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MASTER'S DISSERTATION

An investigation into the influence of targeted-Facebook advertising through mobile devices on South African consumers' advertisement perceptions

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ABSTRACT

Digital advertising has become a multi-billion-dollar industry; and it is growing tremendously each year. In times of strong market dynamics, marketers are particularly aware of Facebook advertising as a powerful advertising form. The dynamic market situation also magnifies the need for marketers to monitor and analyse consumers' perceptions. The purpose of this study was, thus, to assist marketers in understanding the influence of targeted Facebook advertising through mobile devices on South African consumers' advertisement perceptions. The form of advertising investigated was in-stream advertisements.

The aim of this study was to explore the role of South African consumers' emotions in relation to these consumers' attention to the targeted in-stream advertising on Facebook delivered via mobile phones. South African consumers view videos on their mobile phone through the Facebook platform, which can be interrupted by targeted Facebook advertising. This study investigated the role that the interruption of video watching bears in relation to the interpretation and perception of the advertisement by these consumers. Another objective was to explore the role of South African consumers' attitudes towards brands in relation to what these consumers remember from the advertisements delivered through mobile targeted in-stream Facebook advertising. The sample consisted of 13 South African consumers and was acquired using purposive sampling. This study was based on a perception-formation model, which is a composition formed from the perception models of different authors. The model was investigated using qualitative interviewing and the data gathered was analysed through qualitative content analysis.

The results of the study provide support for the theoretical framework and suggest that consumers' perception of in-stream advertising on Facebook is influenced by various factors such as the nature of Facebook usage, emotions, the disruption caused by the advertising, the attitude towards the brand and the Facebook video viewed. Marketers may be able to influence consumers' perception of in-stream advertisements through more precise targeting, a better fit between the in-stream advertisements and the video and by limiting the advertisement occurrence. By shedding light on South African consumers' perceptions of targeted in-stream advertising on Facebook, this thesis could serve as a basis for marketers' decisions, and also lay the foundations for future academic research in this field.

Keywords: Facebook, Online advertising, Mobile advertising, In-Stream videos, Perception Model, Qualitative Research, Qualitative Interviews

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LIST OF DEFINITIONS

Term	Definition
Focus groups	Focus groups are defined as fairly unstructured group discussions guided by a moderator or facilitator and dealing with specific topics or situations (Davis, 2016; Bryman & Bell, 2014).
Ethnography	Ethnography is a research method, with which a researcher analyses the cultures and the societies of individuals (Murchison, 2010). The researcher collects the data; and gains insights by being directly involved with the research subjects (Murchison, 2010).
Participant Observation	Participant Observation is a research method, whereby researchers are observers gathering data by being involved in participants' daily life and observing them in a natural setting (Bryman & Bell, 2014)
Skype	Skype is a free software application that can be used for voice and video calls, instant messaging, and file transfer over the Internet (Armfield, Gray & Smith, 2012; Sirintrapun, 2012).
Narrative analysis	A narrative analysis is defined as a qualitative research method that involves the structuring, interpretation and contextualization of human stories, composed by narrators, in order to learn of their "story," or of their experiences (Fitzpatrick & Meredith, 2011; Wern-Yi, 2017).
Discourse analysis	Discourse analysis is defined as the process of analysing text and language with the aim of gaining insights by studying people's language use in social contexts, in interactions, or in dialogues (Hall & White, 2005; Bryant, Spencer & Ferguson, 2017).
Grounded theory	Grounded theory is a qualitative research methodology that intends to describe social phenomena (Woods, Gapp & King, 2016); and it aims to form new theories (O'Gorman, Macken, Cullen, Saunders, Dunne & Higgins, 2013).
Procedural model	A procedural model is referred to as a model that depicts the flow or procedural steps that must be followed gradually, in order to produce a certain outcome (Yaswinda, 2017).
Direct Mail Marketing	Direct Mail marketing includes specifically targeted messages, such as text messages, or e-mail messages about a brand or

	specific offerings tailored to the needs of the individual consumer (Pahwa, 2019).
Sponsoring Activities	Sponsoring activities are related to partnerships with events or corporates (sponsorees), in order to receive greater visibility. The sponsor supports an organization, or an event, through financial funds, or the provision of products, or services. In return, the sponsor receives, for instance, advertising space at an event, which can lead to positive publicity (Pahwa, 2019; Belt, Stamatakis, Ayers, Fryer, Jernigan & Siegel, 2014).

