A descriptive research design was used for the study because it accounts for what is

going on and uses numbers, thus allowing for statistical relationships to be evaluated. The study was descriptive and cross-sectional. A descriptive study is used to describe the answers to questions such as who, where and what (Burns and Grove 2016:165). This method was used as it is best suited when a researcher is dealing with a larger sample. It was also used because it helped the researcher observe and describe the behaviour of the respondents. The study focused on consumers in eThekweni metropolitan area. A cross-sectional study is a type of research design in which you collect data from many different individuals at a single point in time (Sekaran and Bougie, 2016:97). For this study data was collected from consumers at a single point in time.

4.3 Research approach

A research approach is a plan that consists of the steps of data collection, analysis, and interpretation for a research study. The different types of research approaches are quantitative, qualitative and mixed methods (Burns and Bush 2014:103). Qualitative and quantitative approaches are discussed in the following section.

4.3.1 Qualitative research

Qualitative research aims to understand the meaning of social phenomena since it focuses on the links between a large number of elements across a small sample. Qualitative research depends mostly on theoretical assumptions and the development of evidence, as seen in the rigorous nature of the data collection and analysis methods. Qualitative research focuses on the way people interpret and make sense of experiences. It provides detailed insights into the feelings, experiences and opinions of people (Harry and Lipsky 2014:448).

4.3.2 Quantitative research

Quantitative research is objective, and it involves the use of numbers and statistical techniques to reveal relationships between variables (Leedy and Ormrod 2015:182). Quantitative research is a systematic and objective process of using numerical data from a certain group of people. Quantitative data techniques are cost-effective and quick to gather data, hence posing an advantage (Maree 2016:56). In addition, Creswell (2015:56) states that quantitative research findings can be generalised to the

whole study population because of the use of a large sample. The analysis of quantitative research results takes less time when compared to qualitative methods (Carroll and Bailey 2016:35). However, quantitative research does not collect deep insights into how and why respondents feel or behave in a certain way (Saunders, Lewis and Thornhill 2019:92). In this study, quantitative research was used because of the nature of the study. A quantitative approach is associated with giving predetermined options to a large number of respondents (Babin and Zikmund 2016:312). The quantitative approach was appropriate because of the need to predict relationships and test hypotheses for the study.

4.4 Target population

A population is defined as all the elements in a study that have the same characteristics. It includes a collection of individuals or units under study (Burns and Bush 2014:225). A population is the entire group of people the researcher is investigating and can be defined in terms of geographic boundaries (Sekaran and Bougie 2016:262). For this study, the target population consists of consumers in the Durban Metropolitan Area. The Durban metropolitan population is estimated to be over 3.8 million (Durban Population 2021:1).

4.5 Sampling

Sampling is the process of selecting the right objects from the sampling frame that represent the whole population. Sampling is an important aspect of the research process. It saves time to a great extent by reducing the volume of data. Sampling helps the researcher select a limited number of elements from large group of elements so that, the characteristics of the samples taken is identical to that of the population (Babin and Zikmund 2016:412). When selecting the sampling technique to use for a study, the researcher needs to consider the following: budget, time, resources, purpose and error allowance. It is important to consider the costs involved in collecting the data against the provided budget. In addition, research is done within a stipulated time; therefore, it is important to consider the time used in collecting the data. Also, the number of resources that the researcher has are important in the sampling technique selection. Moreover, the purpose and error allowance of the study is

important, taking into consideration that some studies are not designed to be generalised (Bezuidenhout, Davis and Du Plooy-Cilliers 2014:145).

There are two sampling techniques, namely probability and non-probability. Probability sampling is when all the elements have a known chance of being selected (Wiid and Diggines 2015:191). Probability sampling is when each element of the population has an equal chance of being part of the sample. In addition, probability sampling is preferred and used mostly in quantitative studies because it removes human bias from the sampling process by using random and systematic methods (Bezuidenhout, Davis and Du Plooy-Cilliers 2014:140).

The different types of probability sampling are simple random, cluster, stratified and systematic sampling. Simple random is used when the members of the population have an equal or the same chance of being selected to be part of the sample (Maree 2016:45). Systematic sampling is when the researcher selects elements of the population using a random starting point from a sampling frame. The elements are randomly selected using a sampling interval. Stratified sampling is when the population is split into sub-units or strata with the same characteristics. The strata are based on characteristics that are included in the population. Thereafter, samples are drawn from each stratum using either simple random or systematic sampling (Neuman 2011:47).

Non-probability sampling is when the elements of the population do not have a known chance of being selected for the sample. Moreover, non-probability sampling is used in situations where determining the entire population is difficult or impossible to accomplish. Furthermore, non-probability sampling is used when the sample was selected using the researcher's judgement, hence the respondents are not randomly selected. The different types of non-probability sampling are convenience, purposive, snowball and quota sampling (Sekaran and Bougie 2016:161).

Convenience sampling is when the researcher select respondents who are easy and quick to access. Purposive sampling is when the elements are chosen based on a list of characteristics. The researcher determines the characteristics that are important for the study. Then elements with these characteristics are carefully selected (Okeke and van Wyk 2015:73). Quota sampling is when the population is drawn to match the different characteristics in the population parameters. It allows for characteristics

stated in the population parameters to be represented proportionally. Snowball sampling is mostly used in qualitative research; it makes use of referrals to increase the sample size. Respondents provide suggestions of others who can be part of the sample (Brynard, Hanekom and Brynard 2014:145).

For this study, a non-probability sampling technique was used as it is inexpensive and there is usually a reduction in the non-response error. The convenience sampling technique was employed, which refers to the collection of information from conveniently available respondents (Creswell and Creswell 2017:23). This technique was used as it is quick, cheaper and easier to collect data. Considering the type of study, the technique provided adequate representativeness.

4.6 Sample size

A sample size is the number of elements chosen from the target population (Burns and Bush 2014:143). A sample size is a subset of the population being studied. It differs in each study and can range from 30 to 500 units (Burns and Grove 2016:149). A sample size was used because it is difficult to work with the entire target population. The sample size for this study comprised 400 consumers from the Durban Metropolitan Area and included both males and females. Sekaran and Bougie (2016:306) state that, with a population over one million, a sample size of 384 is appropriate. The study applied a formula developed by Israel (1992) in order to determine an appropriate sample size of the population as shown below. Thus, 400 respondents were used for this study. Respondents were recruited based on their age. Those between 18-50 were targeted since they are most active on digital platforms and the Internet. Younger age groups shows a tendency towards using a wider variety of social media and digital platforms whilst the overwhelming majority of social users over the age of 50 solely use one or two digital platforms (Auxier and Anderson, 2021:2).

$$n = \frac{N}{1+N(e)^2} = \frac{3\,800\,000}{1+3\,800\,000(0.05)^2} = \frac{3\,800\,000}{9\,501} = 399.957 = 400$$

Where n = sample size, N = Population sample, and e = sampling error or level of precision.

4.7 Data collection

Data can be obtained from primary and secondary data sources. Secondary data is collected by other researchers for other research problems. Secondary data was collected by reviewing the information covered on the topic under study by other scholars, books, journals, dissertations and other sources of information. Secondary data is important because it helps improve the understanding of the research problem. It also helps make primary data collection specific since it points out the gaps and from where data needs to be collected (Brynard, Hanekom and Brynard 2014:38).

Primary data is collected by getting first-hand information from the target population being studied. Primary data can be collected from questionnaires, interviews, observation and focus groups (Sekaran and Bougie 2014:113). The primary data for the study was collected by randomly distributing questionnaires to consumers. The researcher and a group of research assistants distributed questionnaires in busy places around the Durban Metropolitan Area, like parks, taxi ranks and other places where there were people. They distributed the questionnaire, which required 15-20 minutes to complete. Data was collected during normal working hours and weekends to ensure respondents who were working during the week were also targeted. The researcher and research assistants wore the DUT student ID around their neck in order to improve identification as someone legitimate. Writing boards and pens were provided to facilitate the completion of questionnaires in public places. Participation was voluntary, and respondents were informed of the study's purpose prior to completing the questionnaire. Respondents signed informed consent forms before completing the questionnaire. The informed consent gave respondents information on the study and on matters of anonymity and confidentiality. The questionnaire was collected by asking the participants to drop the questionnaires in a drop-box to ensure anonymity and confidentiality once the respondent completed it. A gatekeeper was requested from the City View Mall that was used for the study. The researcher ensured that COVID-19 protocols were in place. Social distancing and sanitising regulations were adhered to and masks were worn at all times.

4.8 Measuring instrument

A questionnaire is a document where questions are developed to collect appropriate information for a study (Burns and Bush 2014:156). Questionnaires usually use closed-ended questions and rating scales. A questionnaire was used to collect data for the study because it simplifies and quantifies responses. In addition, people are willing to fill out questionnaires as opposed to writing long answers (Sauro and Lewis, 2016:67). The questionnaires were self-administered by the researcher and assistants. This made it easier for respondents who had questions and returning the questionnaires. The research assistants were students doing their 3rd year in Marketing at DUT. The research assistants were provided information on the research and were trained on how they were going to collect data from the respondents. Honesty and integrity was ensured by giving the respondents questionnaires and giving them space to fill out without the people collecting data around. The questionnaire was designed with closed-ended questions. The questions in the questionnaire were adapted from previous studies done within the scope of the study. In addition, the questionnaire was based on the study's theoretical framework from the literature review. As shown in Table 4.1, some of the questions in the questionnaire were constructed based on the HOE and belief factor models. The questionnaire used a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Wiid and Diggins (2017:159) explain that with a Likert scale, a respondent is given a statement or statements about the attitude under investigation, and indicates the extent to which one agrees or disagrees with the statement/s. The questionnaire had sections A to G based on the study objectives and a demographics section. A questionnaire was the most suitable instrument for collecting data. In addition, a questionnaire was used, as it facilitates the easy collection of data from a larger population.

Table 4.1: Items used to measure the constructs.

	Construct	Item	Source
HOE	Awareness	Digital advertising gives a way of communicating with the advertiser	Rogers and Thorson (2019)
		Traditional advertising uses one-way communication.	
	Knowledge	Digital advertising is informative	
		Traditional advertising gives less information	
	Liking	Digital advertising is credible when compared to traditional advertising	
		I like digital advertising as compared to traditional advertising because it is interactive	
	Conviction	I feel encouraged to say my views and give reviews after buying on the Internet	
		It is easy to check for online advertisement when surfing the Internet	
	Preference	Digital advertising brought effective platforms to get customers' attention than traditional advertising	
		I prefer digital advertising platforms compared to traditional advertising	
Belief factor model	Product information	The amount of information on digital advertising affects my encoding	Marina (2007); Tan and Chia (2007)
		To deal with information clutter I block most internet advertisement	
		Digital advertising is irritating with pop up messages whilst traditional advertising gives direct information on products	
	Social role	Information clutter in digital advertising blocks communication between the advertisement and consumer needs	

		Traditional advertising communicates to my needs as a consumer	
	Hedonic/Pleasure	Digital advertising is frustrating due to pop ups as compared to traditional advertising	
		Traditional advertising is enjoyable as compared to digital advertising	
	Credibility/Falsity	Digital advertising has many exaggerations as compared to traditional advertising	
		Digital advertising is misleading as compared to traditional advertising	

4.9 Data analysis

Data analysis is the process by which the researcher determines the patterns and summarises the important details observed in a study. Data analysis involves the researcher entering raw data into a data matrix to obtain information used to achieve research objectives (Babin and Zikmund 2016:59). In this study, the questions were pre-coded and the responses were captured on a data set. After that, the data was analysed using the latest version of SPSS. SPSS helps to break down the raw data. Both descriptive and inferential data were used for the study.

Descriptive statistics summarise the characteristics of a study's sample and are presented in tabular and graphical forms. The tabular form involves presenting results using tables, whereas in the graphical form, data is represented as a graph (De Vaus 2014:207). Inferential statistics are based on inferences made from the analysed data. Inferential statistics were used to test the relationship between variables. The inferential statistics used in the study are correlation, chi-square tests and structural equation modelling (SEM).

Correlation is derived by assessing the variations in one variable as other variables also vary. A correlation coefficient indicates the strength, direction and significance of a relationship. Theoretically, there could be a perfect positive correlation between two variables which is represented by +1 or a perfect negative correlation which would be

represented by -1 (Sekaran and Bougie, 2016:287). This study used correlation analysis to evaluate the relationship between constructs.

A structural equation model (SEM) was utilised to analyse data in this study. A structural equation model is a multivariate tool that combines interdependence and dependence techniques to allow the researcher to test theory represented by a series of regression equations, each involving multiple-item measures that are solved simultaneously (Zikmund and Babin, 2010:631).

4.10 Pilot study

A pilot study is conducted before the actual study. A pilot study is a small research project that collects data from research participants to assess if the procedure will work as envisaged. A pilot study is important because it helps in refining measures and reducing the risks that the main research will face (Babin and Zikmund 2016:61). In a similar vein, Bryman and Bell (2015:87) add that a pilot study is used to determine if the questionnaire or research instrument measures what it should measure and if there are mistakes. It looks at whether the questions are clear and not ambiguous. A pilot study is important since the research is concerned with the study instrument.

In this study, a pilot study was conducted using 12 customers as respondents. The results of the pilot study showed that the research instrument was valid and reliable. The Cronbach's alpha for the pilot study was consistent as shown in Table 4.1.

Table 4.2: The summary of Reliability Analysis on Constructed Items

Section	Constructs	Cronbach alpha	No. of items	Strength of association
C	CONSUMER PERCEPTIONS	0.782	10	Acceptable
D	INFORMATION CLUTTER	0.725	9	Acceptable
E	SOCIO-ECONOMIC BENEFITS	0.842	2	Good
F	CREDIBLE INFORMATION	0.780	5	Good

G	MIGRATION TO DIGITAL ADVERTISING	0.818	3	Acceptable
---	----------------------------------	-------	---	------------

A reliability coefficient of 0.60 or higher is considered “acceptable” for a newly developed construct. A value of Cronbach’s alpha between 0.6 and 0.8 is acceptable (Said 2018:29). From the pilot study results, a Cronbach’s alpha of 0.725-0.842 was achieved from the constructs. From the results, above it can be concluded that the internal consistency of this survey is “acceptable.” A few changes were made and these are summarised below.

4.10.1 Summary of changes following the pilot study

The pilot study informed the following changes to the questionnaire.

- Question: “Digital advertising provides a higher level of customer engagement” in Section E was removed.
- Question: “Digital advertising reviews and comments influence me to try new products” in Section G was removed.

Tables below show results of the Cronbach’s alpha for each construct:

4.10.2 Section C: Consumer Perceptions

Table 4.3: Reliability statistics for consumer perceptions

Reliability Statistics	
Cronbach's Alpha	N of Items
.782	10

Item-Total Statistics

Item Statistics			
	Mean	Std. Deviation	Cronbach's alpha if item deleted
Digital advertising gives a way of communicating with the advertiser	4.17	.577	.790
Traditional advertising uses one-way communication.	4.00	1.044	.723

Digital advertising is informative	4.17	.577	.790
Traditional advertising gives less information	3.58	1.240	.782
Digital advertising is credible when compared to traditional advertising	4.00	1.044	.723
I like digital advertising as compared to traditional advertising because it is interactive	3.58	1.240	.782
I feel encouraged to say my views and give reviews after buying on the Internet	4.17	.718	.773
It is easy to check for online advertisement when surfing the Internet	4.75	.452	.758
Digital advertising brought more effective platforms to get customers' attention than traditional advertising	4.00	1.044	.765
I prefer digital advertising platforms compared to traditional advertising	4.00	1.044	.723

Table 4.3 shows that the Cronbach's alpha for consumer perceptions had a value of 0.782. This shows a high level of internal consistency for the Likert scale with this specific sample. The values show that all the items had a Cronbach's alpha ranging from 0.723-0.790, which is acceptable.

4.10.3 Section D: Information Clutter

Table 4.4: Reliability statistics for information clutter

Reliability Statistics	
Cronbach's Alpha	N of Items
.725	9

Items-Total Statistics

Item Statistics			
	Mean	Std. Deviation	Cronbach's alpha if item deleted
The amount of information on digital advertising affects my encoding	3.92	.900	.753
To deal with information clutter I block most internet advertisement	4.08	.900	.663

Digital advertising is irritating with pop-up messages whilst traditional advertising gives direct information on products	4.17	.718	.705
Information clutter in digital advertising blocks communication between the advertisement and consumer needs	3.83	1.030	.678
Traditional advertising communicates my needs as a consumer	3.75	.866	.764
Digital advertising is frustrating due to pop-ups as compared to traditional advertising	4.25	.866	.701
Traditional advertising is enjoyable as compared to digital advertising	3.25	1.357	.778
Digital advertising has many exaggerations as compared to traditional advertising	4.25	.965	.749
Digital advertising is misleading as compared to traditional advertising	4.25	1.055	.617

Table 4.4 shows that the Cronbach's alpha for information clutter had a value of 0.725. This shows a high level of internal consistency for the Likert scale with this specific sample. The values show that all the items had a Cronbach's alpha ranging from 0.617-0.778, which is acceptable.

4.10.4 Section E: Socio-economic benefits

Table 4.5: Reliability statistics for socio-economic benefits

Reliability Statistics			
Cronbach's Alpha	N of Items		
.842	2		

Items-Total Statistics

Item Statistics			
	Mean	Std. Deviation	Cronbach's alpha if item deleted
Traditional advertising does not provide a platform for customer engagement	4.42	.996	-
Digital advertising provides consumers with reminders whilst with traditional advertising there are no reminders	4.67	.651	-

Table 4.5 shows that the Cronbach's alpha for information clutter had a value of 0.842. This shows a high level of internal consistency for the Likert scale with this specific sample. Question: "Digital advertising provides a higher level of customer engagement" in this Section was removed because it had a low Cronbach's alpha.

4.10.5 Section F: Credible information

Table 4.6: Reliability statistics for credible information

Reliability Statistics	
Cronbach's Alpha	N of Items
.780	5

Item-Total Statistics

Item Statistics			
	Mean	Std. Deviation	Cronbach's alpha if item deleted
Digital advertising provides less credible information	3.25	.965	.776
Traditional advertising gives a true picture of the advertised products	3.58	1.240	.729
Traditional advertising is more realistic than digital advertising	3.25	1.215	.694
Traditional advertising is more dependable for up-to-date information compared to digital advertising when making a purchase decision	3.67	1.303	.751
I always make an evaluation of the advertising message before making my purchase decision	4.50	.674	.735

Table 4.6 shows that the Cronbach's alpha for information clutter had a value of 0.780. This shows a high level of internal consistency for the Likert scale with this specific sample. The values show that all the items had a Cronbach's alpha ranging from 0.694-0.776, which is acceptable.

4.10.6 Section G: Migration to Digital Advertising

Table 4.7: Reliability statistics for migration to digital advertising

Reliability Statistics	
Cronbach's Alpha	N of Items
.818	3

Item Statistics			
	Mean	Std. Deviation	Cronbach's alpha if item deleted
Feedback on digital advertising influences the way I behave	4.17	1.337	.640
Digital advertising provides entertainment to consumers	4.25	1.357	.896
Digital advertising gives an effective and strong platform for consumers to communicate with Company representatives	4.08	1.240	.689

Table 4.7 shows that the Cronbach's alpha for information clutter had a value of 0.818. This shows a high level of internal consistency for the Likert scale with this specific sample. The values show that all the items had a Cronbach's alpha ranging from 0.640-0.896, which is acceptable. Question: "Digital advertising reviews and comments influence me to try new products" in this Section was removed.

4.11 Validity

According to Noble and Smith (2015:1), validity is the extent to which research findings correctly represent what is happening in the situation. Validity is important because it deals with how comprehensively the instrument is measuring what it is supposed to be measuring. Validity is the fitness of the data collection instrument to measure the concept of the study (Wiid and Diggins 2015:242). Validity focuses on whether or not the correct concept is measured. Validity is the extent to which an instrument measures what it should measure (Sekaran and Bougie 2016:225). The following types of validity were discussed: content validity, criterion validity, construct validity and face validity.

4.11.1 Content validity

Content validity is the ability of the construct to cover the important aspects of the construct (Burns and Grove 2016:176). Content validity was ensured by linking the constructs to the study objectives and literature. All questions included in the questionnaire were derived directly from the objectives of this study.

4.11.2 Criterion validity

Criterion validity is the extent to which the instrument relates to similar indicators of the concept (Sekaran and Bougie 2014:227). Criterion validity was ensured by looking at other instruments during the formation of the research instrument.

4.11.3 Construct validity

Construct validity is the ability of the research instrument to measure the constructs the researcher wants to measure (Babin and Zikmund 2016:178). Construct validity was ensured by measuring each construct in the study.

4.11.4 Face validity

Face validity is the extent to which the measuring instrument measures the items that it appears to be measuring (Creswell 2015:204). The questionnaire was scrutinised and corrected before collecting data. A pilot study was used to ensure face validity. A pilot study was conducted and it provided points in improving the validity of the instrument

4.12 Reliability

Reliability measures the extent to which the instrument ensures consistent results (Sekaran and Bougie 2016:161). Reliability is the extent to which an instrument obtains consistent results for the same construct. A measure is said to be reliable if several attempts at measuring something provide the same results (Babin and Zikmund 2016:334). Reliability is a statistical concept that relates to consistency and dependability and means obtaining the same answer when measuring occurrences that have not changed (Burns and Bush 2014:73). Moreover, O'Leary (2014:106)

states that reliability is when a research instrument is used at a different time or with different subjects of the same population and the findings are consistent.

Reliability was ensured by providing all the respondents with the same questionnaire for the survey. It is important to ensure that the instrument obtains the same results, making it vital to ensure reliability within the study. In this study, reliability was measured using Cronbach's alpha. Cronbach's alpha is a measure of internal consistency. The values of alpha above 0.70 are considered acceptable (Said 2018:1). Furthermore, Babin and Zikmund (2016:249) add that the closer the coefficient is to 1, the higher the reliability. Before the main study was done, Cronbach's alpha was conducted on the pilot study to determine the reliability of the survey instrument results in Table 1 above. Clow and James (2014:269) state that the advantage of using Cronbach's alpha is that the correlation with other variables will be low for items that are not good for the instrument. Thus, these items with low scores can be revised or deleted.

4.13 Ethical consideration

Research has ethical dimensions that the researcher is required to maintain. A researcher is supposed to comply with both moral and professional ethics, even when respondents are not aware of these (Greenfield 2016:1). Ethical practices are significant when conducting research and must be followed for the duration of the entire research project. Ethics are principles that were put in place to offer acceptable rules and behavioural expectations for correct conduct (Kumar 2014:284). The researcher was honest and respected the respondents throughout the study. In this study, participation was voluntary. The researcher asked for the respondents' permission and did not force them to answer the questionnaire if they were not interested.