CHAPTER ONE: INTRODUCTION

1.1. INTRODUCTION

Intense competition, increasing customer power, and strong market dynamics characterise today's market situation (Mpinganjira et al., 2014; Hudak, Madleňák & Brezániová, 2017). This trend is accompanied by a constant change of consumer-brand perceptions and behaviour, thereby magnifying the need for marketers to monitor and analyse consumer perceptions (Raab, Goddard & Unger, 2016; Hudak et al. 2017). The perception process is triggered by the stimuli to which a person is exposed; and these are evoked by receptor impulses (Hoyer, MacInnis & Pieters, 2012). Increasing comprehension of how consumers perceive different stimuli is of great benefit to companies; as the organisations can utilise this knowledge when planning and implementing marketing activities, such as advertisements (Mpinganjira et al., 2014; Hudak et al., 2017).

Among the different advertising media used in the creative industry, the internet is a digital-connectivity tool that is considered to be the most powerful media-advertising tool across the globe (Information Resources Management Association, 2012; Celebi, 2015; Tiwary, 2016; Hanafizadeh & Behboudi, 2012). Digital advertising has become a multi-billion-dollar industry; and it is growing tremendously each year (Lamberton & Stephen; He et al., 2014). New ways of informing, engaging and building relationships with consumers have been created by the digital-media landscape (Lamberton & Stephen, 2014). In this context, many authors emphasise the importance of researching social media in relation to the mobile-advertising industry (Ngai, Tao, & Moon, 2015; Boyd, 2018; Lamberton & Stephen, 2014).

Founded in 2004, Facebook is one such social media platform that has become the top-ranked social networking site (Langaro, Rita & de Fátima Salgueiro, 2018); and it has become an elemental part of many peoples' everyday life (Sloan & Quan-Haase, 2017). Advertisements on Facebook via mobiles reach a company's target audience quickly and effectively; and this enables brands to communicate directly with their customers, in order to find out about needs, feedback and trends (Hansson, Wrangmo, & Søylen, 2013).

Many studies have been conducted on how social media advertising influences consumers' perceptions of brands and consumer behaviour (Dehghani & Tumer, 2015; Alnahdi, Ali & Alkayid, 2014; Ur, Leon, Cranor, Shay & Wang 2012). This study aims to provide a detailed picture of South African consumers' perception-formation of mobile Facebook-targeted in-stream advertising. With the aim of investigating this perception of the stated consumer group and the influential factors that have an impact on the perception stages, this study is based on a model, which is a composition formed from the perception models of Lantos (2015), Kimmel

(2012), Kardes, Cronley and Cline (2010), Mpinganjira et al., (2014), Hawkins and Mothersbaugh (2010) and Kotler and Armstrong (2016).

Guided by the perception research of these authors, the focus of the study lies in five perception-formation stages, namely exposure, attention, interpretation, retention and decision, which consumers go through when they are exposed to advertising stimuli. The model is further explained in Chapter 3.

1.2. BACKGROUND OF THE STUDY

Around the globe, social media platforms have gained in popularity at an unprecedented rate (Boyd, 2018). This has strongly contributed to the trend, in which people spend increasingly more time online (Stephen, 2016). Although internet access on the African continent is the lowest across the globe, the fast expansion and adoption of mobile technology has resulted in an increase in internet usage and social media platforms (Duffett & Wakeham, 2016). Young adults use the social media on a regular basis, in order to chat, socialise, remain informed and watch videos (Bellur, Nowak & Hull, 2015).