4.13.1 Informed consent

Respondents signed a consent form that was explained prior to their participation in the study. Informed consent is permission granted which provides information on the benefits and risks of the study to respondents (Ayiro 2012:38). In this study respondents were given a consent form, which they signed before filling out the questionnaire. The consent form clearly stated that participation was voluntary and

that respondents were free to withdraw anytime during the study. The informed consent form is attached.

4.13.2 Gatekeeper permission

During the study, it is important to get permission from the place where the data was collected. A gatekeeper's letter allowing the researcher to conduct a study is important. In this study, a gatekeeper's letter was obtained from City View Mall and ethical clearance was obtained from DUT; both letters are attached.

4.13.3 Storage and disposal

Moreover, in terms of storage, the collected data will be stored for five years by the researcher at the university library as per the university's record-keeping policy. Thereafter, the hardcopies will be shredded as a safety measure. The electronic data was password protected. The data was accessible only to the researcher. Electronic data will be securely deleted after five years.

4.13.4 Anonymity and confidentiality

Anonymity is when responses from respondents cannot be linked to a certain respondent (Brynard, Hanekom and Brynard 2014:165). In this study, anonymity was ensured by not asking respondents for their personal details. In addition, the responses that respondents provided were not linked to them in any way. The questionnaire was designed in such a way that responses are not linkable to respondents. The names of the respondents were not asked for at any stage of the research and their identities were not matched to responses in any way.

Confidentiality is when information from the respondents is not revealed to the public (Saunders et al. 2019:94). Confidentiality is the concept of keeping the information that respondents provide private (Durand and Chantler 2014:89). In this study, information from the respondents was treated as confidential by using it for research purposes only and not making it available for public use.

Anonymity and confidentiality are important for a study because the respondents have the freedom to share anything truthfully without the risk of being exposed. Burns and Bush (2014:153) state that the information collected during a study should not have

the respondents' personal details or anything associated with their responses. Anonymity and confidentiality were thus ensured by not disclosing respondents' personal information.

4.14 Conclusion

This chapter described the research design and approach used in this study. The study adopted a descriptive design and a quantitative approach. The chapter also highlighted the sampling procedure used in the study. Convenience sampling technique was used to select the 400 respondents used for the study. Data was collected using a questionnaire. Both validity and reliability were ensured in the study. A pilot study was conducted, and the results were presented. In addition, the chapter presented data analysis and ethical considerations that were used for the study.

The next chapter is the presentation and discussion of the empirical results.

CHAPTER 5: PRESENTATION, INTERPRETATION AND DISCUSSION OF FINDINGS

5.1 Introduction

Chapter 4 presented the research methodology for the study. The chapter discussed the research methods that were used for the study in collecting and analysing data. This chapter focuses on the presentation and discussion of the findings. The questionnaire was used for collecting primary data and was distributed to 400 respondents. The data collected was analysed using SPSS version 27.0. The results presents the descriptive statistics in the form of graphs, cross tabulations and figures representing the quantitative data that was collected. Inferential techniques used include the use of correlations and chi-square test values, which are interpreted using the p-values. The chapter also presents the SEM to measure and analyse the relationships between observed and latent variables.

5.2 The Sample

In total, 400 questionnaires were despatched and 350 were returned which gave an 87.5% response rate.

5.3 The Research Instrument

The research instrument consisted of 58 items. The questionnaire was divided into seven sections, which measured various themes as illustrated below:

- A Biographical data
- B The influence of digital and traditional advertising on consumer behaviour
- C Factors influencing consumer perceptions of digital advertising and traditional advertising (HOE constructs)
- D How consumers deal with information clutter in digital advertising as compared to traditional advertising (belief factor model)
- E Socio-economic benefits of digital advertising and traditional advertising

- F To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising
- G Factors contributing to migrating to digital advertising

5.4 Reliability Statistics

The two most important aspects of precision are reliability and validity. Reliability is computed by taking several measurements on the same subject. A reliability coefficient of 0.60 or higher is considered “acceptable” for a newly developed construct (Taherdoost 2016:1). Table 5.1 reflects Cronbach’s alpha score for all the items that constituted the questionnaire.

Table 5.1: Cronbach’s alpha score for all the items that constituted the questionnaire

	Section	Number of Items	Cronbach's alpha
C	Factors influencing consumer perceptions on digital advertising and traditional advertising (HOE Constructs)	10	0.799
D	How consumers deal with information clutter in digital advertising as compared to traditional advertising (Belief factor model)	9	0.717
E	Socio-economic benefits of digital advertising and traditional advertising	2	0.381
F	To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising	5	0.601
G	Factors contributing to migrating to digital advertising	3	0.467
Overall		29	0.856

The reliability scores for all sections (except E and G) exceed the recommended Cronbach’s alpha value. This indicates a degree of acceptable, consistent scoring for these sections of the research. Sections E and G have a minimum number of items, with bi-directional statements. A bi-directional statements functions in two directions. These statements will affect the study because whenever respondents are answering they should have the same truth value (Saunders et al. 2019:78).

5.5 Section A: Biographical Data

This section summarises the biographical characteristics of the respondents.

5.5.1 Gender distribution by age

Table 5.2: Gender distribution by age

Age (years)		Gender		Total
		Male	Female	
18 - 35	Count	95	133	228
	% within Age (years)	41.7%	58.3%	100.0%
	% within Gender	64.6%	65.5%	65.1%
	% of Total	27.1%	38.0%	65.1%
36 - 45	Count	40	56	96
	% within Age (years)	41.7%	58.3%	100.0%
	% within Gender	27.2%	27.6%	27.4%
	% of Total	11.4%	16.0%	27.4%
46 - 50	Count	12	14	26
	% within Age (years)	46.2%	53.8%	100.0%
	% within Gender	8.2%	6.9%	7.4%
	% of Total	3.4%	4.0%	7.4%
Total	Count	147	203	350
	% within Age (years)	42.0%	58.0%	100.0%
	% within Gender	100.0%	100.0%	100.0%
	% of Total	42.0%	58.0%	100.0%

Table 5.2 describes the overall gender distribution by age. Overall, the ratio of males to females was approximately 2:3 (42.0%: 58.0%). Within the age category of 18 and 35 years, 41.7% were male and within the category of males (only), 64.6% were between 18 and 35 years. The results also show that within the age range of 16 and 35 years, 58.3% were females and within the female category, 65.5% were between 16 and 35 years. The results further show that within the age category of 36 and 45 years, 41.7% were male. Within the category of males, 27.2% were between the ages of 36 and 45 years. This category of males between the ages of 36 and 45 years formed 11.4% of the total sample. Within the age category of 36 and 45 years, 58.3% were female. Within the category of females, 27.6% were between the ages of 36 and 45 years. This category of males between the ages of 36 and 45 years formed 16% of

the total sample. The results also show that within the age category of 46 to 50 years, 46.2% were male. Within the category of males, 8.2% were between the ages of 46 and 50 years. This category of males between the ages of 46 and 50 years formed 3.4% of the total sample. Within the age category of 46 to 50 years, 53.8% were female. Within the category of females, 6.9% were between the ages of 46 and 50 years. This category of females between the ages of 46 and 50 years formed 4% of the total sample. The results show that age distributions are not similar as there are more respondents younger than 36 years.

5.5.2 Racial composition of the sample

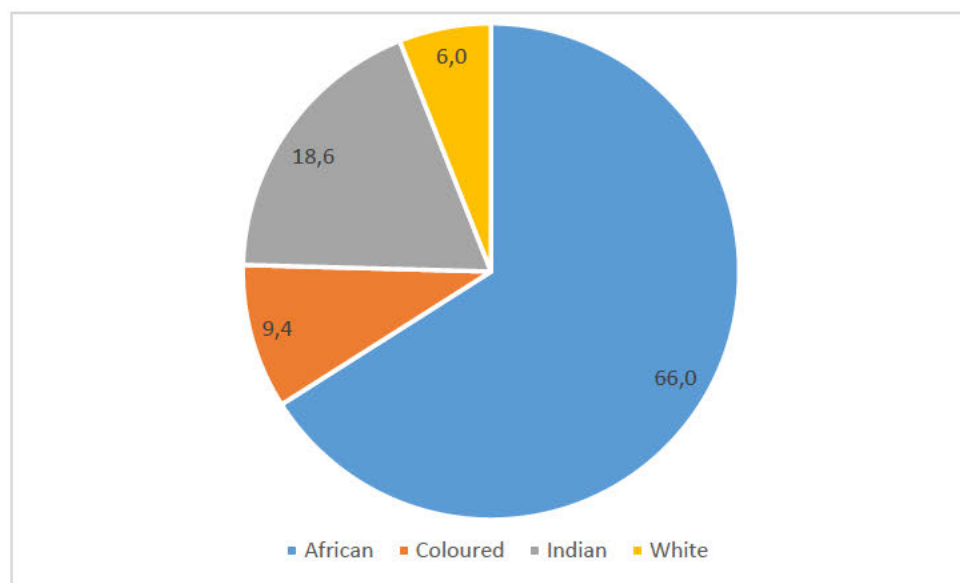


Figure 5.1: Racial composition of the sample

Figure 5.1 indicates the racial composition of the sample. The findings show that two-thirds of the sample (66.0%) were African, with a little less than a fifth (18.6%) being Indian. There were smaller numbers of Coloured and White respondents. This shows that the majority of respondents were Africans.

5.5.3 Employment of participants

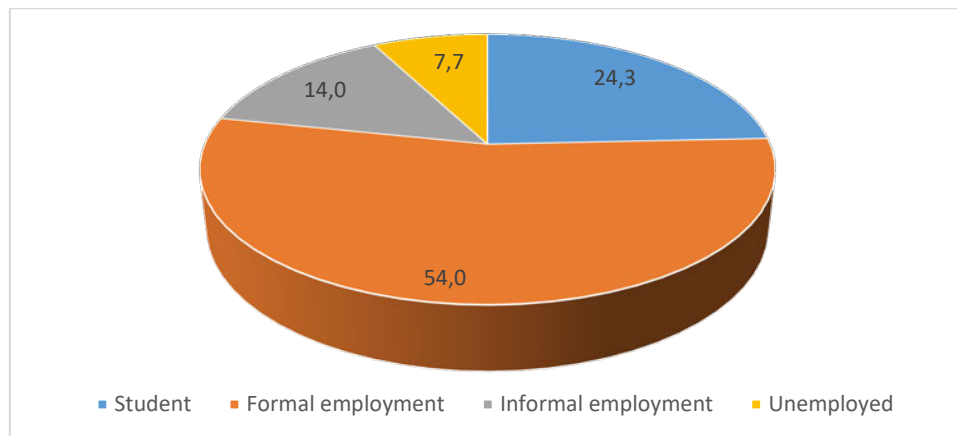


Figure 5.2: Employment of participants

Figure 5.2 indicates the employment of the respondents. The majority (54%) were formally employed; 24.3% were students; 14% were informally employed and 7.7% were unemployed. 54%, which is more than half of the respondents, were formally employed. It can therefore be concluded that the majority of the respondents are formally employed.

5.5.4 Education

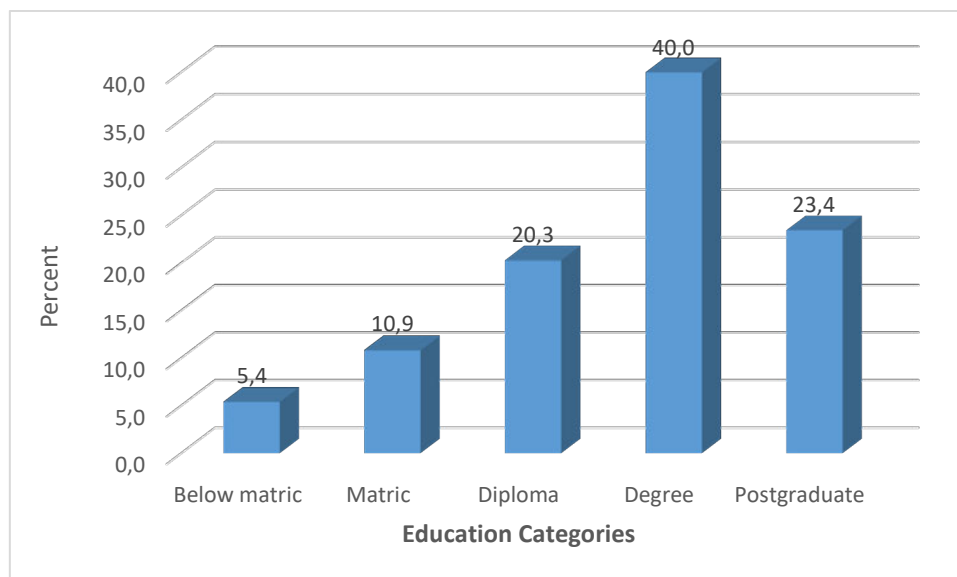


Figure 5.3: Education level of respondents

As shown in Figure 5.3, the majority of respondents (83%) had a tertiary qualification. Approximately a quarter of the respondents (23.4%) had a postgraduate degree. This

indicates that a fair proportion of the respondents have a higher qualification. This could imply that the responses gathered would have been from an informed (educated) source.

5.5.5 Average monthly income

Table 5.3: Average monthly income

	Frequency	Percent
R0 - R5000	150	42.9
R5001 - R10000	148	42.3
R10001 and above	52	14.9
Total	350	100.0

Table 5.3 shows the average monthly income before deductions of the research respondents. The findings show that 42.9% of the respondents had an average income between R0 and R5 000. The results also show that 42.3% had an average income of R5 001 to R10 000. Then 14.9% had a monthly income of R10 001 and above. This implies that there were fewer respondents who earned more than R10 000 compared to the other two categories. It can be concluded that the majority of the respondents have an average monthly income below R10 000.

5.6 Section B: The influence of digital and traditional advertising on consumer behaviour

This section deals with the first objective, which is to determine the influence of digital and traditional advertising on consumer behaviour.

5.6.1 Traditional advertising platforms that motivated respondents into making a purchase.

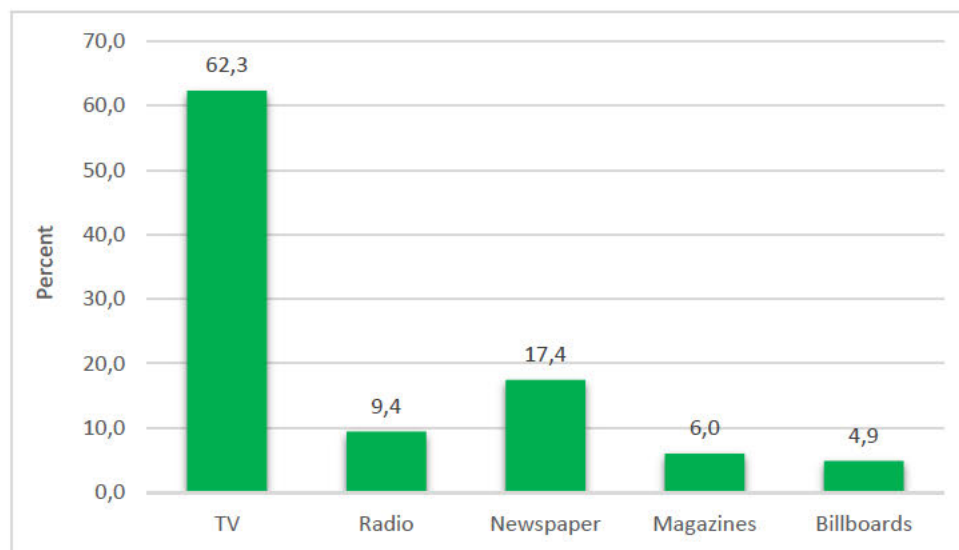


Figure 5.4: Traditional advertising platforms that motivated respondents into making a purchase.

Respondents identified the following traditional advertising platforms as motivating them to making a purchase. A total of 62.3% indicated that television advertising was motivating, 17.4% were motivated by newspapers, 9.4% were motivated by radio, 6% were motivated by magazines and 4.9% were motivated by billboards. The findings concur with the results, which state that television advertising attracts many people and has high exposure. Furthermore, television advertising allows for the support of dynamic content and creative storytelling. It also allows for the product to be demonstrated by showing the faces of the characters in the advertisement to convey both emotion and information (Geraghty and Conway 2016:23).

5.6.2 Challenges encountered when using traditional advertising

Table 5.4: The challenges encountered when using traditional advertising

	Frequency	Percent
Little interaction	103	29.4
Inability to disclose full pricing details	81	23.1
You need to wait for specific times	114	32.6
Difficult to recall	52	14.9
Total	350	100.0

As shown in Table 5.4, the majority (32.6%) faced the challenge of having to wait for specific times when using traditional advertising. The results show that 29.4% indicated that there was little interaction when using traditional advertising. Whilst 23.1% of respondents indicated that traditional advertising is unable to disclose full pricing details. Furthermore, 14.9% of respondents had difficulties recalling traditional advertisements. Kakkad (2016:57) postulates that traditional advertising only allows for one-way communication with customers. This means that consumers cannot give an immediate response. Marketers just advertise with the hope that customers will buy the product or service.

5.6.3 Credibility

Table 5.5: Credibility between traditional advertising compared to digital advertising

	Frequency	Percent
Not credible	55	15.7
Neutral	33	9.4
Credible	139	39.7
Very credible	123	35.1
Total	350	100.0

The table shown above looks at the credibility of how respondents ranked the information they received from traditional advertising compared to digital advertising. The majority (39.7%) mentioned that it was credible; 35.1% said it was very credible; 15.7% said it was not credible and 9.4% were neutral. Therefore, three-quarters of the respondents found some degree of credibility. The findings concur with Vilcekova (2016:126) that traditional advertising is considered more credible than digital advertising.

5.6.4 Types of digital advertising used by the respondents

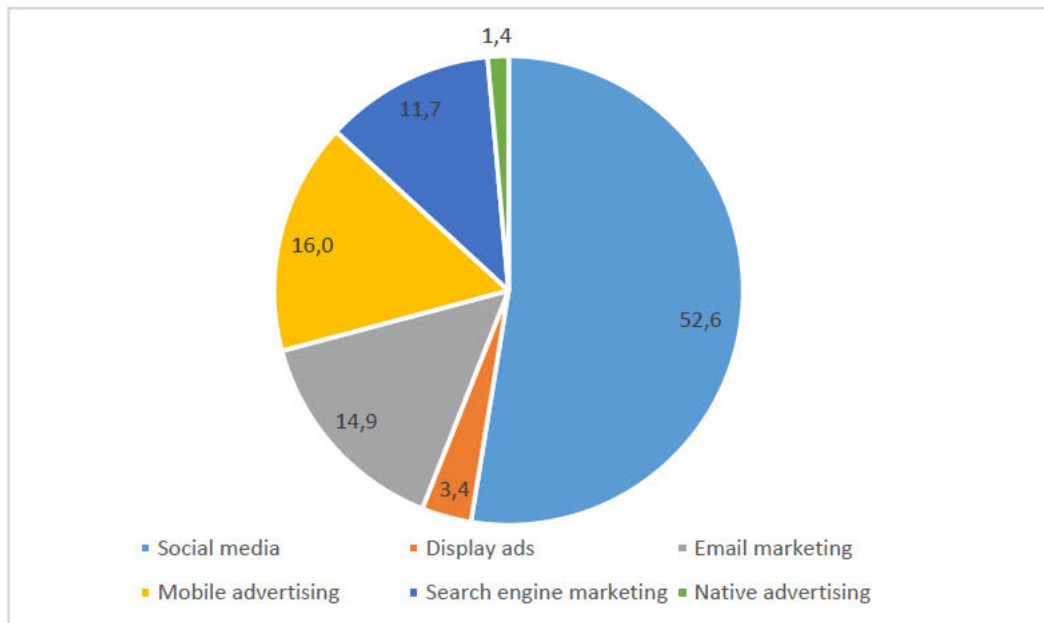


Figure 5.5: Types of digital advertising used by the respondents

Figure 5.5 indicates the types of digital advertising used. The findings show that 52.6% used social media, 16% used mobile advertising, 14.9% used email marketing, 11.7% used search engine marketing, 3.4% used display advertisements and 1.4% used native advertising. A little more than half of the respondents indicated that social media was their preferred choice. Literature concurs that social media platforms have become a new place for advertising and a platform where consumers get recommendations (Arora, Bansal, Kandpal, Aswani and Dwivedi 2019:88).

5.6.5 Credibility of the information received from digital advertising compared to traditional advertising

Table 5.6: Credibility of the information received from digital advertising compared to traditional advertising

	Frequency	Percent
Not credible	118	33.7
Neutral	83	23.7
Credible	97	27.7
Very credible	52	14.9
Total	350	100.0

Table 5.6 looks at the level of credibility relating to how respondents ranked the information received from digital advertising compared to traditional advertising. The findings show that 33.7% of respondents indicated that it was not credible; 27.7% of respondents indicated that it was credible; 23.7% of respondents were neutral, and 14.9% of respondents indicated that it was very credible. The findings showed that there is a significant difference in the scoring pattern ($p < 0.001$). Digital advertising is viewed as the least credible media type and consumers are more sceptical about internet advertisements. With this said, the youth, use digital media more than other generations because they are more technologically knowledgeable (Ahmed et al. 2019:3436). This might allude to the study results having a high number of respondents saying that digital advertising is credible and very credible.

5.6.6 Benefits of using digital advertising compared to traditional advertising

Table 5.7: Benefits of using digital advertising compared to traditional advertising

		No		Yes		Chi-square p-value
		Count	Row N %	Count	Row N %	
Social benefits	Higher level of customer engagement	225	64.3%	125	35.7%	< 0.001
	Feedback	215	61.4%	135	38.6%	< 0.001
	Reminders	238	68.0%	112	32.0%	< 0.001
Economic benefits	Less expensive	268	76.6%	82	23.4%	< 0.001
	Saves time	244	69.7%	106	30.3%	< 0.001
	Digital ads remind sales promotions	271	77.4%	79	22.6%	< 0.001
	Digital ads offer instant deals	292	83.4%	58	16.6%	< 0.001
	Provides a competitive advantage	321	91.7%	29	8.3%	< 0.001

Table 5.7 summarises the benefits received from digital advertising compared to traditional advertising. The findings show that, with regards to higher levels of customer engagement, 64.3% did not benefit, whilst 35.7% benefited from digital advertising as compared to traditional advertising. The results also showed significant relationships with a p-value of 0.001. However, the findings did not concur with the literature by Bala and Verma (2018:323), who state that digital advertising is engaging and allows for interaction with the marketer. It allows for higher engagement and

interactivity; hence, consumers are well informed, and this influences their behaviour. With regards to providing feedback, 61.4% did not benefit, whilst 38.6% benefited from digital advertising as compared to traditional advertising. The results also showed significant relationships with a p-value of 0.001. However, the literature states that digital advertising provides consumers with the ability to provide feedback. In other words, the consumer can interact with advertisers, for example, using chat features to obtain more information about the product they want to purchase. In the context of interacting, more information can be gathered from other consumers through digital advertising sites (Zia 2016: 49).

With regards to providing reminders, 68% did not benefit, whilst 32% benefited from digital advertising as compared to traditional advertising. With regards to digital advertising being less expensive, 76.6% did not agree, whilst 23.4% benefited from digital advertising as compared to traditional advertising. This implies that the majority of the respondents disagree with the notion that digital advertising is less expensive compared to traditional advertising. With regards to saving time, 69.7% did not benefit, whilst 30.3% benefited from digital advertising as compared to traditional advertising. The results also showed significant relationships with a p value of 0.001. Digital advertising is time-consuming and there is a need to manage several social media platforms for marketers to reach consumers (Luca 2017:79).

Digital advertisements reminding sales promotion did not benefit 77.4% of respondents, whilst 22.6% benefited from digital advertising as compared to traditional advertising. With regards to digital advertisements offering instant deals, 83.4% did not benefit, whilst 16.6% benefited from digital advertising as compared to traditional advertising. With regards to digital advertising providing a competitive advantage, 91.7% did not benefit, whilst 8.3% benefited from digital advertising as compared to traditional advertising. The results also showed that the p-values showed significant relationships with $p = 0.001$. Ahmed et al. (2018:455) mention that customers care about the interest and benefits they get from the product. As a result, the design of the advertisement needs to take this into consideration to gain attention and automatically enhance the organisation's competitive advantage and income (Palos-Sanchez and Saura 2018:51).

5.6.7 Main challenges faced whilst using digital advertising

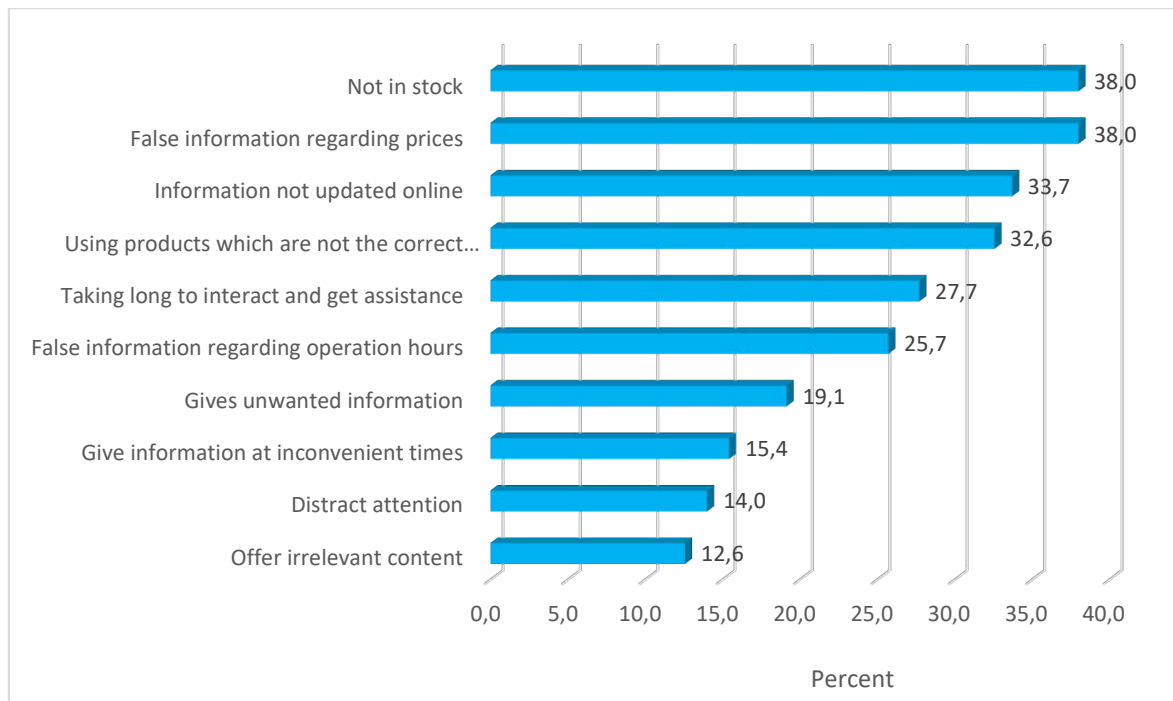


Figure 5.6: Main challenges faced whilst using digital advertising

Figure 5.6 shows the main challenges faced when using digital advertising. The findings show that 38% of respondents faced challenges with regard to products not being in stock and receiving false information regarding prices. In addition, 33.7% of respondents faced challenges due to information not being updated. Literature states that digital advertising is considered to have the best platforms to offer relevant and updated information. This can facilitate the information search of consumers thus fulfilling their experiences (Lu, Chau and Chau 2017:17). However, when compared to digital advertising, traditional advertising does not provide such information; hence, consumers will have limited information to use in this field.

Moreover, 32.6% of respondents faced challenges using products that were not the correct representation of those available and 25.7% of respondents faced challenges from companies providing false information regarding operating hours. Advertising plays a key role in the way consumers behave. However, it has been seen as a way of attempting to mislead people. Digital advertising, unlike traditional advertising, often promises consumers magical results from the product, thereby fuelling the falsity factor (Katukurunda and Bandara 2017:5).

27.7% of respondents faced the challenge of it taking too long to interact and get assistance; 19.1% of respondents indicated that digital advertising gives unwanted information; 15.4% of respondents indicated that it gives information at inconvenient times; 14% of respondents indicated that digital advertising distracts attention, and 12.6% of respondents indicated that it offers irrelevant content. Digital advertising is less annoying since consumers can control the time, when, where and amount of information they get from online sites. However, the interruption that is created by digital advertising affects consumers' attitudes and behaviour negatively (Katukurunda and Bandara 2017:5). The annoyance and irritation influence consumers such that they end up perceiving advertising as an unwanted and irritating influence (Dao et al. 2014:273).

5.7 Section Analysis

The following section provided the analyses of the scoring patterns of the respondents per variable per section. The following patterns are observed for each of the five dimensions:

- Some statements show (significantly) higher levels of agreement whilst other levels of agreement are lower (but still greater than levels of disagreement)
- There are no statements with higher levels of disagreement.
- C18 has similar levels of agreement and disagreement but significantly lower levels of neutral scores.
- The significance of the differences is tested and shown in the table.

5.7.1 Section C: The factors influencing consumer perceptions on digital advertising and traditional advertising (HOE Constructs)

The findings presented in this section address the second objective of this study which is to determine the factors influencing consumer perceptions on digital and traditional advertising.

Table 5.8: Factors influencing consumer perceptions on digital advertising and traditional advertising (HOE constructs) scoring patterns

			Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
			Cou nt	Row N %	Cou nt	Row N %	Cou nt	Row N %	Cou nt	Row N %	Cou nt	Row N %
Digital advertising gives a way of communicating with the advertiser	Awareness	C14	18	5.1%	22	6.3%	39	11.1%	168	48.0%	103	29.4%
Traditional advertising uses one-way communication.		C15	9	2.6%	32	9.1%	37	10.6%	197	56.3%	75	21.4%
Digital advertising is informative	Knowledge	C16	9	2.6%	19	5.4%	36	10.3%	207	59.1%	79	22.6%
Traditional advertising gives less information		C17	7	2.0%	47	13.4%	54	15.4%	182	52.0%	60	17.1%
Digital advertising is credible when compared to traditional advertising	Liking	C18	30	8.6%	123	35.1%	42	12.0%	121	34.6%	34	9.7%
I like digital advertising as compared to traditional advertising because it is interactive		C19	11	3.1%	27	7.7%	31	8.9%	201	57.4%	80	22.9%
I feel encouraged to say my views and give reviews after buying on the Internet	Conviction	C20	9	2.6%	27	7.7%	45	12.9%	203	58.0%	66	18.9%
It is easy to check for online advertisements when surfing the Internet		C21	4	1.1%	26	7.4%	30	8.6%	217	62.0%	73	20.9%
Digital advertising brought effective platforms to get customers' attention than traditional advertising	Preference	C22	6	1.7%	34	9.7%	59	16.9%	176	50.3%	75	21.4%
I prefer digital advertising platforms compared to traditional advertising		C23	3	0.9%	31	8.9%	42	12.0%	200	57.1%	74	21.1%

5.7.1.1 Digital advertising gives a way of communicating with the advertiser

The results indicate that 48% of respondents agree, 29.4% of respondents strongly agree, 11.1% of respondents were neutral, 6.3% of respondents disagree and 5.1% respondents strongly disagree that digital advertising gives a way of communicating with the advertiser. Yost, Zhang and Qi (2021:84) concur that digital advertising allows for interaction between customers and marketers, thus allowing for the accumulation of

customer knowledge. When a customer is informed, the risk of product selection is lowered while the likelihood of repeat purchases increases.

5.7.1.2 Traditional advertising uses one-way communication.

As shown in Table 5.8, 56.3% of respondents agree 21.4% of respondents strongly agree, 10.6% of respondents were neutral, 9.1% of respondents disagree, and 2.6% of respondents strongly disagree that traditional advertising uses one-way communication. Kakkad (2016:57) states that traditional advertising only allows for one-way communication with customers. This means that consumers cannot give an immediate response.

5.7.1.3 Digital advertising is informative

Respondents were asked whether digital advertising is informative. As depicted in Table 5.8, 59.1% of respondents agree, 22.6% of respondents strongly agree, 10.3% of respondents were neutral, 5.4% of respondents disagree and 2.6% of respondents strongly disagree. The results imply that the majority of the respondents agreed that digital advertising is informative and provides them with knowledge. Digital advertising is informative, but on the other hand, it provides too much information, which might impact consumers negatively (Zhou and Guo 2017:79).

5.7.1.4 Traditional advertising gives less information

As depicted in Table 5.8, 52% of respondents agree, 17.1% of respondents strongly agree, 15.4% of respondents were neutral, 13.4% of respondents disagree and 2% of respondents strongly disagree that traditional advertising gives less information. As per the findings, the majority of respondents agree that traditional advertising gives less information. This could be because, with traditional advertising, it is difficult to advertise a lot of things because of the nature of the advertisements. The advertisements are expensive thus marketers have shorter times to advertise the products or services thereby limiting the knowledge that consumers get (Okolo et al. 2017:24).

5.7.1.5 Digital advertising is credible when compared to traditional advertising

The results as presented in Table 5.8 show that 35.1% of respondents disagree, 34.6% of respondents agree, 12% of respondents were neutral, 9.7% of respondents strongly agree and 8.6% of respondents strongly disagree that digital advertising is credible when compared to traditional advertising. The results imply that the majority of the respondents agree with the credibility of digital advertising compared to traditional advertising. However, the literature argues that digital advertising has problems when it comes to credibility and information clutter, which might impact the ability of consumers to make online purchases (Fortis 2015:95).

5.7.1.6 I like digital advertising as compared to traditional advertising because it is interactive

As reflected in Table 5.8, 57.4% of respondents agree, 22.9% of respondents strongly agree, 8.9% of respondents were neutral, 7.7% of respondents disagree and 3.1% of respondents strongly disagree that they like digital advertising as compared to traditional advertising because it is interactive. These results imply that the majority of the respondents prefer digital advertising as compared to traditional advertising in terms of being interactive. The findings concur with Lee and Cho's (2020:334) assertion that digital advertising allows for customer attention, engages customers and drives sales. Hence the argument that interactive formats are more successful than non-interactive ones because of the relationships that can be built.

5.7.1.7 I feel encouraged to say my views and give reviews after buying on the Internet

The results as shown in Table 5.8 show that 58% of respondents feel encouraged to express their views and give reviews after buying on the Internet, followed by 18.9% who strongly agree, 12.9% who were neutral, 7.6% who disagree and 2.6% who strongly disagree. Based on the findings, the majority agreed that they have the conviction to give reviews and comment on the Internet. Fortis (2015:95) states that digital platforms assist marketers and consumers to provide feedback that will assist improve the organisation's advertisements. They offer interactivity between the marketers and consumers, thus consumers can easily provide their reviews and feedback.

5.7.1.8 It is easy to check for online advertisements when surfing the Internet

As shown in Table 5.8, 62% of respondents agree 20.9% of respondents strongly agree, 8.6% of respondents are neutral, 7.4% of respondents disagree and 1.1% of respondents strongly disagree that it is easy to check for online advertisements when surfing the Internet. The findings imply that the majority of the respondents find it easy to surf the Internet and check for online advertising. Digital advertising facilitates easy and instant access to information and information sources when compared to traditional advertising. Consumers can get in touch with family, friends and reviews on product-based information, suggestions and advice, thus influencing their behaviour. In addition, digital advertising also provides consumers with reviews that assist them in the evaluation of products. This makes it quicker and easier for consumers to evaluate the best product they can choose (Fortis 2015:95).

5.7.1.9 Digital advertising brought effective platforms to get customers' attention than traditional advertising

Respondents were asked if digital advertising offered more effective platforms to get customers' attention than traditional advertising. The findings show that 50.3% of respondents agree, 21.4% of respondents strongly agree, 16.9% of respondents were neutral, 9.7% of respondents disagree and 1.7% of respondents strongly disagree that digital advertising offered more effective platforms to get customers' attention than traditional advertising. The findings show that majority agree that digital advertising offers more effective platforms as compared to traditional advertising. The internet is the most effective and dynamic way of communicating. When using the Internet, there are no geographical barriers and consumers have ways of interacting with marketers (Schiopu, Padurean, Tala and Nica 2016:832).

5.7.1.10 I prefer digital advertising platforms compared to traditional advertising

As depicted in Table 5.8, 57.1% of respondents agree, 21.1% of respondents strongly agree, 12% of respondents were neutral, 8.9% of respondents disagree and 0.9% of respondents strongly disagree that they prefer digital advertising platforms as compared to traditional advertising platforms. Traditional advertising provides consumers with information, but the challenge is the advertisement is only available at certain times, thus limiting exposure. On the other hand, digital advertising

platforms give consumers the ability to produce content and control what they see, when they see it, the order they want to see it and for how they want to see it (Zhou and Guo 2017:79).

5.7.2 Section D: Dealing with information clutter in digital advertising as compared to traditional advertising.

The findings presented in this section address the third objective of this study, which is to find out how consumers deal with information clutter in digital advertising as compared to traditional advertising. Digital advertising is less annoying since consumers can control the time, when, where and amount of information they get from online sites. However, the interruption that is created by digital advertising affects consumers' attitudes and behaviour negatively (Katukurunda and Bandara 2017:5).

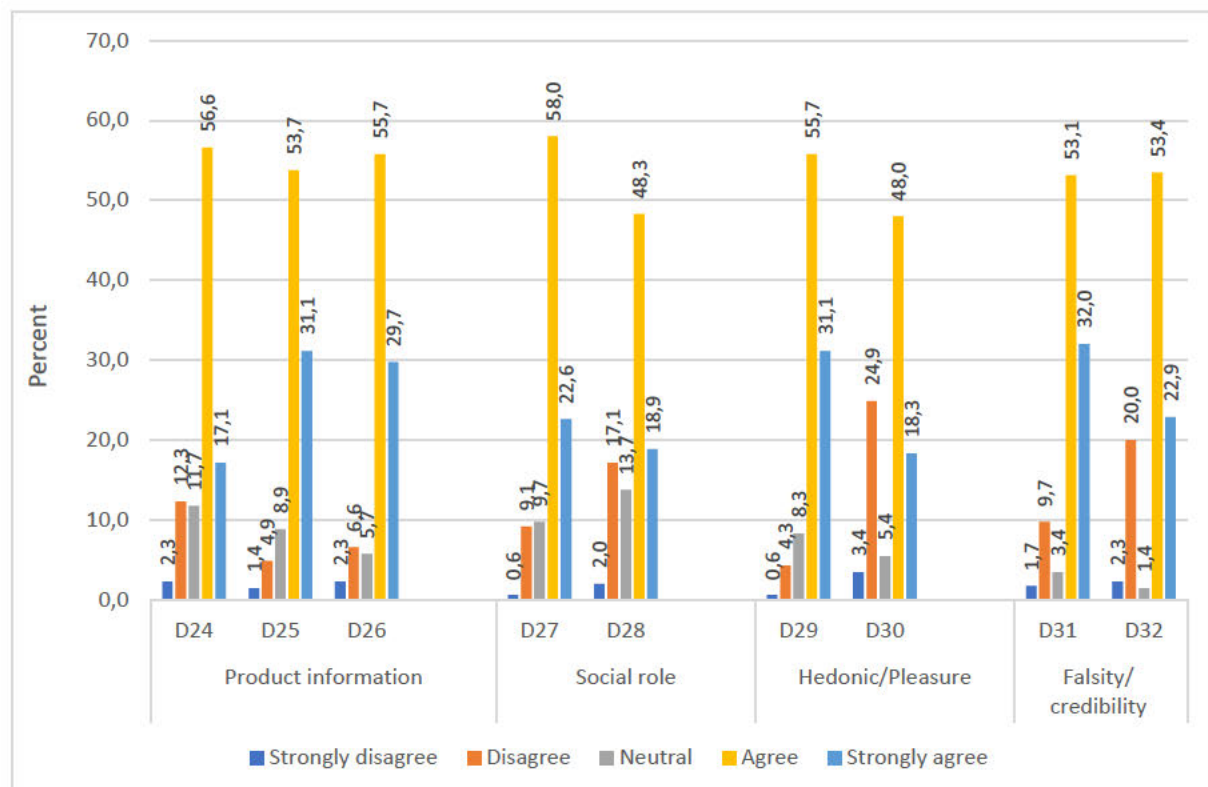


Figure 5.7: How consumers deal with information clutter in digital advertising as compared to traditional advertising

5.7.2.1 The amount of information on digital advertising affects my encoding

As shown in Figure 5.7, 56.6% of respondents agree, 18.1% of respondents strongly agree, 12.3% of respondents disagree, 11.7% of respondents were neutral and 2.3% of respondents strongly disagree that the amount of information on digital advertising affects their encoding. These findings imply that the majority agree that the amount of information in digital advertising affects their encoding. Fan, Lu and Gupta (2017:19) postulate that the interactive nature of digital advertising evokes a level of irritation in consumers. Irritation has a negative influence on digital advertising. Irritation is more prevalent in digital advertising because of push technology, such as pop-ups, email advertisements and skyscrapers. The push advertisements increase the consumers' feeling of discontent with digital advertising.

5.7.2.2 To deal with information clutter I block most internet advertisements

The results as depicted in Figure 5.7 show that 53.7% of respondents agree, 31.1% of respondents strongly agree, 8.1% of respondents were neutral, 4.9% of respondents disagree and 1.4% of respondents strongly disagree that they block most internet advertisements to deal with information clutter. Based on the findings, the majority agreed that they block internet advertisements, thus limiting the product information received. Kim and Youn (2017:12) concur that consumers have found ways to avoid advertisement messages. There are now advertisement blocking software and subscription based services which consumers can use to can avoid advertisement clutter.

5.7.2.3 Digital advertising is irritating with pop up messages whilst traditional advertising gives direct information on products

When asked whether digital advertising with pop-up messages is irritating in comparison to traditional advertising, which gives direct information on products, the findings showed that 55.7% of respondents agreed, 29.7% of respondents strongly agreed, 6.6% of respondents disagreed, 5.7% of respondents were neutral and 2.3% of respondents strongly disagreed. This might imply that the majority agreed that digital advertising is irritating. Digital advertisement is constantly bombarded with advertisements; for example, an individual is exposed to 3000--20000 in a day

advertisements. This means that digital advertising is intrusive and has clutter (Hoglund and Syvertsson 2018:16).

5.7.2.4 Information clutter in digital advertising blocks communication between the advertisement and consumer needs

As presented in Figure 5.7, 58% of respondents agree, 22.6% of respondents strongly agree, 9.7% of respondents were neutral, 9.1% of respondents disagree and 0.6% of respondents strongly disagree that information clutter in digital advertising blocks communication between the advertisement and consumer needs. The results show that the majority agree that information clutter in digital advertising blocks communication between the advertisement and consumer needs. Literature concurs that digital advertisements are constantly bombarded with advertisements; for example, an individual is exposed to 3000-20000 advertisements in a day. This means that digital advertising is intrusive and has clutter (Hoglund and Syvertsson 2018:16). Irritation on digital advertising is due to push technology, such as pop-ups, email advertisements and skyscrapers. The push advertisements increase the consumer's feelings of discontent on digital advertising. Interactivity of digital advertising should be accompanied by the relevance of the advertisement, have consumers' interests and important content of relating to the needs of consumers to be effective (Jung 2017:310).

5.7.2.5 Traditional advertising communicates to my needs as a consumer

As depicted in Figure 5.7, 48.3% of respondents agree, 18.9% of respondents strongly agree, 17.1% of respondents disagree, 13.7% of respondents were neutral and 2% of respondents strongly disagree that traditional advertising communicates their needs as a consumer. As per the findings, the majority of respondents agree that traditional advertising communicates their needs. Ting et al. (2015:387) stated that traditional advertising platforms like television advertising are entertaining and provide consumers with pleasure when they are watching the advertisements. Television advertising is believed to have an effect and generate consumer moods.

5.7.2.6 Digital advertising is frustrating due to pop-ups as compared to traditional advertising

As shown in Figure 5.7, 55.7% of respondents agree, 31.1% of respondents strongly agree, 8.3% of respondents were neutral, 4.3% of respondents disagree and 0.6% of respondents strongly disagree that digital advertising is frustrating due to pop-ups as compared to traditional advertising. The results imply that the majority, which is more than three-quarters of the respondents, agree that digital advertising is frustrating. Irritation with digital advertising is due to push technology, such as pop-ups, email advertisements and skyscrapers. The push advertisements increase the consumer's feelings of discontent on digital advertising (Jung 2017:310).

5.7.2.7 Traditional advertising is enjoyable as compared to digital advertising

As shown in Figure 5.7, 48% of respondents agree, 18.3% of respondents strongly agree, 24.9% of respondents disagree, 5.4% of respondents were neutral and 3.4% of respondents strongly disagree that traditional advertising is enjoyable as compared to digital advertising. This implies that the majority agrees that they enjoy using traditional advertising compared to digital advertising. Traditional advertising works well when used strategically. Most customers enjoy using their senses to see and touch newspapers, catalogues and brochures. Despite the cost of print advertisements, consumers are more likely to read attractive fliers as compared to online advertisements, which they can ignore easily (Anderson 2018:1).