The high occurrence of video watching on social media via mobile phones, has led to an increasing demand for mobile connectivity (Widdicks, Bates, Hazas, Friday & Beresford, 2017). Marketers have recognised the importance of advertising on the social media (Richards, 2014; Hsu, 2012); since it influences consumers' brand perceptions and behaviour, which essentially impacts a firm's success or failure (Dehghani & Tumer, 2015; Schivinski & Dabrowski, 2016).

Social networking advertising can be defined as advertising formats that are integrated into a user's social media consumption process (Jung, Shim, Jin & Khang, 2016). One such social network, Facebook, which has more than seven million advertisers around the globe (Facebook, 2019a), who utilize the platform by engaging with new and existing consumers and building lasting relationships with them in an efficient way (Ladhari, Rioux, Souiden & Chiadmi, 2018; Abedin, 2016).

Targeted advertising on Facebook can be an effective and successful tool for marketers. However, some targeted advertising formats are interrupting users in what they are engaging in online; and this may result in negative perceptions of the advertisement and the advertising brand (Edwards, Li & Lee, 2002). Thus, a model that shows the impact of targeted Facebook advertising on the perception-formations of South African consumers carries value to marketers.

1.3. PROBLEM STATEMENT

In today's social media advertising environment, it is difficult to grasp consumers' attention; as they tend to ignore some of the advertising that is shown to them (Youn & Kim, 2019). As a result, firms may fail to meet their advertising objectives. Some formats of targeted advertising on Facebook may interrupt consumers in their consumer journey, which may lead to them forming a negative perception of the advertisements, and subsequently of the brand that is advertised. This may have adverse impacts on businesses and on the advertising industry; as consumers may develop a tactic to ignore all advertisements on Facebook; or they may even form negative attitudes towards certain brands (Edwards et al., 2002).

Additionally, there is limited literature on the views of South African consumers regarding targeted Facebook advertising on mobile phones and the interruptive nature of some advertising formats on Facebook. Therefore, it is important for South African businesses, particularly those that use Facebook, as an advertising platform, to gain a detailed picture of the following: the perception-formation stages that consumers go through, when they are exposed to advertising stimuli with an interruptive nature, and the influential factors that impact the stages, in order to adjust their marketing communication accordingly.

1.4. GAPS IN THE LITERATURE

Table 1.1 gives an overview of the literature pertaining to those constructs relevant to this topic. The crosses are illustrations of what is not being addressed in the different papers and models that was discussed in this study.

Table Error! No text of specified style in document..1: Overview showing gaps in the relevant literature

	Authors													
	Lantos (2015)	Kimmel (2012)	Kardes, Cronley & Cline (2010)	Mpinganjira (2013)	Kotler & Armstrong (2013)	Mollentze (2015)	Alnahdi, Ali & Alkaway (2014)	Hawkins & Mothersbaugh (2010)	Du Plessis & Rousseau (2003)	Edwards, Li & Lee (2002)	Duffet (2015)	Rejón-Guardia, F., & Martínez-López, F. J.	Daroch (2017)	Yaakop, Mohamed Anuar, Omar, & Liaw
Perception Formation Process					x	x	x				x	x		
					x	x	x				x	x	x	
		x	x		x	x	x	x	x	x	x	x	x	
	x		x			x		x	x	x	x	x		
Influences				x						x	x	x	x	x
				x	x					x	x	x	x	x
		x	x	x				x		x	x	x	x	x
	x	x	x	x	x	x	x	x	x	x	x	x	x	x
		x	x	x						x	x	x	x	x
		x	x	x						x			x	
Context	x	x	x	x	x		x	x	x		x		x	
	x	x	x	x	x		x	x	x			x	x	
	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Research Method	x	x	x	x	x	x	x	x	x	x	x	x	x	x

While several perceptive models, such as those constructed by Lantos (2015), Kimmel (2012), Kardes et al. (2010), Mpinganjira et al. (2014), Kotler and Armstrong (2016) and Hawkins and Mothersbaugh (2010) illustrate the perception stages and mention their influencing factors, the literature is still lacking in providing a comprehensive model depicting the influence of social media targeted advertising, and in particular in-stream advertisements related to the interrupting video, emotions and attitudes on South African consumers' perceptions of the advertisement.