5.7.2.8 Digital advertising has many exaggerations as compared to traditional advertising

Respondents were asked whether digital advertising has many exaggerations as compared to traditional advertising. The results as indicated in Figure 5.7 show that 53.1% of respondents agree followed by 32% of respondents who strongly agree, 9.7% of respondents disagree, 3.4% of respondents were neutral and 1.7% of respondents strongly disagree. The findings imply that the majority agree that digital advertising has many exaggerations when compared to traditional advertising. Katukurunda and Bandara (2017:5) concur that digital advertising, unlike traditional advertising, often promises consumers magical results from the product thereby, fuelling the falsity factor.

5.7.2.9 Digital advertising is misleading as compared to traditional advertising

As presented in Figure 5.7, 53.4% of respondents agree, 22.9% of respondents strongly agree 20% of respondents disagree, 2.3% of respondents strongly disagree and 1.4% of respondents were neutral that digital advertising is misleading as compared to traditional advertising. This means that the majority of the respondents agree that they were misled by digital advertising. However, literature by Bell, Mieth and Buchner (2021:35) states that television is considered to be overstated and misleading among the traditional advertising media types.

5.7.3 Section E: Socio-economic benefits of digital advertising and traditional advertising

The findings presented in this section address the fourth objective of this study which is to determine the socio-economic benefits of digital advertising and traditional advertising.

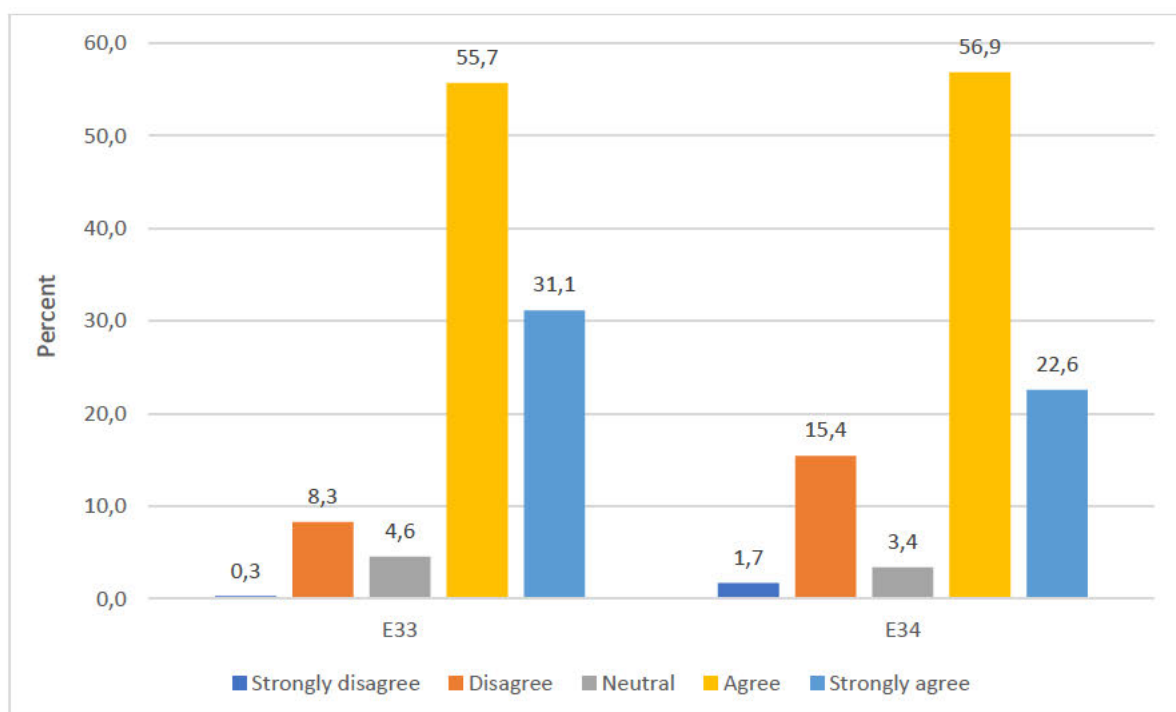


Figure 5.8: Socio-economic benefits of digital advertising and traditional advertising

5.7.3.1 Traditional advertising does not provide a platform for customer engagement

As presented in Figure 5.8, 55.7% of respondents agree, followed by 31.1% of respondents who strongly agree, 8.3% of respondents disagree, 4.6% of respondents were neutral and 0.3% of respondents strongly disagree that traditional advertising does not provide a platform for customer engagement. This implies that the majority agrees that when using traditional advertising, there are no customer engagement platforms. Kakkad (2016:57) concurs that traditional advertising only allows for one-way communication with customers. This means that consumers cannot give an immediate response. Marketers just advertise with the hope that customers will buy the product or service.

5.7.3.2 Digital advertising provides consumers with reminders whilst with traditional advertising there are no reminders

As shown in Figure 5.8, 56.9% of respondents agree, 22.6% of respondents strongly agree, 15.4% of respondents disagree, 1.7% of respondents strongly disagree and 3.4% of respondents were neutral that digital advertising provides consumers with reminders, whereas with traditional advertising there are no reminders. This implies that when respondents use digital advertisement platforms, they get reminders.

5.7.4 Section F: To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising

The findings presented in this section address the fifth objective of this study, which is to ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising.

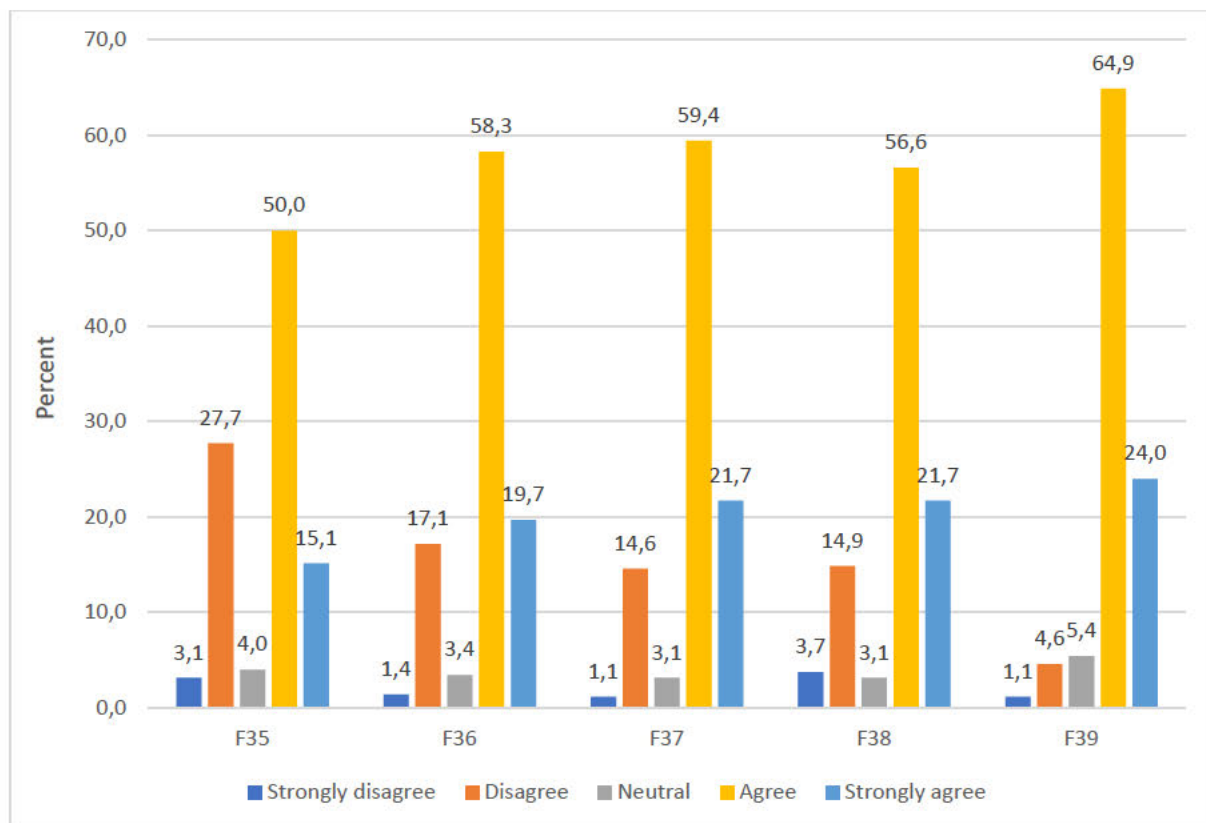


Figure 5.9: To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising

5.7.4.1 Digital advertising provides less credible information

The results show that 50% of respondents agree, 15.1% of respondents strongly agree, 27.7% of respondents disagree, 3.1% of respondents strongly disagree and 4% of respondents were neutral about the fact that digital advertising provides less credible information. This means that the majority agrees that the information provided in digital advertising is less credible. Ajzen (2018:532) postulates that behavioural beliefs allow consumers to understand people's motivations for the way they behave. People usually associate the performance of a certain behaviour with set outcomes. A consumer may believe that they are guaranteed to get their products and be satisfied if they use traditional advertising like television or radio, rather than digital advertising. This is because they associate traditional advertising with being credible, whereas digital advertising is less credible.

5.7.4.2 Traditional advertising gives a true picture of the advertised products

As shown in Figure 5.9, the response indicates that 58.3% of respondents agree, 19.7% of respondents strongly agree, 17.1% of respondents disagree, 1.4% of respondents strongly disagree and 3.4% of respondents were neutral about whether traditional advertising gives a true picture of the advertised products. The majority of the respondents are satisfied with the pictures of the advertised products when using traditional advertising. Traditional advertising in this case is television advertising, which uses videos and audios that make it interesting, and thus influence consumers' attitudes positively (Bassano et al. 2017:573).

5.7.4.3 Traditional advertising is more realistic than digital advertising

As indicated in Figure 5.9, 58.4% of respondents agree, 21.7% of respondents strongly agree, 14.6% of respondents disagree, 3.1% of respondents were neutral and 1.1% of respondents strongly disagree that traditional advertising is more realistic than digital advertising. This means that the majority people preferred traditional advertising to digital advertising because it is more realistic. Literature shows that digital advertising, unlike traditional advertising, often promises consumers magical results from the product, thereby fuelling the falsity factor (Katukurunda and Bandara 2017:5).

5.7.4.4 Traditional advertising is more dependable for up-to-date information compared to digital advertising when making a purchase decision

The results, as shown in Figure 5.9, show that 56.6% of respondents agree, 21.7% of respondents strongly agree, 14.8% of respondents disagree and 3.1% of respondents were neutral, that when making a purchase decision, traditional advertising is more dependable for up-to-date information compared to digital advertising. This implies that the majority agrees that they can depend more on up-to-date information as compared to digital advertising. However, the literature states that the information provided should meet consumer needs and be up to date with all the relevant information. In this digital era, consumers require quick and instant access to information that may influence their behaviour (Vasić, Kilibarda and Kaurin 2019:73).

5.7.4.5 I always make an evaluation of the advertising message before making my purchase decision

The results in Figure 5.9 show that 56.6% of respondents agree, 21.7% of respondents strongly agree, 14.8% of respondents disagree, 3.7% of respondents strongly disagree and 3.1% of respondents were neutral, meaning they always make an evaluation of the advertising message before making their purchase decision. This implies that the majority of the respondents evaluates advertising messages before making their purchase decision. Xiang, Zheng, Lee and Zhao (2016:335) state that interactions allow consumers to change their attitudes or future behaviour. It allows for consumers to have a pre- and post-purchase evaluation thus increasing the chances of repetitive purchasing.

5.7.5 Section G: Factors contributing to migrating to digital advertising

The findings presented in this section address the sixth objective of this study which is to determine factors contributing to migrating to digital advertising.

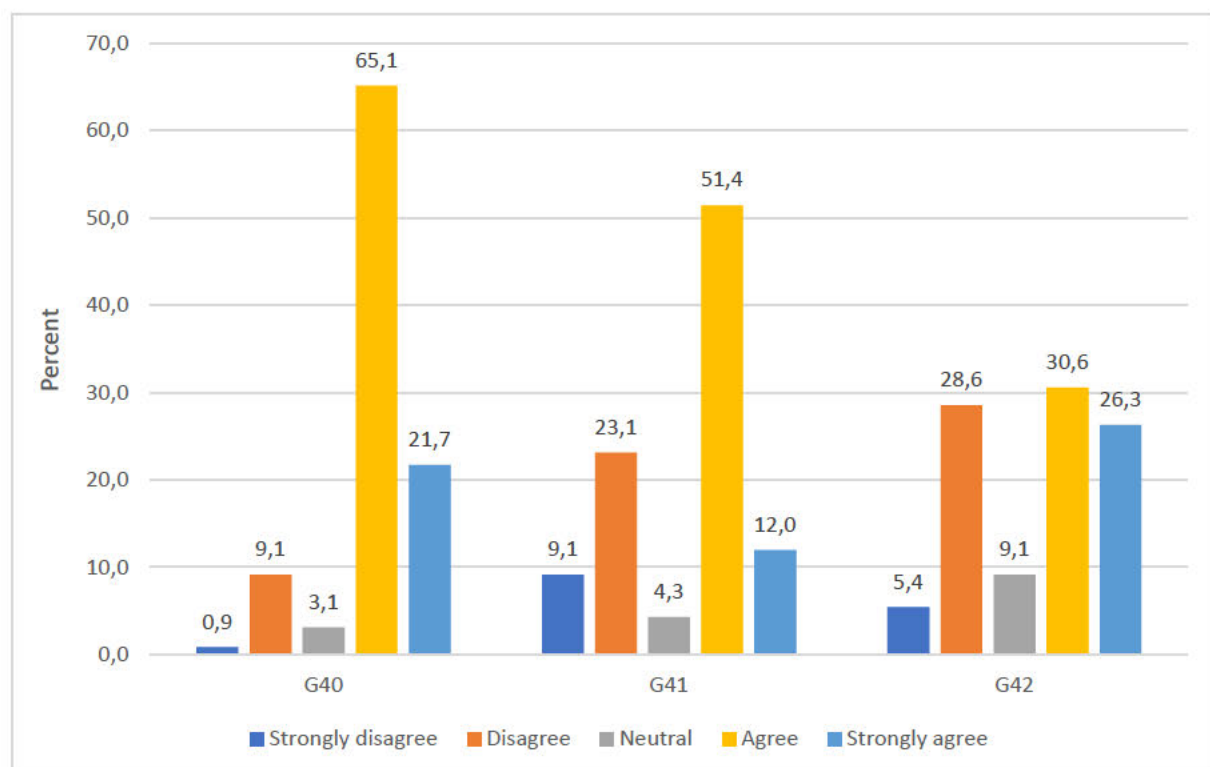


Figure 5.10: Factors contributing to migrating to digital advertising

5.7.5.1 Digital advertising gives an effective and strong platform for consumers to communicate with Company representatives

Respondents were asked digital advertising provides an effective and strong platform for consumers to communicate with company representatives. As shown in Figure 5.10, 65.1% of respondents agree, 21.7% of respondents strongly agree, 9.1% of respondents disagree, 3.1% of respondents were neutral and 0.9% of respondents strongly disagree. The results imply that the majority were satisfied that digital advertising gives consumers an effective and strong platform to communicate with company representatives. Digital advertising is interactive. It allows for interactions between consumers and marketers; thereby, increasing consumers' knowledge of the products or services (De Vries et al. 2017:3).

5.7.5.2 Digital advertising provides entertainment to consumers

As presented in Figure 5.10, 51.4% of respondents agree, 23.1% of respondents disagree, 12% of respondents strongly agree, 9.1% of respondents strongly disagree and 4.3% of respondents were neutral about the fact that digital advertising provides entertainment to consumers. The results imply that majority agreed that digital advertising provides entertainment to consumers. The findings concur with Chen, Teng, Yu and Yu (2016:473). who contend that digital advertising platforms bring fun and entertainment to consumers.

5.7.5.3 Feedback on digital advertising influences the way I behave

The results in Figure 5.10 show that 30.6% of respondents agree, 28.6% of respondents disagree, 26.3% of respondents strongly agree, 9.1% of respondents were neutral and 5.4% of respondents strongly disagree that feedback on digital advertising influences the way they behave. This means that the majority agree that feedback on digital advertising influences their behaviour. Digital advertising allows consumers to view product reviews and compare different products and prices through online platforms before they make their decision. In addition, digital advertising is currently growing and giving consumers a number of options to make their purchase requests and to interact with marketers (Appel, Grewal, Hadi and Stephen 2020:84).

5.8 Cross tabulations

A chi-square test of independence was performed to determine whether there was a statistically significant relationship between the variables (rows versus columns). The null hypothesis states that there is no association between the two variables. The alternate hypothesis indicates that there is an association (Sharpe 2015:8). The section below provides a summary of the chi-square test results.

5.8.1 Traditional advertising platform motivating purchase versus gender

Table 5.9: Traditional advertising platform motivating purchase versus gender

Chi-square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-square	11.538 ^a	4	0.021
Likelihood Ratio	11.505	4	0.021
Linear-by-Linear Association	0.193	1	0.660
N of Valid Cases	350		

Table 5.9 above shows that the p-value between “traditional advertising platforms motivating purchase” and “gender” is $p=0.021$. This implies that there is a significant relationship between the variables. That is, the gender of the respondent did play a significant role in terms of how respondents viewed traditional advertising platforms, which motivate consumers to purchase.

5.8.2 Credibility of information from traditional advertising compared to digital advertising versus gender

Table 5.10: Credibility of information versus gender

Chi-square tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-square	1.708 ^a	3	0.635
Likelihood Ratio	1.711	3	0.635
Linear-by-Linear Association	0.631	1	0.427
N of Valid Cases	350		

Table 5.10 above shows that the p-value between “credibility of information” and “gender” is $p=0.635$. This implies that there is no significant relationship between the variables. That is, the gender of the respondent did not play a significant role in terms of how respondents viewed credibility when it comes to the information from traditional advertising compared to digital advertising.

5.8.3 Credibility of information from digital advertising compared to traditional advertising versus gender

Table 5.11: Credibility of information from digital advertising compared to traditional advertising versus gender

Chi-square tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-square	9.925 ^a	3	0.019
Likelihood Ratio	9.841	3	0.020
Linear-by-Linear Association	0.046	1	0.829
N of Valid Cases	350		

As shown in Table 5.11 above, the p-value between “credibility of information you get from digital advertising compared to traditional advertising” and “gender” is $p=0.019$. This implies that there is a significant relationship between the variables. That is, the

gender of the respondent did play a significant role in terms of how respondents viewed credibility when it comes to the information from digital advertising compared to traditional advertising.

5.8.4 Communication versus race

Table 5.12: Communication and race

		Race
Digital advertising gives a way of communicating with the advertiser	Chi-square	22.804
	df	12
	Sig.	.029*
Traditional advertising uses one-way communication.	Chi-square	29.730
	df	12
	Sig.	.003*

The p-value between “digital advertising gives a way of communicating with the advertiser” and “race” is $p=0.029$. This implies that there is a significant relationship between the variables. That is, the race of the respondent did play a significant role in terms of how respondents viewed digital advertising as a way of communicating with the advertiser. The results also showed that the p-value between “traditional advertising uses one-way communication” and “race” is $p=0.003$. This implies that there is a significant relationship between the variables. That is, the race of respondent did play a significant role in terms of how respondents viewed the fact that traditional advertising uses one-way communication.

5.8.5 Digital advertising is informative versus gender

Table 5.13: Digital advertising is informative versus gender

		Gender
Digital advertising is informative	Chi-square	11.380
	df	4
	Sig.	.023*

The p-value between “digital advertising is informative” and “gender” is $p=0.023$. This means that there is a significant relationship between the variables. That is, the gender of the respondent did play a significant role in terms of how respondents viewed the information derived from digital advertising.

5.8.6 The credibility of digital advertising versus traditional advertising

Table 5.14: The credibility of digital advertising versus traditional advertising and highest level of education

		Highest level of education
Digital advertising is credible when compared to traditional advertising	Chi-square	26.833
	Df	16
	Sig.	.043*

The p-value between “the credibility of digital advertising versus traditional advertising” and “the highest level of education” is $p=0.043$. This means that there is a significant relationship between the variables. That is, the level of education of the respondent did play a significant role in terms of how respondents viewed digital advertising as credible when compared to traditional advertising.

5.8.7 Digital advertising is interactive when compared to traditional advertising versus age

Table 5.15: Digital advertising is interactive when compared to traditional advertising versus age

		Age (years)
I like digital advertising as compared to traditional advertising because it is interactive	Chi-square	19.545
	df	8
	Sig.	.012*

The p-value between “digital advertising is interactive when compared to traditional advertising” and “age” is $p=0.012$. This means that there is a significant relationship between the variables. That is, the age of the respondent did play a significant role in terms of how respondents viewed the interactivity derived from digital advertising when compared to traditional advertising.

5.8.8 Checking online advertisements when surfing the Internet is easy versus age

Table 5.16: Checking online advertisements when surfing the Internet is easy versus age

		Age (years)
It is easy to check for online advertisements when surfing the Internet	Chi-square	25.165
	df	8
	Sig.	.001*

The p-value between “It is easy to check for online advertisements when surfing the Internet” and “age” is $p=0.001$. This means that there is a significant relationship between the variables. That is, the age of the respondent did play a significant role in terms of how respondents viewed the ease of checking online advertisements when using the Internet.

5.8.9 The amount of information provided by digital advertising affects encoding

Table 5.17: The amount of information provided by digital advertising affects encoding

		Gender	Highest level of education	Age (years)
The amount of information on digital advertising affects my encoding	Chi-square	14.078	41.783	18.495
	df	4	16	8
	Sig.	.007*	.000*	.018*

The p-value between “the amount of information on digital advertising affects my encoding” and “highest level of education” is $p=0.000$. This means that there is a significant relationship between the variables. That is, the highest level of education of the respondent did play a significant role in terms of how respondents viewed how the amount of information on digital advertising affected their encoding.

5.8.10 Information clutter in digital advertising blocks communication between the advertisement and consumer needs versus gender

Table 5.18: Information clutter in digital advertising blocks communication between the advertisement and consumer needs versus gender

		Gender
Information clutter in digital advertising blocks communication between the advertisement and consumer needs	Chi-square	16.269
	df	4
	Sig.	.003*

The p-value between “information clutter in digital advertising blocks communication between the advertisement and consumer needs” and “gender” is $p=0.003$. This means that there is a significant relationship between the variables. That is, the gender of the respondent did play a significant role in terms of how respondents viewed the information clutter in digital advertising blocks communication between the advertisement and consumer needs.

5.8.11 Digital advertising is frustrating due to pop-ups as compared to traditional advertising

Table 5.19 Digital advertising is frustrating due to pop-ups as compared to traditional advertising

		Occupation
Digital advertising is frustrating due to pop-ups as compared to traditional advertising	Chi-square	22.021
	df	12
	Sig.	.037*

The p-value between “digital advertising is frustrating due to pop-ups as compared to traditional advertising” and “occupation” is $p=0.037$. This means that there is a significant relationship between the variables. That is, the occupation of the respondent did play a significant role in terms of how respondents viewed digital advertising as frustrating due to pop-ups as compared to traditional advertising.

5.8.12 Digital advertising gives an effective and strong platform for consumers to communicate with company representatives

Table 5.20 Digital advertising gives an effective and strong platform for consumers to communicate with company representatives

		Occupation
Digital advertising gives an effective and strong platform for consumers to communicate with Company representatives	Chi-square	24.690
	df	12
	Sig.	.016*

The p-value between “digital advertising gives an effective and strong platform for consumers to communicate with company representatives” and “occupation” is $p=0.016$. This means that there is a significant relationship between the variables. That is, the occupation of the respondent did play a significant role in terms of how respondents viewed the fact that digital advertising gives consumers an effective and strong platform to communicate with company representatives.

5.9 Correlations

Bivariate correlation is an analysis that measures the strength of the relationship between two variables through the calculation of different correlation coefficients (Swank and Mullen 2017:271). A bivariate correlation was also performed on the ordinal data. The results are attached in Appendix H. The results indicate the following patterns: positive values indicate a directly proportional relationship between the variables and a negative value indicates an inverse relationship. All significant relationships are indicated by a * or **.

The correlation value between “digital advertising gives a way of communicating with the advertiser” and “digital advertising is informative” is ($r=0.476$, $p=0.000$). This is a moderately positive correlation. This implies that because digital advertising gives a way of communicating with the advertiser, the respondents are informed and it becomes informative.

The correlation value between “traditional advertising uses one-way communication” and “traditional advertising gives less information” is ($r=0.405$, $p=0.000$). This is a moderately positive correlation. This implies that because traditional advertising uses one-way communication, it gives less information.

The correlation value between “I prefer digital advertising platforms compared to traditional advertising” and “digital advertising brought effective platforms to get customers’ attention than traditional advertising” is ($r=0.472$, $p=0.000$). This is a moderately positive correlation. This implies that consumers prefer digital advertising platforms as compared to traditional platforms because digital advertising brought effective platforms that get the attention of customers.

The correlation value between “it is easy to check for online advertisement when surfing the Internet” and “digital advertising brought effective platforms to get customers’ attention than traditional advertising” is ($r=0.425$, $p=0.000$). This is a moderately positive correlation. This implies that it is easy to check online advertisements because digital advertising brought more effective platforms than traditional advertising.

The correlation value between “digital advertising is informative” and “the amount of information on digital advertising affects my encoding” is ($r=0.305$, $p=0.000$). This is a directly related proportionality. Respondents indicate that the more informative digital advertising is, the greater the level of encoding needed, and vice versa.

The correlation value between “digital advertising has many exaggerations as compared to traditional advertising” and “digital advertising is misleading as compared to traditional advertising” is ($r=0.260$, $p=0.000$). This is a weakly positive correlation. This implies that there is a small relationship that digital advertising is misleading because of the exaggerations when compared to traditional advertising.

The correlation value between “traditional advertising uses one-way communication” and “traditional advertising does not provide a platform for customer engagement” is ($r=0.243$, $p=0.000$). This is a weakly positive correlation. This implies that there is a small relationship between traditional advertising using one-way communication and customers not having a platform to engage.

The correlation value between “traditional advertising gives a true picture of the advertised products” and “traditional advertising is more realistic than digital advertising” is ($r=0.381$, $p=0.000$). This is a moderately positive correlation. This implies that since traditional advertising gives a true picture of the advertised products, it is more realistic compared to digital advertising.

The correlation value between “digital advertising brought effective platforms to get customers’ attention than traditional advertising” and “digital advertising gives an effective and strong platform for consumers to communicate with company representatives” is ($r=0.301$, $p=0.000$). This is a moderately positive correlation. This implies that because digital advertising has effective platforms, consumers can communicate with advertisers.

The correlation value between “digital advertising gives an effective and strong platform for consumers to communicate with company representatives” and “feedback on digital advertising influences the way I behave” is ($r=0.266$, $p=0.000$). This is a weakly positive correlation. This implies that there is a small relationship in which the effective and strong platforms provided by digital advertising influence consumers’ behaviour.

5.10 Structural Equation Model

The model is a multivariate statistical result that was obtained using structural relationships, and applying a combination of factor analysis and multiple regression analysis techniques. It is used to analyse the structural relationships between measured variables and latent constructs.

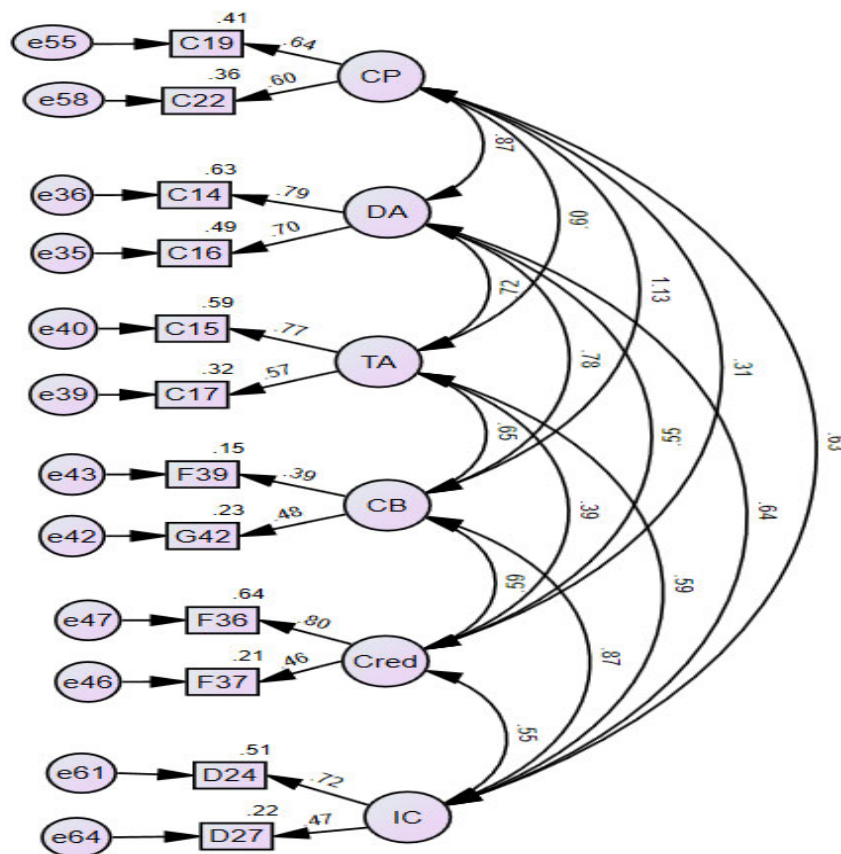


Figure 5.11: Structural Equation Model

Result (Default model)

Minimum was achieved

Chi-square = 82.125

Degrees of freedom = 39

Probability level = .000

This chi-square tests the null hypothesis that the over-identified (reduced) model fits the data as well as a just-identified (full, saturated) model. In a just-identified model, there is a direct path (not through an intervening variable) from each variable to each

other variable. In such a model, the chi-square will always have a value of zero since the fit will always be perfect. The probability should not be significant. In this model, the chi-square p-value is < 0.050 ($p = 0.000$).

It is, however, worth noting that even though, technically, the chi-square should be non-significant in model testing, this is very hard to achieve due to the usually large sample required for it. Hence, if it is significant, that is not a problem so long as the other indicators of fit are good (Byrne 2016:20).

The results show that there is a strong positive correlation of 0.78 between digital advertising and consumer behaviour. From the results, the hypothesis “there is a significant relationship between digital advertising and consumer behaviour” is accepted. The results show that there is a moderately positive correlation of 0.65 between traditional advertising and consumer behaviour. Thus, the hypothesis “there is a significant relationship between traditional advertising and consumer behaviour” is accepted. From the above results, it can be concluded that digital advertising has a greater influence on consumer behaviour when compared to traditional advertising.

The results show that there is a strong positive relationship of 0.87 between consumer preference and digital advertising. Therefore, the hypothesis “there is a significant relationship between consumer perceptions and the use of digital advertising” is accepted. The results show that there is a strong relationship between consumer perception and traditional advertising. Hence, the hypothesis “there is a significant relationship between consumer perceptions and the use of traditional advertising” is accepted. From the results, it can be concluded that there is a great relationship between the use of digital advertising and consumer perception as compared to traditional advertising.

The results show that there is a moderate correlation of 0.64 between information clutter and digital advertising. Thus, the hypothesis “there is a significant relationship between information clutter and digital advertising” is accepted. The results show that there is a moderate correlation of 0.59 between information clutter and traditional advertising. Therefore, the hypothesis “there is a significant relationship between information clutter and traditional advertising” is accepted. From the results, it can be concluded that there is more information clutter in digital advertising as compared to traditional advertising. This has an influence on digital advertising as compared to

traditional advertising. Digital advertising has interruptions that affect consumers' attitudes and behaviour negatively (Katukurunda and Bandara 2017:5).

The results show that there is a moderate correlation of 0.55 between credibility and digital advertising. Thus, the hypothesis “there is a significant relationship between credibility and digital advertising” is accepted. The results show a low correlation of 0.39 between credibility and traditional advertising. Therefore, the hypothesis “there is a significant relationship between credibility and traditional advertising” is rejected. From the results, it can be concluded that digital advertising provides credible information to consumers when compared to traditional advertising.

5.10.1 Maximum Likelihood Estimates

Table 5.21: Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
C16 <--- DA	1.000				
C14 <--- DA	1.361	.117	11.637	***	par_1
C17 <--- TA	.763	.103	7.373	***	par_2
C15 <--- TA	1.000				
G42 <--- CB	2.080	.349	5.967	***	par_3
F39 <--- CB	1.000				
F37 <--- Cred	1.000				
F36 <--- Cred	1.815	.365	4.974	***	par_4
D24 <--- IC	1.000				
D27 <--- IC	.586	.095	6.144	***	par_20
C22 <--- CP	.930	.105	8.879	***	par_21
C19 <--- CP	1.000				

The variables loaded strongly along their various factors (significant p-values indicated by *** $p < 0.001$). The results show that there is a significant relationship between “Digital advertising gives a way of communicating with the advertiser (C14) and Digital advertising (DA)”. A significant relationship also existed between traditional advertising gives less information (C17) and traditional advertising (TA). The results further showed that feedback on digital advertising influences the way I behave (G42) and

consumer behavior (CB). Traditional advertising gives a true picture of the advertised products (F36) and credibility (Cred). This shows that traditional advertising provides credible information to consumers. The results also showed that there was a significant relationship between information clutter in digital advertising blocks communication between the advertisement and consumer behavior (D27) and information clutter (IC). This shows how consumers deal with information clutter in digital advertising as compared to traditional advertising. Digital advertising brought effective platforms to get customers attention than traditional advertising (C22) and customer perception (CP). The results shows factors influencing consumer perceptions of digital and traditional advertising.

Table 5.22: Standardised Regression Weights: (Group number 1 - Default model)

	Estimate
C16 <--- DA	.697
C14 <--- DA	.791
C17 <--- TA	.569
C15 <--- TA	.767
G42 <--- CB	.477
F39 <--- CB	.390
F37 <--- Cred	.458
F36 <--- Cred	.797
D24 <--- IC	.716
D27 <--- IC	.469
C22 <--- CP	.598
C19 <--- CP	.640

The parameters are estimated by maximum likelihood (ML) methods, which is an iterative procedure that attempts to maximise the likelihood that obtained values of the criterion variable will be correctly predicted. Six of the 12 coefficients were above the suggested value of 0.600. Statements that loaded poorly were omitted from the model. The lower loadings are mainly due to multicollinearity. These loadings were retained as the fit indices that follow satisfied the conditions for acceptable values. As shown in Table 5.22 above the following loadings were retained C16<---DA had 0.697, C16 <---DA had 0.791, C15<---TA had 0.767, F36<---Cred had 0.797, D24<---IC had 0.716 and C19<---CP had 0.640.

Model Fit Summary

The suggested acceptable value for the relative chi-square, CMIN/DF, should not be greater than five which is used to reduce dependency on sample size. However, the cut-off point for TLI, CFI, NFI and IFI is between zero and one. A good model is indicated by a root mean square error of approximation (RMSEA) value of less than or equal to 0.05 (Maat, Adnan, Abdullah, Ahmad and Puteh, 2015:640).

CMIN

Table 5.23: CMIN

Model	NP	CMIN	DF	P	CMIN/DF
Default model	51	82.125	39	.000	2.106
Saturated model	90	.000	0		
Independence model	24	956.020	66	.000	14.485

CMIN is a chi-square statistic comparing the tested model and the independence model to the saturated model. The ratio, CMIN/DF, the relative chi-square, is an index of how much the fit of data to the model has been reduced by dropping one or more paths (Schermelele-Engel, Moosbrugger and Müller, 2003:27). The CMIN/DF is less than the acceptable value of 5 (2.106). This meets the CMIN condition.

Baseline Comparisons

Table 5.24: Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.914	.855	.953	.918	.952
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

These goodness-of-fit indices compare the model to the independence model rather than to the saturated model. The normed fit index (NFI) is simply the difference between the two models' chi-squares divided by the chi-square for the independence model (Elsayed and Aneis, 2021:10). For this data, the NFI is 0.914, which meets the recommended value of 0.90 for a good fit. The comparative fit index (CFI) uses a similar approach (with a non-central chi-square) and is said to be a good index for use even with small samples. It ranges from 0 to 1, like the NFI, and a value of 0.90 indicates a good fit. The CFI value is 0.952, implying a good fit.

RMSEA

Table 5.25: RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.050	.039	.073	.255
Independence model	.197	.186	.208	.000

The RMSEA estimates a lack of fit compared to the saturated model. RMSEA of 0.050 or less indicates good fit, and between .05 and .08 indicates an adequate fit. LO 90 and HI 90 are the lower and upper ends of a 90% confidence interval on this estimate (Kenny, Kaniskan and McCoach, 2015:501). The model is a good fit, with the PCLOSE value of 0.255 being non-significant. This condition is met (recommended > 0.050).

Correlation

The strength of the relationships between the latent variables is shown below.

Table 5.26: Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
DA <--> CP	.325	.043	7.510	***	par_5
TA <--> CP	.263	.044	5.917	***	par_6
CB <--> CP	.202	.034	5.890	***	par_7
Cred <--> CP	.083	.028	2.950	.003	par_8
IC <--> CP	.263	.045	5.866	***	par_9
DA <--> TA	.319	.044	7.299	***	par_10
DA <--> CB	.141	.027	5.182	***	par_11
DA <--> Cred	.147	.035	4.223	***	par_12
IC <--> DA	.270	.042	6.467	***	par_13
TA <--> CB	.139	.030	4.590	***	par_14
TA <--> Cred	.125	.035	3.615	***	par_15
IC <--> TA	.294	.048	6.077	***	par_16
CB <--> Cred	.076	.022	3.480	***	par_17
IC <--> CB	.176	.033	5.293	***	par_18
IC <--> Cred	.166	.040	4.113	***	par_19

Table 5.26 shows that cred and CP were the only variables which did not have a significant relationship with $p=0.003$.

Table 5.27: Correlations: (Group number 1 - Default model)

	Estimate
DA <--> CP	.874
TA <--> CP	.597
Cred <--> CP	.312
IC <--> CP	.633
DA <--> TA	.717
DA <--> CB	.775
DA <--> Cred	.548
IC <--> DA	.641
TA <--> CB	.646
TA <--> Cred	.394
IC <--> TA	.591
CB <--> Cred	.589
IC <--> CB	.866
IC <--> Cred	.552

CP	Customer perceptions
DA	Digital advertising
TA	Traditional advertising
CB	Consumer behaviour
Cred	Credibility
IC	Information clutter

All relationships are statistically significant ($p < 0.001$). The results indicate a strong, directly proportional relationship between the latent variables, with each of the r estimates being positive. There is a strong, directly proportional relationship between IC (information clutter) and CB (consumer behaviour), which means that the more information clutter an advertising medium contains, the greater its influence on consumer behaviour. In addition, there is a strong proportional relationship between digital advertising and customer behaviour. This implies that digital advertising platforms have an influence on the way consumer behaves.

5.11 Conclusion

This chapter presented the analysis and discussed the findings of the study. There was an 87.5% response rate. Reliability statistics were done on the research instrument and the reliability score for all sections except E and G exceeded the recommended Cronbach's alpha value. The results showed that the ratio between

males and females was 2:3. The results also showed that some respondents used traditional advertising whilst others used digital advertising. In addition, there were challenges and benefits to using either traditional or digital advertising platforms. The results showed that digital advertising is irritating with the pop-ups and consumers block internet advertisements. The results also showed that consumers preferred traditional advertising as compared to digital advertising when it came to credibility. The results showed that some of the factors influencing digital migration are the strong, effective platforms and the entertainment provided by digital advertising. The results of the SEM were used to accept and reject hypotheses. The model was a good fit, as shown by the RMSEA and CMIN.

The next chapter is the conclusion and recommendations of this study.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

Chapter 5 presented and discussed the study's findings. This chapter focuses on the conclusions of the study based on the empirical study and literature review and further provides recommendations for marketing practitioners and managers in South Africa. The chapter will focus on the summary of the theoretical study, the summary of the empirical study, the realisation of the objectives, limitations, recommendations for the study and recommendations for future studies.

6.2 Summary of the study chapters

Chapter 1 provided an introduction to the study. This study aimed to investigate the impact of digital advertising versus traditional advertising by examining their influence on consumers' behaviour. The objectives of the study were to: determine the influence of digital and traditional advertising on consumer behaviour; determine the factors influencing consumer perceptions of digital and traditional advertising; find out how consumers deal with information clutter in digital advertising as compared to traditional advertising; determine the socio-economic benefits of digital advertising and traditional advertising; ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising; determine the factors contributing to digital migration; and propose a framework on the influence digital and traditional advertising have on consumer behaviour.

Chapter 2 provided a review of literature relating to traditional advertising, digital advertising and consumer behaviour. In this chapter, advertising is defined as a way of communicating with consumers with the aim of persuading, informing, attracting, creating awareness and reminding geographically spaced consumers so that they can use, purchase, contribute to the customer base and repeat purchases. It is also important to note that advertising exists to give consumers the opportunity to make informed choices. The chapter looked at the definition of advertising and the effects of advertising on consumers. In addition, a discussion of traditional advertising, digital advertising and the different types was done. Moreover, a discussion on consumer behaviour and the impact of digital and traditional advertising on consumer behaviour

was done. The chapter further looked at customer perceptions of digital or traditional advertising, advertising clutter and the credibility of advertising sources.

Chapter 3 presented the theoretical underpinnings related to the study. For this study, the theory of reasoned action (TRA), hierarchy of effects (HOE), the Nicosia model, the belief factor model and the cognitive, affective and behaviour (CAB) model form the theoretical framework underpinning the research. The theories were discussed, unpacking how they relate to advertising and consumer behaviour. In addition, the limitations of each theory were also discussed.

Chapter 4 presented the methodology used in the study. The study adopted a descriptive design and cross-sectional and a quantitative approach. The chapter also highlighted the sampling procedure used for this study; a convenience sampling technique was used to select the 400 respondents used for the study. Data was collected using a questionnaire and analysed using SPSS version 27.0.

Chapter 5 focused on the presentation and discussion of the study's findings. The findings were presented using tables, graphs and charts. The findings showed that there was an 87.5% response rate. The findings also showed that both traditional and digital advertising influence the way consumers behave. The section below provides a summary of the empirical study.

6.3 Summary of the empirical study

The findings of the study show that there were more males than females, with a ratio of 2:3. There were more African respondents than other races. The results also showed that 42.9% the respondents had an average monthly income of R0-R5 000 and 42.3% had R5001-R10000. The results showed that digital advertising and consumer behaviour had a relationship of 0.78, whilst traditional advertising and consumer behaviour had a relationship of 0.65. Thus, the results showed that digital advertising had more influence on consumer behaviour when compared to traditional advertising. In addition, the results showed that digital advertising provides a way of communicating with customers, whilst traditional advertising uses one-way communication. Furthermore, the majority of the respondents agreed that digital advertising is more informative than traditional advertising. The results also showed

that the majority of the respondents preferred digital advertising platforms compared to traditional advertising.

The findings showed that digital advertising has information that affects the encoding of respondents. This leads to respondents blocking many internet advertisements to deal with information clutter. The results also showed that digital advertising, when compared to traditional advertising, is irritating with pop-up messages. This impacts communication and the consumers' needs are not met. The results showed that traditional advertising is enjoyable and communicates the consumers' needs. The results showed that the majority of the respondents agreed that digital advertising is less credible when compared to traditional advertising. The results further showed that the majority agreed that traditional advertising gives a true picture, is realistic and more dependable for up-to-date information when compared to digital advertising.

The SEM analysis was used to accept or reject the following hypotheses:

- There is a significant relationship between digital advertising and consumer behaviour. This is accepted.
- There is a significant relationship between traditional advertising and consumer behaviour. This is accepted.
- There is a significant relationship between consumer perceptions and the use of digital advertising. This is accepted.
- There is a significant relationship between consumer perceptions and the use of traditional advertising. This is accepted.
- There is a significant relationship between information clutter and digital advertising. This is accepted.
- There is a significant relationship between information clutter and traditional advertising. This is accepted.
- There is a significant relationship between credibility and digital advertising. This is accepted.
- There is a significant relationship between credibility and traditional advertising. This is rejected.

The model was also tested using RMSEA and CFI to check if it was a good fit. The model fit summary shows that the values were very close to the acceptable levels,

giving enough confidence to explain the relationship between the variables in the dataset.

6.4 Realisation of objectives

Seven objectives were formed to address the research problem. The following is a summary of the findings in relation to the objectives of this study.

Objective 1: To determine the influence of digital and traditional advertising on consumer behaviour.

The findings of the study revealed that the majority of the respondents faced the challenge of having to wait for specific times when using traditional advertising. With digital advertising, respondents also faced challenges of products not being in stock, misrepresentation and interruptions from pop-up messages. The results also showed that digital advertising had more influence on consumer behaviour when compared to traditional advertising. Digital advertising influenced consumers preferences, emotions, attitudes and buying behaviors.

Objective 2: To determine the factors influencing consumer perceptions of digital advertising and traditional advertising.

The findings of the study indicated that the factors that influence consumer perception include the level of communication, credibility, interactivity with customers, ease of searching for information and the types of platforms used. The findings show that digital advertising provides two-way communication whilst traditional advertising provides one-way communication. In addition, traditional advertising is more credible when compared to digital advertising. Digital advertising is easier to search and has more effective platforms as compared to traditional advertising. Therefore, the findings showed the factors that influence consumer perceptions of digital and traditional advertising. Thus, this objective was met.