While there are a few quantitative research studies trying to determine the factors that influence consumers' perceptions of online advertising (Schivinski & Dabrowski, 2016; Mollentze, 2015; Yaakop, Mohamed Anuar, Omar, & Liaw, 2012), the literature still lacks in qualitative studies attempting to understand the influences on consumers' perceptions in relation to social media targeted advertising on mobiles. Several studies, mainly in first-world countries, have tried to understand how social media advertising influences consumers' perceptions of brands and consumers' behaviour (Dehghani & Tumer, 2015; Alnahdi et al., 2014; Ur et al., 2012); but few have examined developing countries, such as South Africa. Thus, this study aims to fill the gap in literature by addressing South African consumers' advertising perception of in-stream advertising on Facebook and seeking to understand selected influencing factors and their role in the perception formation process. This study is based on answering research questions and achieving research objectives derived directly from the adapted model.

1.5. THE RESEARCH QUESTIONS AND OBJECTIVES

This study presents one research question to be answered through the investigation directed by three objectives, as shown below.

Research question

- Does targeted in-stream Facebook advertising through mobile phones have an influence on South African consumers' advertising perceptions?

The research objectives are as follows:

- To explore the role of South African consumers' emotions in relation to these consumers' attention to the targeted in-stream advertising on Facebook delivered via mobile phones.
- To explore the role of the interruption of video watching of South African consumers through targeted in-stream advertising on Facebook, delivered through mobile phones, in relation to the interpretation and perception of the advertisement.
- To explore the role of South African consumers' attitudes towards brands in relation to what these consumers remember from the advertisements delivered through mobile targeted in-stream Facebook advertising.

A brief literature review will now be given, in order to place this study in its particular context.

1.6. THE LITERATURE REVIEW AND THE THEORETICAL FRAMEWORK

The following sub-sections provide a brief summary of the literature review on South African consumers, Facebook advertising, targeted advertising as well as a brief description of the theoretical framework applied in this study. A detailed overview of these topics will be given in Chapter 2.

1.6.1. South African consumers' Facebook use

According to Internet World Stats (2019), 54% of the South African population use the internet; and 38% of South Africans are mobile social media users (Hootsuite Media, 2019). In 2017, Facebook was used by 14 million South Africans with their use showing an upward trajectory (Patricios & Goldstuck, 2018; Hyde-Clarke, 2013).

Studies conducted on Facebook advertising revealed that Facebook positively influences consumers' intent-to-buy and their buying behavior (Duffett, 2017; Duffett & Wakeham, 2016; Bevan-Dye, 2013); and that they are positive about marketing communications on social media and on the internet (Duffett, 2017; Duffett & Wakeham, 2016; Bevan-Dye, 2013).

On the other hand, it has been suggested that consumers do not want to be bombarded with irrelevant or annoying advertisements; but they expect a value exchange when showing

interest for and engaging with a brand in an online context (Lovell, 2017). Consequently, in order to develop successful marketing communication, marketers need to understand how consumers are influenced by their perceptions, how they interpret and comprehend stimuli, and finally how they act on them (Kardes et al., 2010).

1.6.2. Facebook advertising

Facebook is a social networking site, which allows users to set up a personal profile, to engage with friends, and to send messages (Roberts, 2010). Facebook has developed into an integral part of many peoples' everyday life (Sloan & Quan-Haase, 2017). Statistics show that people tend to use Facebook on a mobile significantly more than on a desktop (Statista, 2019), which is why this study focuses on Facebook-targeted advertising on mobiles.

On mobile phones, Facebook advertising can take on different forms. Advertisers can, for example, integrate the advertisements prominently in the "News Feed", using different advertising formats, such as images or videos, or alternatively, they have the opportunity to use in-stream videos (Facebook, 2019c). The advertisements target consumers; and they can be displayed as short videos in the form of both live videos and videos on demand (Facebook, 2019c). Targeted advertising is only displayed to consumers who possess specific attributes, or who are situated in a specific context, or should view the advertisement at a particular time of the day (Tiwary, 2016; Srinival, 2015).