Objective 3: To find out how consumers deal with information clutter in digital advertising as compared to traditional advertising.

The findings showed that the majority of the respondents agreed that the amount of information on digital advertising affected their encoding. To deal with information

clutter, respondents block most online advertisements. There was a correlation between “the amount of information on digital advertising affects my encoding” and “to deal with information clutter I block most internet advertisements”. Moreover, with traditional advertising, consumers’ needs are well communicated and respondents enjoy traditional advertising platforms because they provide good communication. Based on the study findings it can be concluded that this objective was attained.

Objective 4: To determine the socio-economic benefits of digital advertising and traditional advertising.

The findings revealed that traditional advertising does not provide platforms that allow customers to engage with other customers and advertisers. There was a correlation of $r=0.405$, $p=0.000$ between “traditional advertising uses one-way communication” and “traditional advertising gives less information”. In addition, the results showed that digital advertising provides consumers with reminders, thus providing them with the benefits of saving both time and money. The findings further showed that digital advertising provided platforms that allowed for social interactions and that these were easy and cheap to access. Thus, it can be concluded that this objective was achieved.

Objective 5: To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising.

The findings showed that digital advertising is less credible, whilst traditional advertising gives a true picture of the products being advertised. In addition, the findings revealed that consumers can depend on traditional advertising because it is more realistic as compared to digital advertising. Thus, the findings showed that digital advertising is less credible when providing information to consumers when compared to traditional advertising. Thus, the objective was met.

Objective 6: To determine the factors contributing to digital migration.

The findings indicated that digital advertising provides effective platforms for customers to communicate with advertisers and other consumers. In addition, digital advertising gives entertainment to consumers. Moreover, digital advertising platforms provide customers with feedback, which influences the way they behave. Therefore, the findings showed that the factors that contribute to consumers migrating are

effective platforms, entertaining platforms and platforms with feedback. It can be concluded that the objective was attained.

Objective 7: To propose a framework on the influence digital and traditional advertising have on consumer behaviour.

The findings were used to propose a framework for the influence digital and traditional advertising have on consumer behaviour. The framework is shown in Figure 6.1 and the objective was therefore achieved.

6.5 Limitations

The following were found to be the limitations of this study:

The study was done in the Durban Metropolitan Area only; therefore, the findings cannot be generalised to other areas in South Africa. A sample of 400 respondents was used, making it hard to generalise the study's findings. However, they can add value and prove meaningful to other areas with similar functional and management.

The study data was collected from those between the ages of 18 and 50 only; thus, the findings might not be a true reflection of the other age groups.

The study could not be commissioned across many metropolitan areas because of limited time and budget constraints. A study of this magnitude, if operationalized beyond the current scope, will require additional external funding because the research budgetary support provided by the institution is not enough.

6.6 Recommendations

Based on the findings, the following recommendations are proposed:

Marketers should not underestimate the influence of traditional advertising media on the way consumers behave. Traditional advertising plays an important role and it is credible when compared to digital advertising media. Therefore, marketers should improve and continue to use traditional advertising platforms, especially for products and services that require a lot of credibility, because customers trust traditional advertising platforms as compared to digital advertising platforms. In addition, marketers can improve traditional advertising platforms so that they become

interactive and also provide customers with opportunities to give feedback. Moreover, marketers need to be able to use both platforms without leaving the other because the findings showed that consumers still use both the platforms based on their different needs and preferences.

Digital advertising allows customers to be interactive and communicate with both advertisers and other customers. Thus, marketers are recommended to improve and frequently update their details, prices and products in stock so that digital advertising platforms become credible and trustworthy since the majority of customers are now inclined towards the digital platforms. Marketers should respond timeously and be available to assist customers at all times.

Digital advertising platforms are irritating due to the amount of information provided and the many pop-ups. Therefore, marketers are recommended to find ways of dealing with this information clutter and pop-ups so that customers avoid blocking and ignoring the advertisements. On the other hand, marketers can create messages with relevant information (features, advantages and benefits) about the product that appeal to the target market. This will get customers' attention and they can enjoy the advertisements, while gaining information. Marketers can also provide customers with ways to easily block or avoid the advertisements they are uninterested in.

Managers can introduce ad blockers applications that allow users to passively block advertising from showing up in their browsers. These will allow consumers to choose the advertisements they would like to watch. This can help on reducing information clutter when it comes to digital advertising.

The findings show that digital advertising is misleading and has many exaggerations. Marketers are advised to avoid the use of misleading pictures and information and also avoid exaggerating their promotions. A true reflection of the product or service being advertised should be used. Marketers should check or inspect their advertisements before posting to ensure that everything is a true representation.

The findings show that digital advertising provided platforms that allow for social interactions. Social factors influence consumer behaviour when it comes to the type of advertisement that consumers prefer. Marketers should take beliefs, word-of-

mouth, experiences and reviews into consideration when creating their advertisements and selecting the advertisement medium.

Marketers should read reviews and comments from consumers on their websites. Marketers should frequently adjust and improve their advertising content and strategies so that they influence consumers' behaviour and their preference for advertisements.

Marketers should use the right advertising medium. The medium that is used influences the perceptions of the consumers; therefore, it is important to choose the right medium.

Digital advertising allows customers to be interactive and communicate with both advertisers and other customers. Marketers should use data analytics tools in digital advertisements to analyse the data from the different sources so that they can make quick adjustments to their advertisements. This will also enable them to interact and communicate effectively with consumers if they are aware of the data needs they have.

6.7 Recommendations for Future Studies

The findings of the study were based on responses from consumers within the Durban Metropolitan Area. This study established that both digital and traditional advertising influence consumer behaviour. It is recommended that future research include a qualitative approach to get deeper insights into consumers' perceptions and consumer behaviour in relation to advertising.

This can be combined with a quantitative study which should involve a larger sample of many metropolitans. The research could be conducted in other areas and it could focus on consumers within a certain industry or on individual products. Further research can be conducted focusing on all age groups since this study only focused on those between 18 and 50 years.

A cross-sectional design was used in this study. This limits the ability of the research to observe changes in factors over time. It is proposed that future research carry out longitudinal studies as they may provide insights into variations or changes that may

happen on the influence of traditional advertising versus digital advertising on consumer behaviour.

The study focused on consumer behaviour in general a study can be done focusing on consumer behaviour within a certain industry or consumers for certain products. This will help marketers get insights on the impact of traditional advertising versus digital advertising on consumer behaviour on an industry or product basis.

6.8 Contribution of the study to new knowledge

Advertising is important for both businesses and consumers. For consumers to know what businesses are offering, they need to advertise their products and services. With the rise in the use of the Internet, there has been a rise in the use of digital advertising platforms. This has led to consumers using digital platforms more than traditional advertising. Therefore, marketers need to know the different factors that influence consumers' choice of advertising media. The study contributes to existing literature in the influence of traditional advertising versus digital advertising on consumer behaviour. This finding is a wakeup call to marketing managers to analyse critically how the different media platforms influence consumer behaviour. The acquisition of such information can facilitate the creation of an enabling environment both traditional and digital advertising can be used looking at their benefits. The study's findings showed that consumers have different perceptions when it comes to the use of digital and traditional advertising. The study showed that consumers prefer traditional over digital advertising because of its credibility, pleasure, dependability and realistic nature. On the other hand, digital advertising influences consumer behaviour because it offers two-way communication, customer engagement, effective platforms, entertainment and provides consumers with feedback. The study proposed a framework on the influence digital and traditional advertising have on consumer behaviour. It shows the factors that influence consumer behaviour in response to traditional and digital advertising. The framework shows that digital advertising is influenced by its ability to provide two-way communication and customer engagements. Moreover, digital advertisements when compared to traditional advertisements has effective platforms and provides entertainment thus influencing consumer perceptions. The study hypothesis there is a significant relationship between consumer perceptions and the use of digital advertising was accepted.

Digital advertising also allows consumers to provide feedback. This helps marketers improve their advertisements when compared to traditional advertising media. The model also shows that the factors that influence traditional advertising when compared to digital advertising are credibility, pleasurable, dependability, reliable and less information clutter. The study findings showed that traditional advertising platforms are credible, and consumer can depend and rely on the information provided when making consumer choices. The findings showed that traditional advertising was credible when compared to digital advertising. Thus, the study objective to ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising was achieved. Moreover, the findings showed that traditional advertising platforms have less information clutter when compared to digital advertising. The study hypothesis there is a significant relationship between information clutter and traditional advertising was accepted. The model suggests combining traditional and digital advertising media in order to manipulate the benefits of each media The framework is shown Figure 6.1.

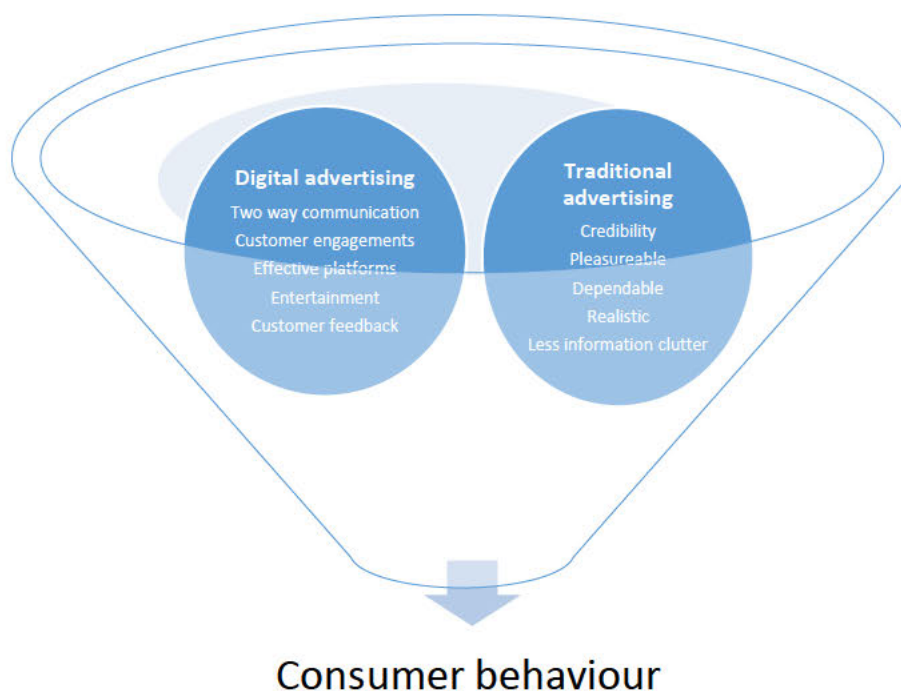


Figure 6.1: Proposed framework for the study

6.9 Conclusion

The study emphasised the impact of traditional advertising versus digital advertising on consumer behaviour. The study revealed that both traditional and digital advertising media play an important role in influencing the way consumers behave. Traditional advertising offers one-way communication, whilst digital advertising offers two-way communication. This allows consumers to ask if they need more information and thus influences the decision they make. Traditional advertising media platforms are seen as credible sources of information, whilst digital advertising platforms are seen as misleading, exaggerating and not credible. This will influence the way consumers behave because they will become sceptical about using digital advertising platforms and might choose traditional advertising media instead. Traditional advertising is seen as less invasive and has less information clutter when compared to digital advertising. This influences consumer behaviour because they end up blocking and ignoring digital advertisements. Digital advertising provides effective platforms and this has influenced consumer using traditional advertising platforms to migrate to digital advertising platforms. Therefore, when it comes to the influence that traditional advertising versus digital advertising has on consumer behaviour, it is important to note that both advertising media play a role based on their differences.

The findings of the study were based on the questionnaires that were administered to consumers within the Durban Metropolitan Area. The recommendations and conclusions discussed in this chapter provided methods for marketers to improve both traditional and digital advertising media thus providing consumers with exceptional advertisements.

LIST OF REFERENCES

- Abu-Alhaija, A.S., Yusof, R. N. R., Hashim, H. and Jaharuddin, N. S. 2018. Religion in consumer behaviour research: The significance of religious commitment and religious affiliation. *International Journal of Economics, Commerce and Management*, VI (1):246-258.
- Ahmed, R. R., Vveinhardt, J. and Štreimikiene, D. 2018. The direct and indirect impact of pharmaceutical industry in Economic expansion and Job creation: Evidence from Bootstrapping and Normal theory methods. *Amfiteatru Econ.* 20: 454–469.
- Ahmed, R.R., Streimikiene, D., Berchtold, G., Vveinhardt, J., Channar, Z.A. and Soomro, R.H. 2019. Effectiveness of Online Digital Media Advertising as A Strategic Tool for Building Brand Sustainability: Evidence from FMCGs and Services Sectors of Pakistan. *Sustainability*, 11(12): 3436.
- Ahmed, S., Ahmad, A., Ali Nisar, Q. and Azeem, M. 2017. Does Advertisement influence the Consumer's Brand Preferences and Consumer's Buying Behavior? *Journal for Studies in Management and Planning*, 3(1): 1-7.
- Ajzen, I. 2018. *Consumer attitudes and behavior*. In Handbook of consumer psychology (pp. 529-552). Routledge.
- Akar, E., and Topcu, B. 2011. An examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of Internet Commerce*, 10 (1): 35–67.
- Akroush, M., Zunekat, M., Al Jabali, H. and Asfour, N. 2018. Determinants of purchasing intentions of energy efficient products: the roles of energy awareness and perceived benefits. *International Journal of Energy Sector Management*, 13(1):1-18.
- Altinay, L., Song, H., Madanoglu, M. and Wang, X. L. 2019. The influence of customer-to-customer interactions on elderly consumer satisfaction and social well-being. *International Journal of Hospitality Management*, 78:223-233.
- Altinay, M., Gucer, E. and Bag, C. 2017. Consumer behaviour in the process of purchasing tourism products in social media. *Journal of Business Research-Turk*, 9(1): 381-402.

- Anderson, J. 2018. 9 *Traditional marketing techniques that still matter*. Available: <http://onlinemktnstitute.org> (Accessed 12 April 2021).
- Anh, P.T. and Tuan, V.Q. 2016. Determinants of social media influence on consumer's purchasing intentions: The case of Facebook in Vietnam. *International Journal of Economics, Commerce and Management*, 5(7), 432-442.
- Anusha, G. 2016. Effectiveness of online advertising. *International Journal of Research – Granthaalayah* 4 (3), 14-21.
- Appel, G., Grewal, L., Hadi, R. and Stephen, A. T. 2020. The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48: 79–95.
- Appel, G., Grewal, L., Hadi, R., et al. 2019. The future of social media in marketing. *Journal of the Academy of Marketing Science*, 1–17.
- Aqsa, M. and Kartini, D. 2015. Impact of online advertising on consumer attitudes and interests to buy online (Survey on students on internet users in Makassar). *International Journal of Scientific & Technology Research*, 4(4): 230-236.
- Arora, A., Bansal, S., Kandpal, C., Aswani, R. and Dwivedi, Y. K. 2019. Measuring social media influencer index-insights from Facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49: 86–101.
- Auxier, B. and Anderson, M., 2021. Social media use in 2021. Pew Research Center, 1, pp.1-4.
- Aydin, G. 2016. Attitudes towards Digital Advertisements: Testing Differences between Social Media Ads and Mobile Ads. *International Journal of Research in Business Studies and Management*, 3(2):1-11.
- Ayiro, L. P. 2012. *A functional approach to educational research methods and statistics: Qualitative, Quantitative and Mixed Methods approaches*. New York: Edwin Press.
- Babin, B. J. and Zikmund, W. G. 2015. *Essentials of marketing research*. Botson: Cengage Learning.
- Babu, S. and Subramoniam, S. 2016. Tourism Management in Internet of Things Era. *Journal of Information Technology & Economic Development*, 7(1).

- Bailey, A.A., Pentina, I., Mishra, A.S. and Ben Mimoun, M.S. 2020. Exploring factors influencing US millennial consumers' use of tap-and-go payment technology. *The International Review of Retail, Distribution and Consumer Research*, 30(2): 143-163.
- Bala, M. and Verma, D. 2018. A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10): 321–339.
- Barasa, A.M., 2014. *Social media as an effective advertising tool in Kenya* (Doctoral dissertation, University of Nairobi).
- Belanche, D., Flavián, C. and Pérez-Rueda, A. 2017. Understanding Interactive Online Advertising: Congruence and Product Involvement in Highly and Lowly Arousing, Skippable Video Ads. *Journal of Interactive Marketing*, 37: 75-88.
- Bell, R., Mieth, L. and Buchner, A. 2021. Source memory for advertisements: The role of advertising message credibility. *Mem Cogn* 49: 32–45.
- Bennett, S. C. 2010. Regulating online behavioral advertising. *J. Marshall L. Rev.*, 44: 899.
- Bezuidenhout, R.-M., Davis, C. and Du Plooy-Cilliers, F. 2014. *Research Matters*. Claremont: Juta and Company [Pty] Ltd.
- Bhandari, R. S. and Bansal. A. 2018. Impact of Search Engine Optimization as a Marketing Tool. *Jindal Journal of Business Research*, 7(1): 24–36.
- Blair, M.K. 2017. *Using Digital and Social Media Platforms for Social Marketing*. Oxford Medicine Online: Oxford University Press.
- Botha, E., Erasmus, A. and Mpinganjira, M. (2019) *Consumer behaviour: South African psychology and marketing applications*. Second edition. Oxford University Press Southern Africa (Pty)Ltd.
- Brechman, J., Bellman, S., Robinson, J. A., Rask, A. and Varan, D. 2016. Limited-interruption advertising in digital-video content: An analysis compares the effects of “midroll” versus “preroll” spots and clutter advertising. *Journal of Advertising Research*.
- Brett, R. Gordon, Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin, and Kenneth C. Wilbur. 2021. Inefficiencies in Digital Advertising Markets. *Journal of Marketing*, 85(1): 7-25.

- Bryman, A. and Bell, E. 2015. *Business Research methods*. Oxford: Oxford University Press.
- Brynard, D. J., Hanekom, S. X. and Brynard, P. 2014. *Introduction to Research*. 3rd ed. Pretoria: Van Schaik Publishers.
- Burgess, E. 2021. *Recommendations from influencers rival that of friends*. Available: [ion.co/twitter-has-released-a-report-showing-consumers-seek-production-recommendations-from-influencers-almost-as-much-as-they-do-from-friends](https://www.ion.co/twitter-has-released-a-report-showing-consumers-seek-production-recommendations-from-influencers-almost-as-much-as-they-do-from-friends) (Accessed 25 April 2021).
- Burns, A. C. and Bush, R. F. 2014. *Marketing research*. 7th ed. Boston: Pearson.
- Burns, N. and Grove, S.K. 2016. *The practice of nursing research: Conduct, critique and Utilization*. 8th ed. London: Saunders.
- Carroll, P. E. and Bailey, A. L. 2016. *Do decision rules matter? A descriptive study of English language proficiency assessment classifications for English-language learners and native English speakers in fifth grade*. *Language Testing*, 33(1), 23-52.
- Chae, I., Bruno, H. A. and Feinberg, F. M. 2018. Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement on Website Visits. *Journal of Marketing Research*, 56(1): 57-75.
- Chang, H. H., H. Rizal, H and Amin, H. 2013. The determinants of consumer behaviour towards email advertisement. *Internet Research*, 23 (3):316–337.
- Chen, J., Teng, L., Yu, Y. and Yu, X. 2016. The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence. *Journal of Business Research*, 69(2): 467-475.
- Cherubino, P., Martinez-Levy, A. C., Caratù, M., Cartocci, G., Di Flumeri, G., Modica, E., et al. 2019. Consumer behaviour through the eyes of neurophysiological measures: state-of-the-art and future trends. *Computer. Intell. Neurosci.* 2019, 1–41.
- Chi, Y., Jeng, W., Acker, A. and Bowler, L. 2018. *Affective, Behavioral, and Cognitive Aspects of Teen Perspectives on Personal Data in Social Media: A Model of Youth Data Literacy*.

- Cho, C. H. and Lee, H. 2018. *Digital marketing 4.0*. Seoul: Green Pine Media.
- EMarketer 2018. *US programmatic TV ad spending 2016-2020*. Available: <https://www.emarketer.com/Chart/US-Programmatic-TV-Ad-Spending-2016-2020-billions-change-of-TV-ad-spending/223921> (Accessed April 23 2021).
- Chukwu, B. A. 2019. The impact of advertising on consumer buying behaviour. *International Journal of Arts and Commerce*, 8(1), 1-15.
- Chukwu, B. A., Kanu, E. C. and Ezeabogu, A. N. 2019. The impact of advertising on consumers buying behaviour. *International Journal of Arts and Commerce*, 8(1): 1-15.
- Clow, K. E. and James, K. E. 2014. *Essentials of marketing research: Putting research into practice*. California: SAGE.
- Cortinas, M., Cabeza, R., Chocarro, R and Villanueva, A. 2019. Attention to online channels across the path to purchase: An eye-tracking study. *Electronic Commerce Research and Applications*, 36: 1-17.
- Creswell, J. 2014. *Research design*. Thousand Oaks: Sage Publications.
- Creswell, J. W. 2015. *A concise introduction to mixed methods research*. California: Sage
- Creswell, J. W. and Creswell, J. D. 2017. *Research design: Qualitative, quantitative, and mixed methods approaches*. Thousand Oaklands: Sage publications.
- Dao, W. V.-T., A. N. Le, J. M.-S. Cheng and D. C. Chen. 2014. Social media advertising value –the case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33 (2):271–294.
- David, M. 2020. *Examples of Traditional Advertising*. Available: <http://smallbusiness.chron.com/examples-traditional-advertising.24312.html> (Accessed 10 April 2021).
- De Mooij, M. 2019. *Global Marketing and Advertising: Understanding Cultural Paradoxes*. 5th ed. London: Sage Publication.
- De Vaus, D. 2014. *Surveys in social research*. 6th ed. London: Routledge.

De Vries, L. K., Gensler, S. and Leeflang, P. S. H. 2017. Effects of Traditional Advertising and Social Messages on Brand Building Metrics and Customer Acquisition. *Journal of Marketing*, 81(5): 1-44.

Deepak, K. A. and Jeyakumar, S. 2019. *Marketing management*. Delhi: Orangebooks Publication.

Dibie, V. and Kalu, E.U.A.N.K. 2019. Determinants of Consumer Purchase Decision Making for Fast Moving Consumer Goods.

Ding, S., Lin, J. and Zhang, Z. 2021. The influence of consumer-to-consumer interaction on dissatisfactory consumers' repetitive purchases in Network Communities. *Sustainability*, 13(2): 869.

Dondolo, H. B. 2017. Negative factors of beliefs toward advertising on Facebook and their effect on attitudes. *Problems and Perspectives in Management*, 15(2-2), 404-410.

Dorsey, J. D., Ashley, C. and Oliver, J. D. 2016. Triggers and outcomes of customer-to-customer aisle rage. *Journal of Retail Consumer Service*, 32: 67-77.

Dowling, K., Guhl, D., Klapper, D., Spann, M., Stich, L. and Yegoryan, N. 2019. Behavioral biases in marketing. *Journal of the Academy of Marketing Science*, 449–477.

Durand, M.A. and Chantler, T. 2014. *Understanding Public Health: Principles of social research*. 2nd ed. New York: McGraw-Hill Education.

Durban Population. 2019. Available: <http://worldpopulationreview.com/world-cities/durban-population/> (Accessed 23 June 2019).

Dwivedi, Y.K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S. and Kumar, V. 2021. Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59: 102168.

Educba. 2016. *4 important Factors that Influence Consumer Behaviour*. Available: <https://www.educba.com/4> (Accessed 16 June 2019).

Ekiyor, A. and Altan, F. 2019. *Marketing communication and promotions in health services*. Chapters, in: Umut Ayman and Anil Kemal Kaya (ed.), *Promotion and Marketing Communications*, Intech Open

Ekwueme, A.C. and Okoro, N. 2018. Analysis of the use of social media advertising among selected online businesses in Nigeria. *International Journal of International Relations, Media and Mass Communication Studies*, 4(2), 28-43.

Elsayed, A.M.M. and Aneis, N.N., 2021. Goodness of fit indices for different cases. *Am. J. Math. Comput. Model*, 6(75), pp.10-11648.

Fan, S., Lu, Y. and Gupta, S. 2017. *Social media in feed advertising: the impacts of consulting and sociability on Ad Avoidance*.

Fang, W.-T., Ng, E., Wang, C.-M. and Hsu, M. L. 2017. Normative beliefs, attitudes, and social norms: People reduce waste as an index of social relationships when spending leisure time. *Sustainability*, 9, 1696.

Farooq, Q., Shafique, N., Khurshid, M. M. and Ahmad, N. 2015. Impact of comic factor in TV ads on buying behavior of university students. *International Letters of Social and Humanistic Sciences*, 8(1): 12-20.

Forgas, J. P. 2017. Mood effects on cognition: *Affective influences on the content and process of information processing and behavior. Emotions and affect in human factors and hu-man-computer interaction*. Edited by Jeon Myounghoon. London: Elsevier.

Fortis, J. N. 2015. The use of social media and its impacts on consumer behaviour: the context of holiday travel. Bournemouth University for the degree of Doctor of Philosophy.

Frolova, S., 2014. *The role of advertising in promoting a product*.

Gaurav, K. and Jhansi, V. 2017. *Factors influencing customers' perception towards online shopping*. Munich, GRIN.

Geraghty, G. A. and Conway, A. T. 2016. *The study of Traditional and non-traditional marketing communication: Target Marketing in the events sector*. Paper presented at the 12th Annual Tourism and Hospitality Research in Ireland Conference, THRIC 16th & 17th June, Limerick Institute of Technology.

- Giri, R. 2022. *Impact of advertisement and hedonic consumption tendency on cognitive dissonance in the context of apparel industry* (Doctoral dissertation).
- Glucksman, M. 2017. The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2):77-88.
- Goswami, K. 2020. "To buy or not to buy": An analysis of the problematic of consumer behaviour. *International Journal of Management (IJM)*, 11(10).
- Gountas, J., Gountas, S., Ciorciari, J. and Sharma, P. 2019. Looking beyond traditional measures of advertising impact: using neuroscientific methods to evaluate social marketing messages. *Journal of Business Research*, 105: 121–135.
- Greenfield, T. 2016. *Ethics of research*. Research Methods for Postgraduates, 46.
- Guarav, K. and Jhansi, V. 2017. *Factors Influencing Customers' Perception towards Online Shopping*. Grin Verlag: Open Publishing GmbH.
- Haider, T. 2018. A study on the influences of advertisement on consumer buying behaviour. *Business Studies Journal*, 9(1): 1-13.
- Haider, T. and Shakib, S. 2017. A Study on the Influences of Advertisement on consumer buying behavior. *Business Studies Journal*, 9(1):1-5.
- Hamelin, N., El Moujahid, O. and Thih, P. 2017. Emotion and advertising effectiveness: a novel facial expression analysis approach. *Journal of Retail. Consumer Service*, 36: 103–111.
- Hamilton, J. 2018. *Advertising and Media Research*. Essex: ED Tech Press.
- Harms, B., Bijmolt, T. H. A. and Hoekstra, J. C. 2019. You don't fool me! Consumer Perceptions of Digital native advertising and banner advertising. *Journal of Media Business Studies*, 16(4): 275-294.
- Harry, B. and Lipsky, M. 2014. Qualitative research on special education teacher preparation. M. McCray, T. Brownell, & B. Lignugaris/Kraft (Eds.), *Handbook of research on special education teacher preparation*, pp.445-460.

- Hilman, H., Hanaysha, J. R. M. and Ghani, N. H. A. 2017. Analysing the relationship between advertising and sales promotion with brand equity. *Asian International Journal of Social Sciences*, 17(2): 88-103.
- Hoglund, G. and Syvertsson, A. 2018. *The causes and effects of native advertising clutter in social media*. BSc Thesis in Marketing: Stockholm school of Economics.
- Hoglund, G. and Syvertsson, A. 2018. *The causes and effects of native advertising clutter in social media*. Stockholm School of Economics: BSc Thesis in Marketing, spring.
- Holbrook, M. B. 1986. The role of emotion in the consumption experience: actions and reactions in consumer behavior. *ACR North American Advances*.
- Hollebeek, L. D. and Macky, K. 2019. Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41.
- Idris, I.; Xin, S.L.K.; Alias, S.S.; Ahmad, A. 2020. Factors that Influence the Effectiveness of Online Advertising in Enhancing Consumers' Purchase Intention among Young Adults in Malaysia. *Test Eng. Manag*, 82: 5528–5536.
- Ikpo, K. P., Okolo, V. and Ifeanyichukwu, O. 2021. Effects of Social Media on Consumer Brand Awareness and Patronage of Nike Lake Resort Services in Enugu: An Innovation Adoption Theory & Hierarchy of Effects Model Exposition. *British Journal of Management and Marketing Studies*, 4.
- Jadhav, G.G., Gaikwad, S.V. and Bapat, D., 2023. A systematic literature review: digital marketing and its impact on SMEs. *Journal of Indian Business Research*, 15(1), pp.76-91.
- Jain, S. 2017. Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies*, 11(1):4-21.
- Joa, C. Y., Kim, K and Ha, L. 2018. What Makes People Watch Online In-Stream Video Advertisements? *Journal of Interactive Advertising*, 18(1): 1-14.

- João F. and Pedro I. 2020. Perceptions and Attitude Toward Advertising on Social Networks and Search Engines: A Comparative Analysis. *Journal of Internet Commerce*, 19(4): 404-436.
- Johnson, T. J. and Kaye, B. K., 2016. Some like it lots: The influence of interactivity and reliance on credibility. *Computers in Human Behavior*, 61: 136-145.
- Jones T. L, Baxter M. A, Khanduja V. 2013. A quick guide to survey research. *Ann R Coll Surg Engl*. Jan;95(1):5-7. doi: 10.1308/003588413X13511609956372. PMID: 23317709; PMCID: PMC3964639.
- Jung, A. 2017. The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behaviour*, 70: 303-309.
- Jurca, M. A. and Madlberger, M. 2015. Ambient advertising characteristics and schema incongruity as drivers of advertising effectiveness. *Journal of Marketing Communications*, 21(1): 48-64.
- Kakkad, R. 2016. A study on effect of newspaper advertisement on consumer buying behaviour of two-wheelers. *Philica.com*, 752:1-5.
- Karimi, S. 2013. *A purchase decision-making process model of online consumers and its influential factor a cross sector analysis*. University of Manchester: Faculty of Humanities.
- Katukurunda, S.G. and Bandara, B.S.S.U. 2017. The Impact of Consumers' Belief Factors Affecting on Attitude towards Online Advertising.
- Keer, G., Schultz, D. E., Kitchen, P. J., Multern, F. J. and Beede, P. 2015. Does Traditional Advertising Theory Apply to the Digital World? A Replication Analysis Questions the Relevance of the Elaboration Likelihood Model. *Journal of Advertising*, 55(4): 1-13.
- Kenny, D. A., Kaniskan, B. and McCoach, D. B. 2015. The performance of RMSEA in models with small degrees of freedom. *Sociological methods & research*, 44(3): 486-507.

Kim, C. M. 2016. *Social media campaigns: Strategies for public relations and marketing*. New York: Routledge.

Kim, J. and K. H. Lee. 2019. Influence of integration on interactivity in social media luxury brand communities. *Journal of Business Research*, 99:422–29.

Kim, M.-S., Shin, D.-J. and Koo, D.-W. 2018. "The influence of perceived service fairness on brand trust, brand experience and brand citizenship behavior". *International Journal of Contemporary Hospitality Management*, 30(7): 2603-2621.

Kim, S. and Youn, S. 2017. *Consumer responses to Facebook newsfeed ads: Psychological reactance and ad avoidance*. Paper presented at the American Academy of Advertising, Lubbock.

Kim, Y. K. and Sullivan, P. 2019. *Emotional branding speaks to consumers' heart: the case of fashion brands*. *Fash Text* 6, 2 (2019).

Kim, J., Kang, S. and Lee, K.H., 2021. Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles. *Journal of Business Research*, 130: 552-563.

Kite, J., Gale, J., Grunseit, A., Li, V., Bellew, W. and Bauman, A. 2018. From awareness to behaviour: Testing a hierarchy of effects model on the Australian Make Healthy Normal campaign using mediation analysis. *Preventive medicine reports*, 12: 140-147.

Kithinji, M. 2015. *Advertising on the social media: An Analysis of the Youth's Responses to Facebook Advertising in the City of Nairobi*. Nairobi, KE: MBA Thesis University of Nairobi.

Kokemuller, N. 2021. *Forms of Clutter in Marketing Communication*. Available: <https://smallbusiness.chron.com/forms-clutter-marketing-communication-69262.html> (Accessed 23 March 2021).

Korenkova, M., Maros, M., Levicky, M. and Fila, M. 2020. Consumer Perception of Modern and Traditional Forms of Advertising. *Sustainability* 2020, 12:1-25.

Koslow, S. and Stewart, D.W. 2022. Message and media: the future of advertising research and practice in a digital environment. *International Journal of Advertising*, 41(5): 827-849.

Kotler, P. 2017. *Principles of Marketing*. 17th ed. New York: Pearson Education.

Kotler, P. and Keller, L. K. 2016. *Marketing Management*. 15th ed. New York: Pearson Education.

Kotler, P., Kartajaya, H. and Setiawan, I. 2016. *Marketing 4. 0: Moving from Traditional to Digital*. John Wiley & Sons, Incorporated 2016. *ProQuest EBook Central*, Available: <https://ebookcentral.proquest.com/lib/durbanut-ebooks/detail.action?docID=4785177> (Accessed 3 May 2021).

Kumar, R. 2014. *Research methodology: A step by step guide*. 4th ed. London: Sage.

Kuznechikova, A. 2019. *Consumer attitude, perception and behaviour towards integrated Digital and Traditional marketing media*.

Lacaille, L. 2020. *Theory of reasoned action*. *Encyclopedia of behavioral medicine*, 2231-2234.

Lavidge, R. C. and Steiner, L. 1961. A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25: 59-62.

Lee, H. and Cho, C. 2020. Digital Advertising: present and future prospects. *International Journal of Advertising*, 39(3):332-341.

Lee, H. and Cho, C. H. 2019. An empirical investigation on the antecedents of consumers' cognitions of and attitudes towards digital signage advertising. *International Journal of Advertising*, 38(1): 97–115.

Leedy, P. D. and Ormrod, J. E. 2015. *Practical research: planning and design*. 11th ed. Harlow: Pearson Education.

Leedy, P. D., Johnson, L. R. and Ormrod, J. E. 2019. *Practical research: planning and design*. 12th ed. New York: Pearson Education, Inc.

Liu, W., Liang, X. and Liu, F. 2019. The Effect of Webpage Complexity and Banner Animation on Banner Effectiveness in a Free Browsing Task. *International Journal of Human–Computer Interaction*, 35:13, 1192-1202.

- Liu, Y., Segev, S. and Villar, M. E. 2017. Comparing two mechanisms for green consumption: cognitive-affect behaviour vs theory of reasoned action. *Journal of Consumer Marketing*, 34(5): 442-454.
- Lo, S. K., Hsieh, A. Y. and Chiu, Y. P. 2014. Keyword advertising is not what you think: Clicking and eye movement behaviors on keyword advertising. *Electronic Commerce Research and Applications*, 13(4): 221–228.
- Lodhi, S. and Shoaib, M. 2017. Impact of E-Marketing on Consumer Behaviour: A Case of Karachi, Pakistan. *Journal of Business and Management*, 19(1): 90-101.
- Logan, K. 2016. *Have perceptions of Internet advertising value changed over time? Conference, Proceedings American Academy of Advertising*, 18–26. Lubbock.
- Lu, Y., Chau, M. and. Chau P. Y. K 2017. Are sponsored links effective? Investigating the impact of trust in search engine advertising. *ACM Transactions on Management Information Systems*, 7(4): 1–32.
- Luca, M. 2017. Designing Online Marketplaces: Trust and Reputation Mechanisms. *Innovation, Policy and the economy*, 17:77-93
- Lukka, V. and James, P.T.J. 2014. Attitudes toward Facebook advertising. *Journal of Management and Marketing Research*, 14: 1-26.
- Maat, S.M., Adnan, M., Abdullah, M.F.N.L., Ahmad, C.N.C. and Puteh, M., 2015. Confirmatory factor analysis of learning environment instrument among high performance school students. *Creative Education*, 6(06):640.
- Majid, S., Lopez, C., Megicks, P. and Lim, W.M. 2019. Developing effective social media messages: Insights from an exploratory study of industry experts. *Psychology & Marketing*, 36(6): 551-564.
- Maree, K. 2016. *First Steps in Research*. 2nd ed. Pretoria: Van Schaik Publishers.
- Masiya, R. 2020. *The impact of mobile marketing on consumer decision-making, brand equity and customer relationships: A UKZN student perspective*. University of KwaZulu-Natal Westville Campus: Master of Commerce in Marketing Management Discipline of Marketing & Supply Chain Management School of Management, IT and Governance.

- Miia, A. and Dong, K. 2019. *Avoiding Personalized Ads on social media: Understanding how YouTube users experience personalized advertising and what leads to ad avoidance in the context of personalization*. JIBS, Business Administration.
- Miklosik, A., Starchon, P., Vokounova, D. and Korcokova M. 2020. The Future of TV Advertising Targeting Young Slovak Consumers. *Marketing and Management of Innovations*, 2: 122-138.
- Miller, D. T., Dannals, J. E. and Zlatev, J. J. 2017. Behavioral processes in long-lag intervention studies. *Perspectives on psychological science*, 12(3): 454-467.
- Milner, T. 2013. *A review of consumer decision-making models and development of a new model for financial services*.
- Mishra, V. and Vashiath, A. 2017. Is advertising medium an important constraint in consumer purchase intention: The theoretical foundation. *Journal of General Management Research*, 4(1), 38–45.
- Molenaar, A.; Saw, W.Y., Brennan, L.; Reid, M.; Lim, M.S.C., McCaffrey, T.A. 2021. Effects of Advertising: A Qualitative Analysis of Young Adults' Engagement with social media About Food. *Nutrients*, 13:1-18.
- Montaño, D. E. and Kasprzyk, D. 2015. Theory of reasoned action, theory of planned behaviour, and the integrated behavioural model. *Health behaviour: Theory, research and practice*, 70: 231.
- Morgan, D. L. 2014. *Integrating qualitative and quantitative methods: A pragmatic approach*. California: Sage.
- Munsch, A., 2021. Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1): 10-29.
- Nandi, S., Bhat, S. and Wolfs, B. 2019. Effectiveness of Indian advertisements in breaking stereotypes: A comparative analysis using the hierarchy of effects model. *Indian Journal of Marketing*, 49(3), pp.7-24.
- Narang, U. and Shankar, V. 2019. Mobile Marketing 2.0: State of the Art and Research Agenda Chapter. *Review of Marketing Research*, 16: 97-119.

Narang, U. and Shankar, V. 2019. Mobile Marketing 2.0: State of the Art and Research Agenda Chapter. *Review of Marketing Research*, 16: 97-119.

Neuman, W.L. 2011. *Social Research methods: Qualitative and Quantitative approaches*. 7th ed. New York: Pearson Education.

Ngenga, E.W., 2015. *The Extent of the Use of Social Media Marketing on Business Growth (A Case Study of Airtel Kenya)* (Doctoral dissertation, United States International University-Africa).

Nielsen. 2015. *Traditional advertising still most trusted by South Africans*. Available: <https://m.bizcommunity.com> (Accessed 15 June 2019).

Njuguna, N.A., 2017. *The Effectiveness of Online Advertisement on Consumer Decision: A Case of Radio Africa Group Limited Nairobi, Kenya* (Doctoral dissertation, United States International University-Africa).

Noble, H. and Smith, J. 2015. Issues of validity in qualitative research. *Evidence-based nursing*. 18.

O'Leary, Z. 2014. *The essential guide to doing your research project*. 2nd ed. California: Sage Publications.

Okeke, C. and van Wyk, M. 2015. *Educational Research: An African Approach*. Oxford: Oxford University Press Southern Africa.

Okolo, V.O., Obikeze, C.O., Okonkwo, R.V., Okolo J.U. and Enyi, F. 2017. Social media as a marketing communications strategy and its impact on the marketing of consumer products in Lagos, Nigeria. *International Journal of Research in Finance and Marketing*, 7(10): 20-39.

Okolo, V.O., Okafor, J. N., Obikeze, C. O. and Nduka, C. 2018. Influence of online advertising on consumer brand awareness and patronage of financial institutions in Enugu: A study of united bank for Africa (UBA). *Global Scientific Journals*, 6(8): 452-481.

Onyimadu, S.C. 2018. *The Impact of Instagram on Consumer Buying Decisions: Using AUN Students as a Case Study* (Doctoral dissertation, American University of Nigeria, Department of Communications and Multimedia Design).

Opeodu, O. I. and Gbadebo, S. O. 2017. *Factors influencing choice of oral hygiene products by dental patients in a Nigerian Teaching Hospital*. *Annals of Ibadan Postgraduate Medicine*, 15(1), 51–56.

Orji, M. G., Sabo, B., Abubakar, M. Y. and Usman, A. D. 2017. Impact of Personality Factors on Consumer Buying Behaviour Towards Textile Materials in South-eastern Nigeria. *International Journal of Business and Economics Research*, 6(1): 7-18.

Otamendi, F. J. and Sutil M. D. L. 2020. The Emotional Effectiveness of Advertisement. *Front. Psychol.* 11:2088:1-12.

Otieno, E.O., 2012. *The use of internet advertising by the Kenyan mobile telephone industry* (Doctoral dissertation, University of Nairobi).

Owhal, S. B. 2015. *Influence of advertisement believability, persuasiveness and buying behavior on consumer attitude towards advertisement of mobile cellular services*.

Palmieri, D. 2018. *Impact of online advertising clutter on Advertising Avoidance Behaviours: a comparative cross-national study*.

Palos-Sanchez, P. and Saura, J. 2018. The effect of internet searches on afforestation: The case of a green search engine. *Forests*, 9: 51.

Palos-Sanchez, P., Saura, J.R. and Martin-Velicia, F. 2019. A study of the effects of programmatic advertising on users 'concerns about privacy overtime. *Journal of Business Research*, 96: 61–72.

Panwar, D., Anand, S., Ali, F. and Singal, K. 2019. Consumer decision making process models and their applications to market strategy. *International Management Review*, 15(1), pp.36-44.

Peker, Serhat, Gonca G. Menekse Dalveren and Yavuz İnal. 2021. "The Effects of the Content Elements of Online Banner Ads on Visual Attention: Evidence from An-Eye-Tracking Study" *Future Internet* 13, no. 1: 18.

Peter, M.K. and Dalla Vecchia, M. 2021. The digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. *New Trends in Business Information Systems and Technology*: 251-265.

Petersen, L. 2018. *Advantages and disadvantages of radio advertising*. Available: <http://smallbusiness.chron.com/advantages-amp-disadvantages-radio-advertising-40629.html> (Accessed 21 April 2021).

Polly, R. and Mittal, B. 1993. Here are the beef factors, determinants, and segments in consumer criticism of Advertising. *Journal of Advertising*, 57 (7): 99-114.

Popp, B. and Woratschek, H. 2017. Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word-of-mouth. *Journal of Brand Management*, 24.

Pradipta, H. and Purwanto, L. 2013. *The Relationship of AIDA model in Term of Website Design and Structure towards Purchase Decision Zalora Indonesia (A Case Study of President University Student)*. G.J. C.M.P., 2(2),1-13.

Qazzafi, S. 2019. Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5): 130-134.

Rahmayanti, A. 2018. Basic Knowledge of Sharia Brand in Islamic Financial Institutions. *KnE Social Sciences*, 3: 835.

Raji, R. A., Sabrina, M. R. and Sobhi, M. I. 2018a. "Social media marketing communication and consumer-based brand equity: an account of automotive brands in Malaysia", *Malaysian Journal of Communication (Jurnal Komunikasi)*, 34(1):1-19.

Raji, R. A., Sabrina, M. R. and Sobhi, M. L. 2018. Social media marketing communication and based brand equity: an account of automotive brands in Malaysia. *Malaysian Journal of Communication*, 34(1): 1-19.

Reddy, G. 2016. *Digital marketing impact on the consumer decision making process in Nike's customer retail operations in South Africa*. University of Pretoria.

Rehman, F., Javed, F., Nawaz, T., Ahmed, I. and Hyder, S. 2014. Some Insights in the Historical Prospective of Hierarchy of Effects Model: A Short Review. *Information Management and Business Review*, 6(6): 301-308.

Rennie, F. and Morrison, T. 2019. *E-learning and social networking handbook: Resources for higher education*. Routledge.