1.6.3. Targeted advertising on Facebook

Targeted advertising in an online environment can be defined as catching the right user at the right time, at the right place, with the right advertisement (Tiwary, 2016). Facebook utilises user generated content to identify and display those advertisements in which the user is most interested (Jung, Shim, Jin & Khang, 2016); and it provides advertisers with different targeting methods that are presented on the social network's business website (Facebook, 2019d).

Facebook-targeted advertising offers great opportunities for marketers to deliver advertisements in an appealing and relevant way; because the advertising is designed to respond to consumers' individual interests, needs and desires (Farnadi, Zoghbi, Moens & De Cock, 2013; Lane, Stodden, Bender & Nissenbaum, 2014). At the same time, the integration of targeted advertisements into people's mobile social media consumption may lead to them perceiving advertisements as being interruptive.

In-stream advertisements interrupt consumers; while they are watching a Facebook video. The failure to follow pre-established procedures, or the interruption of actions, may evoke both positive and negative emotions – depending on the surrounding situational and intrapsychic

context, and as the result of an individual's expectations not being met (Weiner, Freedheim, Schinka & Velicer, 2003; Kardes et al., 2010; Mikulincer, 1994). The more importance individuals assigned to a goal, or to the completion of a task, the stronger the negative emotional reaction to the interruption (Blythe, 2013; Kardes et al., 2010).

By integrating targeted advertisements into users' self-selected content in videos, advertisements may be viewed as interruptive, thereby influencing the perception formation of the advertisement, and consequently of the advertising brand.

1.6.4. Theoretical framework

The following sub-sections contain a brief description of the theoretical framework applied in this study, which is discussed in detail in Chapter 3. The perception-formation process

Perception is described as "the understanding or interpretation of the environmental information obtained through the senses" (Rajagopal & Castano, 2015: 2). This definition is supported by Solomon (2011), who characterises perception as the process of attaching meaning to that which is absorbed by the senses. To determine how stimuli are processed, as well as how they influence the decision-making of people, plenty of perception models have been developed (Raab et al. 2016; Lantos, 2015; Parumasur & Roberts-Lombard, 2014; Mpinganjira et al., 2014; Kimmel, 2012; Kardes et al., 2010).

In many pieces of academic literature, the perception process is divided into three-to-five major stages. Esteemed authors regard the stages' exposure, attention and comprehension (Lantos, 2015; Mpinganjira et al., 2014; Solomon, 2011; Kardes et al., 2010; Hawkins & Mothersbaugh, 2010; Du Plessis & Rousseau, 2003), as the primary perception stage. Other authors add the stages of response and memory or retention to the perception-formation process (Kimmel, 2012; Mpinganjira et al., 2014; Parumasur & Roberts-Lombard, 2014). Based on the well-known perception models, the model of this study is a combination of authors: Lantos (2015), Kimmel (2012), Kardes et al. (2010), Mpinganjira et al. (2014), Kotler and Armstrong (2016) and Hawkins and Mothersbaugh (2010); and it includes five stages: Exposure, Attention, Interpretation, Retention and Decision.

1.6.4.2. The adapted model of the study

The perception model of this study has been applied to the context of Facebook advertising; and the perception that is being investigated is in relation to the advertisement shown on the social media platform. The perception of the advertisement was explored in relation to the advertising method, and specifically with regard to in-stream videos on Facebook. Furthermore, this model comprises and illustrates influences, namely emotions, the context of

the disruption, and the attitude towards the brand. The influence of these factors on different phases in the perception formation process, indicate phenomena such as selective attention, subjective perception and selective retention.

Firstly, selective attention refers to paying attention exclusively to selected advertising stimuli, while ignoring others (Lantos, 2015; Kardes et al., 2010; Du Plessis & Rousseau, 2003). An individual may be more likely to perceive advertisements that conform with their experiences, emotions, needs, wants, interests, values, beliefs and attitudes (Lantos, 2015; Kimmel, 2012). This model focuses on emotions, as the primary influential factor that may impact consumers' attention to advertising stimuli on Facebook.

Secondly, the phenomenon of individual variations in the organisation and interpretation of sensory impulses is called subjective perception (Raab et al., 2016; Lantos, 2015; Kardes et al., 2010). In terms of subjective perception, the perceptual context and its influence on the attention, interpretation, retention and perception of an advertisement was investigated in this study. Consequently, the interruptive-advertisement formats on Facebook were explored in relation to their influence on South African consumers' perception of the advertisement.

Thirdly, selective retention refers to the process of remembering only the information that individuals regard as necessary to solve a problem, or which corresponds with their attitudes (Du Plessis & Rousseau, 2003). Attitudes are tendencies and behavioural predispositions that affect the judgement of stimuli (Raab et al., 2016). Hence, attitudes towards the brand and the advertisement are essential influential factors that affect the retention of advertising messages; and that is of primary importance for this study. In the context of this study, attitudes may either be pre-existent, due to a past exposure to the brand; or they may be formed when being exposed to the targeted and interruptive advertisement. In order to meet the research objectives and to answer the research question properly, a detailed research design is needed, which entails the structure of the means to answer the research question (Bryman & Bell, 2014).

1.7. THE RESEARCH DESIGN

This section contains a brief summary of the research methodology is discussed in greater detail in Chapter 4. Firstly, this chapter briefly outlines the chosen research paradigm and strategy. Subsequently, this section will provide summarised descriptions of the research method, the selected target population, as well as of the data collection and the analytical method.

1.7.1. The research strategy

The research strategy that this study followed was phenomenology, which is referred to as a study that depicts the meaning that individuals assign to their past experiences of a phenomenon (Creswell, 2007). Focusing on what people have experienced, when exposed to targeted in-stream advertising on Facebook, phenomenology is a suitable strategy to apply in this study. Phenomenology involves description, understanding and interpretation of a process (Mohajan, 2018; Creswell, 2007), which is in agreement with the character of exploratory qualitative research. This is elucidated in more details in the next section.

1.7.2. The research method

This study follows an exploratory-qualitative research design, which is appropriate; since the researcher needed to gain detailed background information, accurate facts about an event, and knowledge about how and why people experienced that event (Punch, 2006). Exploratory research provided insights into individuals' thought processes and perceptions (Brown, Suter & Churchill, 2013) as well as in-depth, rich data and descriptions of the phenomenon at hand (Phillips & Pugh, 2000).

1.7.3. Target population and sampling design

Conducting effective and accurate research requires an accurate description of the target population (Malhotra, 2010). This section briefly outlines the target population and sampling technique used in this study.

1.7.3.1. The target population

For this study, adult consumers who have South African citizenship, and watch Facebook videos on a regular basis comprise the target population. As stated by Lappeman & Simpson (2017) and Poushter (2016) only a small percentage of the lower-income sector of the South African market has access to the internet. This infers that online marketing, and social network advertising, in particular, may reach middle- and high-income consumers significantly more than lower-income consumers. The potential skew of the sample was recognised prior to the data collection. Consequently, the likelihood that the sample of this study would mainly consist of consumers with a middle- and high-household income was acknowledged; but this was not used as a criterion for participation in the study.

The reason for no further specification of the target population was that the researcher failed to find any distinguishing factors for why different categories of people use Facebook. The sample for this study consisted of 13 participants.

1.7.3.2. Sampling techniques

A non-probability sampling was used in this study. It is referred to as a sample, in which the probability of choosing a specific member of the population is unknown (Bryman & Bell, 2014; Zikmund & Babin, 2006). The type of non-probability sample that was used is the purposive sampling which is the method that is widely used for qualitative research approaches (Kim et al., 2017; Bryman & Bell, 2014). According to the purposive-sampling approach, the individuals were selected on the basis of how well they correspond with the purpose of the study, as well as with certain inclusive and exclusive criteria (Daniel, 2011). The researcher requested and

acquired participation via snowball sampling (Kosinski, Matz, Gosling, Popov & Stillwell; 2015) method through Facebook.

1.7.4. Data-collection methods and tools

The data-collection method, which was used is face-to-face individual structured in-depth interviews. The data-collection method encouraged the participants to talk about their direct experiences, perspectives, thoughts and feelings, which are crucial to elaborate the influencing factors that form consumers' advertisement perceptions, when exposed to social network advertising (Seidman, 2019).

With reference to Bryman and Bell (2014), the interviews were based on a structured-research instrument, founded on and used to address the objectives of the study, thereby addressing the research questions. Additionally, the structured nature of the instrument was used for guidance in the interviews, by providing a structured and targeted approach for conducting the interviews (Whitehead, LoBiondo-Wood & Haber, 2012).

The questions were be pre-tested in a pilot study, in order to identify and correct any deficiencies in the data collection and in the research instrument (Bryman and Bell, 2014). The interviews were conducted in a 30-minute time-slot via Skype. The researcher listened carefully to the participants and recorded their facial expressions and body language, and took this into account when interpreting the data.

1.7.5. The data analysis

A qualitative content analysis by Mayring (2000) is regarded as a suitable method for this study. Content analysis is regarded as the primary data-analysis method for qualitative research approaches (Neergaard, Olesen, Anderson & Sondergaard 2009; Sandelowski, 2000). The content analysis was conducted manually by following eleven steps, as suggested by Mayring (2000). For qualitative studies, Mayring (2014) suggests applying an inductive-categorical development. Consequently, this study followed this recommendation. Inductive-categorical development means that categories are derived from the data collected (Mayring, 2014).

1.8. CONTRIBUTION OF THE STUDY

By providing companies with a detailed understanding of South African consumers' perception formation of Facebook-targeted in-stream advertising on mobiles, companies should be able to adjust their Facebook-marketing-communication strategy in line with consumers' preferences and perceptual predispositions. The qualitative nature of this study provides a

detailed background information, accurate facts about an event, as well as knowledge about how and why people experience that event (Punch, 2006; Bickman & Rog, 2009; Beri, 2008). Firms may benefit from this study; as they obtain a detailed understanding of the role that certain factors, such as emotions and interventions of Facebook videos play in the process of perception-formation of in-stream advertisements on Facebook. Particularly, those firms that target the South African consumer market may take advantage of the findings of this study; as there is very limited literature on how South African consumers perceive targeted and intervention advertisements on Facebook. Hence, this study aims to add to the academic literature; and subsequently, to direct present marketers, when it comes to social media advertising in South Africa.

1.9. CONCLUSION

Facebook-targeted advertising provides marketers in South Africa with a range of possibilities to target consumers in a purposeful and effective way (Farnadi et al., 2013; Lane et al., 2014). At the same time, targeted advertising on Facebook, and especially in-stream advertising, raises the question of the extent to which consumers perceive this type of advertising, as being disturbing. The literature review revealed a lack in providing a comprehensive model, depicting the influence of social media targeted advertising, and in particular, in-stream advertisements related to the interruption, emotions and attitudes towards the advertising brand in South African consumers' perceptions of the advertisement. This study could lay the foundation for further academic research in the field of social media advertising, especially when it comes to the effect of in-stream advertising in the South African context.

This introductory chapter has provided a brief summary of the study. The background; the research question and objectives of the study have been presented here; and a summarised overview of the relevant literature. This was followed by a brief discussion of the methodology and data-analytical method utilised. The chapter concluded with the contribution of the study. The next chapter amplifies the theoretical foundations of this study, by providing a detailed discussion on digital marketing, social media advertising, Facebook advertising and South African consumers.

CHAPTER TWO: THE LITERATURE REVIEW AND THE THEORETICAL FRAMEWORK

2.1. INTRODUCTION

In this chapter, the context that underpins this study is discussed, by way of a detailed review of the literature, in order to construct a foundation for the theoretical framework of this research. A literature review requires that knowledge relevant to the research problem is collected, analysed, evaluated and synthesised (Hart, 2018; Machi & McEvoy, 2012). Bryman and Bell (2014) consider a literature review to be an essential part of the research process, in which the researchers can demonstrate their ability to critically review the present literature in a focused and goal-oriented manner.

The goal of this chapter is to demonstrate the significance of this research, as well as where it is directed (Bryman & Bell, 2014). A theoretical framework can be defined as an empirical theory depicting and explaining a social or psychological process, which can be used, in order to understand certain phenomena (Forte, 2014; Anfara and Mertz, 2014). In this chapter, both the literature review and the theoretical framework are presented; since the foundation of the theoretical framework is based on the context being in-stream Facebook advertising via mobile phones.

Firstly, an overview of the South African consumer Facebook use is given; Section 2.2 starts by describing the South African consumer landscape and by giving an overview of the internet access in South Africa. Thereafter, South African consumers' online and social media behaviour, as well as their Facebook usage is discussed. Section 2.3. addresses academic literature on advertising outlining the history and the evolution of advertising, and giving an overview of the different forms of advertising and the various advertising media. Since this thesis deals with social media advertising, a detailed description of the context is important; and this includes an overview of the online advertising, after which the literature on social media advertising is discussed. The concept of Facebook advertising and Facebook mobile advertising, in which native advertising and in-stream videos play an important role, is then be elucidated in Section 2.3.7. This is followed by a discussion on Facebook-targeted advertising in Section 2.3.8. Section 2.4 addresses online advertising in a South African context and thereby connects Section 2.2 and Section 2.3.

Next, in Section 2.5, the theoretical framework is presented, which comprises four parts. Section 2.5.1 and Section 2.5.2 address the interrupted human behaviour alone, and then in an online and Facebook context. Section 2.5.3 elaborates on consumer perceptions in marketing. It also provides an overview of the prevalent definitions of perceptions, in addition

to an explanation of the perception-formation process and the influential factors. In Section 2.5.4, the adopted model of this study, together with its potential relationships, is presented.

With the help of applying this theoretical framework, which is an adapted perception-formation process, a detailed picture was drawn, pertaining to the influential factors that have an impact on the perception stages that South African consumers go through, when exposed to Facebook-targeted and interruptive advertising.

The target population of this study comprises South African consumers, which is why the following section expands on their usage of and views on the internet and social media. Marketers need to be cognisant about how consumers feel about and react to targeted and interruptive advertisements on Facebook. This study reveals this issue in the South African consumer context.

2.2. SOUTH AFRICAN CONSUMER FACEBOOK USE

This study investigates adult consumers that have South African citizenship and watch Facebook videos on a regular basis. Therefore, the following sections provide some theoretical background on South African consumers, their internet, social media and Facebook usage, as well as their views regarding online advertising.

2.2.1. The South African consumer landscape

According to Statistics South Africa (2019), South Africa had a population of 57.8 million people by mid-2018, of which approximately 38 million are in the working age of between 15 and 64 years. Lappeman (2018) divides the South African population into four segments, based on the average income per month (from lowest to highest): The vulnerable, the mass market, the lower middle class, the established middle class and the top-enders. The vulnerable segment consists of 10.8 million with a household monthly income of R0-R2.000 (Lappeman, 2018).

The mass market segment has 6.4 million people; and it is characterised by an average household monthly income of R3733 (Lappeman, 2018). The vulnerable and the mass market comprise 32.2 million people in total; and they consist of the lower-income group in South Africa (Lappeman, 2018). Although the lower income class represents the majority of the South African population, they only represent 20% of the total annual expenditure. The lower and the established middle class, as well as the top-enders comprise 21.2 million people; and they have a significant consumer power, with an annual spend of R1.422 billion in total, which make up 80% of the total annual spend in South Africa (