- Reyes-Menendez, A., Saura, J., Palos-Sanchez, P and Alvarez-Garcia, J. 2018. Understanding user behavioural intention to adopt a search engine that promotes sustainable water management. *Symmetry*, 10: 584.
- Rogers, S. and Thorson, E. 2019. *Advertising theory*. New York, N.Y.: Routledge.
- Roy, P. 2022. Theory and Models of Consumer Buying Behaviour: A Descriptive Study. *Available at SSRN 4205489*.
- Ryan, D. 2016. *Understanding digital marketing: marketing strategies for engaging the digital generation*. London: Kogan Publishers.
- Saadehghvaziri, F., Dehdashti, Z. and Reza Kheyrikhah Askarabad, M. (2013), "Web advertising: Assessing beliefs, attitudes, purchase intention and behavioral responses. *Journal of Economic and Administrative Sciences*, 29(2): 99-112.
- Sadhasivam, D. P. and Priya, A. 2015. A literature review on the impact of television advertising vs. online advertisement among consumers. *International Journal of Advanced Research in Computer Science and Management Studies*, 3(10), 151–154.
- Said, T. 2018. Statistical Analysis: Internal-Consistency Reliability and Construct Validity. *European Centre for Research Training and Development UK*, 6(1), 27-38.
- Salamzadeh, Y., Ariffin, S. K. and Aun, T. L. 2018. How personal beliefs influence consumer attitude towards online advertising in Malaysia: To trust or not to trust. *Global Business and Management Research: An International Journal*, 10(1): 30-47.
- Sama, R. 2019. Impact of Media Advertisements on Consumer Behaviour. *Journal of creative communication*, 14(1): 54-68.
- Saunders, M. N. K., Lewis, P. and Thornhill, A. 2019. *Research methods for business students*. 8th ed. Harlow: Pearson.
- Saura, J. R., Palos-Sánchez, P. and CerdáSuárez, L. M. 2017. Understanding the digital marketing environment with KPIs and web analytics. *Future Internet*, 9:76.
- Sauro, J. and Lewis, J.R., 2016. Quantifying the user experience: Practical statistics for user research. Morgan Kaufmann.

Schermelleh-Engel, K., Moosbrugger, H. and Müller, H., 2003. Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of psychological research online*, 8(2), pp.23-74.

Schiopu, A. F. Padurean, A. M. Tala, M. L. and Nica, A. 2016. The influence of new technologies on tourism consumption behaviour of the millennials, *Amfiteatru Economic*, 18(10): 829-846.

Schutte, J. 2019. *A descriptive study on the affective and cognitive dimensions of consumer engagement and purchase intention, in a social media context*. Bcom Honours in Strategic Brand Management and Leadership at Vega School.

Schermelleh-Engel, K., Moosbrugger, H. and Müller, H., 2003. Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of psychological research online*, 8(2), pp.23-74.

Sekaran, U. and Bougie, R. 2016. *Research methods for business: A skill building approach*. 7th ed. Hoboken, N. J: John Wiley & Sons Limited.

Shaari, H. and Ahmed, N. 2020. *An Extensive Study on Online and Mobile Ad Fraud*. *Third Conference for Engineering Sciences and Technology (CEST-2020)* 01-03 December 2020.

Shih, S., Yu, S., and Tseng, H. 2015. The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan. *Journal of Economics, Business and Management*, 3(215): 391-394.

Shin, J., Chae, H. and Ko, E. 2018. The power of e-WOM using the hashtag: focusing on SNS advertising of SPA brands. *International Journal of Advertising*, 37(1): 71–85.

Soegoto, E.S. and Simbolon, T. 2018. Inbound Marketing as a Strategy in Digital Advertising. *IOP Conf. Ser.: Mater. Sci. Eng*, 407:1-5.

Srivastava, M. and Kaul, D. 2014. Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of retailing and consumer services*, 21(6): 1028-1037.

Stanimirovic, U. 2020. *Is traditional advertising a thing of the past?* Available: <http://brid.tv/traditional-advertising-vs-modern-advertising/> (Accessed 14 April 2021).

- Statista. 2019. Internet user Penetration in South Africa from 2017-2023.
- Stankevich, A. 2017. Explaining the Consumer Decision-Making Process: Critical Literature Review. *Journal of International Business Research and Marketing*, 2(6): 7-14.
- Stephen, A.T. 2016. The role of digital and social media marketing in consumer behavior. *Current opinión in Psychology*, 10: 17-21.
- Straker, K. and Wringley, C. 2016. Designing on emotional strategy: strengthening digital channel engagement. *Business Horizons*, 59(3): 339-346.
- Subramanian, K. 2018. Advertising clutter and consumer apathy. *International Research Journal of Management and Commerce*, 2(6): 62-75.
- Taneja, G. and Vij, S. 2019. Dynamics of a Digital Advertising Campaign. *SSRN Electronic Journal*.
- Tang, M. and Chan, T. 2017. The impact of online advertising on generation Y's purchase decision in Malaysia. *International Journal of Humanities and Social Sciences*, 11(4), 973–981.
- Ting, H., De Run, E. C. and Jee, T. W. 2015. "Attitude towards Advertising among Young Adults: A Comparative Study by Ethnicity. *International Journal of Business and Society*, 16(3): 397-407.
- Ting, H., De Run, E. C. and Ramayah, T. 2015, "Young Adults' Attitude towards Advertising: Multi-group Analysis by Ethnicity. *RBGN-Revista Brasileira de Gestao de Negocios (Review of Business Management)*, 17(54): 769-787.
- Todor, R. D. 2016. Blending traditional and digital marketing. Bulletin of the Transylvania University of Brasov Series V. *Economic Sciences*, 9(1): 58-69.
- Trivedi, J. 2017a. The effect of viral marketing messages on consumer behaviour. *Journal of Management Research*, 17(2), 84–98.
- Trivedi, J. 2017b. Do long format ads sell? Evidence from Indian consumers. *Global Business Review*, 18(3), S38–S51.
- Tomyuk, O.N. and Avdeeva, O.A., 2022. Digital transformation of the global media market: in search for new media formats. *Economic Consultant*, 37(1).

- Ugonna, A., Okolo, V., Obikeze, C. O., Ohanagorom, M., Nwodo, S. I., Oranusi, I. N. 2017. Effects of media advertising on consumers' purchase intent in Awka, Anambra State: A study of hero beer. *IOSR Journal of Business and Management (IOSR-JBM)*, 19(4), 50–60.
- Vasić, N., Kilibarda, M. and Kaurin, T. 2019. The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of theoretical and applied electronic commerce research*, 14(2), pp.70-89.
- Verstraten, R. 2015. *The effects of advertising credibility: Could it change consumers' attitude and purchase intentions?* Master of Specialisation: Marketing.
- Vilcekova, L. 2016. Advertising credibility across different media channels. *IJASOS-International E-Journal of Advances in Social Sciences*, II (4):126-129.
- Virgile, M., Vines, M., Bates, N. and Walejko, G. 2016. *Digital advertising encouraging participation in the decennial census*. Available: <https://www.census.gov/newsroom/blogs/research-matters/2016/05/digital-advertising-encouraging-participation-in-the-decennial-census.html> (Accessed 23 April 2021).
- Wang, Y. and Sun, S. 2010. "Examining the role of beliefs and attitudes in online advertising: A comparison between the USA and Romania", *International Marketing Review*, 27(1): 87-107.
- Weismueller, J., Harrigan, P., Wang, S. and Soutar, G. N. 2020. Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on social media. *Australasian Marketing Journal*, 28(4): 160–170.
- Wiid, J and Diggines, C. 2015. *Marketing research*. 3rd ed. Cape Town: Juta.
- Wiid, J. and Diggines, C. 2017. *Marketing Research*. Cape Town: Juta and Company Ltd.
- Wijaya, B. S. 2012. The Development of Hierarchy of Effects Model in Advertising. *International Research Journal of Business Studies*, 5(1): 73-85.

- Xiang, L., Zheng, L., Leo, M. K. and Zhao, D. 2016. Exploring consumers' impulse buying behaviour on social commerce platform: the role of parasocial interaction. *International Journal of Management*, 36: 333-347.
- Yaakop, A. and Hemsley-Brown, J. 2013. Hedonic pleasure and social image: the effectiveness of Internet Advertising. *Asian Social Science*, 9(1): 179-192.
- Yaakop, A. Y., Hemsley-Brown, J. and Gilbert, D. C. 2011. Attitudes towards advertising Malaysians vs. non-Malaysians. *Asian Journal of Business and Management Science*, 1(2): 77-94.
- Yasmeen, T. and Khalid, R., 2016. Effects of online advertisement on consumer buying behavior of university students of Pakistan. *Journal of Basic and Applied Scientific Research. J. Basic. Appl. Sci. Res*, 6(11): 9-14.
- Yazdanparast, A., Joseph, M. and Muniz, F. 2016. Consumer based brand equity in the 21st century: an examination of the role of social media marketing. *Young consumers*, 17(3):243-255.
- Yeo, V. C. S., Goh, S. K. and Rezaei, S. 2017. Consumer experiences, attitude and behavioural intention toward online food delivery (OFD) services. *J. Retail. Cons. Serv.*, 35 (2017): 150-162.
- Yin, C. Y. and Poon, P. 2016. The impact of other group members on tourists' travel experiences. *International Journal Contemporary Hospitality Management*, 28: 640-658.
- Yost, E., Zhang, T. and Qi, R. 2021. The power of engagement: Understanding active social media engagement and the impact on sales in the hospitality industry. *Journal of Hospitality & Tourism Management*, 46(3):83-95.
- Yu, C., Zhang, Z., Lin, C. and Wu, Y. J. 2020. Can data-driven precision marketing promote user ad clicks? Evidence from advertising in WeChat moments. *Industrial Marketing Management*, 90: 481-492.
- Yzer, M. 2017. Theory of reasoned action and theory of planned behaviour. *The International Encyclopedia of Media Effects*, 1-7.

Zengin, A. 2018. The effects of SMS advertising on brand attitude and purchase intention: An experimental study on University students. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 6 (1):51-67.

Zhang, S. and Cabage, N. 2016. Search engine optimization: Comparison of link building and social sharing. *Journal of Computer Information Systems*, 57(2), 148–159.

Zhou, S. and Guo, B. 2017. The order effect on online review helpfulness: A social influence perspective. *Decision Support Systems*, 93: 77-87.

Zia, N. 2016. The role of advertising in consumer buying decision in Pakistan. *Singaporean Journal of Business Economics, and Management Studies*, 5(4), 39–47.

APPENDICES

Appendix A: Letter of information



Title of the Research Study: The influence of digital versus traditional advertising media on consumer behaviour in the Durban metropolitan region.

Principal Investigator/s/researcher: Tafadzwa Ndadziyira Masters in Management Sciences (Marketing)

Co-Investigator/s/supervisor/s: Prof J. P. Govender (PhD Marketing)

Brief Introduction and Purpose of the Study:

Greeting How are you?

Introduce yourself to the participant I am a 3rd year student at DUT doing research for my PhD degree in Management Sciences (Marketing).

Invitation to the potential participant I would like to invite you to participate in the research

What is Research? Research is a systematic search or enquiry for generalised new knowledge

You can ask as many questions as you wish because it is important that you fully understand the study. You are entitled to discuss the study with your family and friends, and you are under no obligation to commit at this stage. For this purpose, a copy of the Letter of Information document is given to you to take home.

Outline of the Procedures: In the competitive world companies depend on advertising to communicate with their companies and also to impact the decisions that customers make. With the wide spread of the Internet and social media there is a

change in the way companies communicate with their consumers. This study the aim is to investigate the impact of digital advertising versus traditional advertising examining their influence on consumer behaviour. You are expected to complete a fifteen-minute questionnaire. There are no risks involve and they you can withdraw at any time. Your participation is strictly voluntary; no remuneration will be given. Your name will not be indicated in the study and anything you say will be kept confidential.

Risks or Discomforts to the Participant: There are no risks involved.

Explain to the participant the reasons he/she may be withdraw from the Study: You will be free to withdraw at any time during the study and there will be no adverse consequences for you should you choose to withdraw.

Benefits: The research will contribute to academic research and there is a potential that it will assist marketers and advertisers.

Remuneration: You will not receive any remuneration.

Costs of the Study: You will not be expected to cover any costs towards the study.

Confidentiality: Confidentiality will be maintained by having your personal details remain anonymous.

Results: Final thesis will be found in DUT library both online and hardcopy.

Research-related Injury: There will not be any research related injury in the study.

Storage of all electronic and hard copies including tape recordings Collected data will be stored for five years at DUT.

Persons to contact in the Event of Any Problems or Queries: Prof J. P. Govender and **031-3735396**; govendej@dut.ac.za Please contact the research̄er (0659020293), my supervisor (0313735396 or the Institutional Research Ethics Administrator on 031 373 2375. Complaints can be reported to the Director: Research and Postgraduate Support Dr L Langaniso on 031 373 2577 or researchdirector@dut.ac.za.

Appendix B: Consent form



Full Title of the Study: The influence of digital versus traditional advertising media on consumer behaviour in the Durban metropolitan region

Names of Researcher/s: Tafadzwa Ndadziyira

Statement of Agreement to Participate in the Research Study:

I hereby confirm that I have been informed by the researcher, Tafadzwa Ndadziyira (name of researcher), about the nature, conduct, benefits and risks of this study - Research Ethics Clearance Number: IREC 191/21,

- I have also received, read and understood the above written information (Participant Letter of Information) regarding the study.
- I am aware that the results of the study, including personal details regarding my sex, age, date of birth, initials and diagnosis will be anonymously processed into a study report.
- In view of the requirements of research, I agree that the data collected during this study can be processed in a computerised system by the researcher.
- I may, at any stage, without prejudice, withdraw my consent and participation in the study.
- I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.
- I understand that significant new findings developed during the course of this research which may relate to my participation will be made available to me.

Full Name of Participant

Date

Time

Signature /

Right

I Tafadzwa Ndadziyira herewith confirm that the above participant has been fully informed about the nature, conduct and risks of the above study.

Tafadzwa Ndadziyira

2/06/2021

Full Name of Researcher

Date

Signature

Full Name of Witness (If applicable)

Date

Signature

Full Name of Legal Guardian (If applicable)

Date

Signature

Appendix C: Questionnaire

Draft Questionnaire

Please tick (X) in the appropriate box

Section A: Demographics

1. What is your gender?

1. Male	
2. Female	

2. What is your highest level of education?

1. Below matric	
2. Matric	
3. Diploma	
4. Degree	
5. Postgraduate	

3. How old are you?

1. 18-35	
2. 36-45	
3. 46-50	

4. What is your Race?

1. Africa	
2. Coloured	
3. Indian	
4. White	
5. Other	

5. What is your main occupation?

1. Student	
2. Formal employment	
3. Informal employment	
4. Unemployed	

6. On average per month what is your Income?

R0-R5000	
R5001-R10000	
R10001 and above	

Section B: To determine the influence of digital and traditional advertising on consumer behaviour

7. Which of the following traditional advertising platforms motivates you into making a purchase?

1. TV	
2. Radio	
3. Newspaper	
4. Magazines	

5. Billboards	
---------------	--

8. What challenge (only 1) do you encounter when using traditional advertising?

1. Little interaction	
2. Inability to disclose full pricing details	
3. You need to wait for specific times	
4. Difficult to recall	
5. Other	

9. In terms of credibility how would you rank the information you get from traditional advertising compared to digital advertising?

1. Not credible at all	
2. Not credible	
3. Neutral	
4. Credible	
5. Very credible	

10. Which of the following digital advertising (only 1) do you use?

1. Social media	
2. Display ads	
3. Email marketing	
4. Mobile advertising	
5. Search engine marketing	
6. Native advertising	

11. In terms of credibility how would you rank the information you get from digital advertising compared to traditional advertising?

1. Not credible at all	
2. Not credible	
3. Neutral	
4. Credible	
5. Very credible	

12. What benefits (more than 1) do you get from digital advertising compared to traditional advertising?

Social benefits	
1. Higher level of customer engagement	
2. Feedback	
3. Reminders	
Economic benefits	
4. Less expensive	
5. Saves time	
6. Digital ads remind sales promotions	
7. Digital ads offer instant deals	

8. Provides a competitive advantage	
-------------------------------------	--

13. What are the main challenges (more than 1) you have faced whilst using digital advertising?

1. False information regarding prices	
2. Not in stock	
3. Information not updated online	
4. Taking long to interact and get assistance	
5. False information regarding operation hours	
6. Using products which are not the correct representation of those available	
7. Gives unwanted information	
8. Give information at inconvenient times	
9. Distract attention	
10. Offer irrelevant content	

Section C: To determine the factors influencing consumer perceptions on digital advertising and traditional advertising (HOE Constructs)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Awareness					
14. Digital advertising gives a way of communicating with the advertiser					
15. Traditional advertising uses one-way communication.					
Knowledge					
16. Digital advertising is informative					
17. Traditional advertising gives less information					
Liking					
18. Digital advertising is credible when compared to traditional advertising					
19. I like digital advertising as compared to traditional advertising because it is interactive					
Conviction					
20. I feel encouraged to say my views and give reviews after buying on the Internet					
21. It is easy to check for online advertisement when surfing the Internet					
Preference					
22. Digital advertising brought effective platforms to get customers' attention than traditional advertising					
23. I prefer digital advertising platforms compared to traditional advertising					

Section D: To find out how consumers deal with information clutter in digital advertising as compared to traditional advertising (Belief factor model)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Product information					
24. The amount of information on digital advertising affect my encoding					
25. To deal with information clutter I block most internet advertisement					
26. Digital advertising is irritating with pop up messages whilst traditional advertising gives direct information on products					
Social role					
27. information clutter in digital advertising blocks communication between the advertisement and consumer needs					
28. Traditional advertising communicates to my needs as a consumer					
Hedonic/Pleasure					
29. Digital advertising is frustrating due to pop ups as compared to traditional advertising					
30. Traditional advertising is enjoyable as compared to digital advertising					
Falsity/ credibility					
31. Digital advertising has many exaggerations as compared to traditional advertising					
32. Digital advertising is misleading as compared to traditional advertising					

Section E: To determine the socio-economic benefits of digital advertising and traditional advertising

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
33. Traditional advertising does not provide a platform for customer engagement					
34. Digital advertising provides consumers with reminders whilst with traditional advertising there are no reminders					

Section F: To ascertain whether digital advertising provides credible information to consumers when compared to traditional advertising

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
35. Digital advertising provides less credible information					
36. Traditional advertising gives a true picture of the advertised products					

37. Traditional advertising is more realistic than digital advertising					
38. Traditional advertising is more dependable for up-to-date information compared to digital advertising when making a purchase decision					
39. I always make an evaluation of the advertising message before making my purchase decision					

Section G: To determine the factors contributing to migrating to digital advertising

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
40. Digital advertising gives an effective and strong platform for consumers to communicate with Company representatives					
41. Digital advertising provides entertainment to consumers					
42. Feedback on digital advertising influence the way I behave					

Thank you

Appendix D: Gatekeeper Permission

19 October 2021

Ms Tafadzwa Ndadziyira
Faculty of Management Sciences
Department of Marketing and Retail Management
Durban University of Technology
Email: teendadzi@gmail.com 21143319@dut4life.ac.za

Dear Ms Tafadzwa Ndadziyira

RE: PERMISSION TO USE CITY VIEW SHOPPING CENTER SPACE FOR YOUR RESEARCH

Reference is given to the above request and our meeting dated 19 October 2021.

We hereby grant approval to conduct your survey on our premises based on your research titled "The influence of digital versus traditional advertising media on consumer behaviour in the Durban metropolitan region".

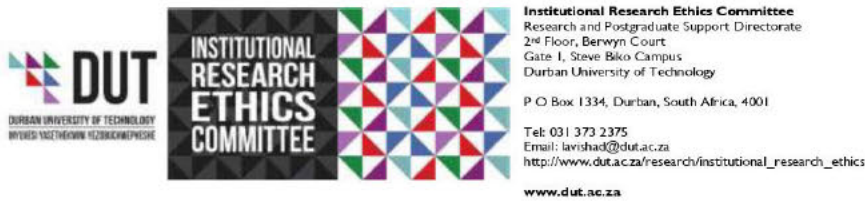
Please note that permission is based on the terms and conditions of exhibitions within the Mall.

Yours sincerely,

Angela Zietsman



Appendix E: Ethical Clearance



13 January 2022

Ms T Ndadziyira
165 Steve Biko Road
Durban

Dear Ms Ndadziyira

The influence of digital versus traditional advertising media on consumer behavior in the Durban metropolitan region
Ethical Clearance number IREC 191/21

The Institutional Research Ethics Committee acknowledges receipt of your notification regarding the piloting of your data collection tool.

Kindly ensure that participants used for the pilot study are not part of the main study.

Please note that **FULL APPROVAL** is granted to your research proposal. You may proceed with data collection.

Any adverse events [serious or minor] which occur in connection with this study and/or which may alter its ethical consideration must be reported to the IREC according to the IREC SOP's.

Please note that any deviations from the approved proposal require the approval of the IREC as outlined in the IREC SOP's.

Yours Sincerely

Prof J K Adam
Chairperson: IREC

Appendix F: Language editors' clearance letter

Sury Bisetty Academic Editing Services

CIPC No. 2021/360666/07



The pen is mightier than the sword

To whom it may concern

I edited the thesis entitled: The influence of digital versus traditional advertising media on consumer behaviour in the Durban Metropolitan Area, submitted in fulfilment of the requirements of the Degree of Doctor of Philosophy in Management Sciences Specialising in Marketing in the Faculty of Management Sciences: Durban University of Technology, by Tafadzwa Ndadziyira, student number, 21143319.

Signed: ✓

Sury Bisetty
Professional Language and Technical Editor
30 December 2022

CONTACT DETAILS

Email: surybisetty11@gmail.com

Cell no: 0844932878

Tel.: 031 7622 766

MEMBER OF:

Professional Editor's Guild (BIS002)

South African Council of Educators (222277)

SAMEA (761237008553)

CERTIFICATION:

PEGSA: Critical Reading

Editing Mastery: How to Edit to Perfection

Complete writing, editing master class.

ELSEVIER – Editor's guide to reviewing articles

Disclaimer: Please note, I provided language and technical editing as per discussion with the client. The content and structure of the paper were not amended in any way. The edited work described here may not be identical to that submitted. The author, at his/her sole discretion, has the prerogative to accept, delete, or change amendments/suggestions made by the editor before submission.

NB – in keeping with POPIA regulations all work related to this thesis will be deleted 3 months after completion.

Appendix G: Turnitin report

The influence of digital versus traditional advertising media on consumer behaviour in the Durban metropolitan region by Tafadzwa

ORIGINALITY REPORT

16%	13%	8%	16%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Sains Malaysia Student Paper	3%
2	www.coursehero.com Internet Source	2%
3	Submitted to VIT University Student Paper	2%
4	uir.unisa.ac.za Internet Source	2%
5	Submitted to London School of Science & Technology Student Paper	2%
6	Submitted to City University of Seattle Student Paper	1%
7	ojs.amhinternational.com Internet Source	1%
8	Submitted to Raffles College of Design and Commerce Student Paper	1%



Submitted to University of KwaZulu-Natal

Student Paper

1%

Exclude quotes On

Exclude matches < 10 words

Exclude bibliography On

Appendix H: Correlation

[illegible]

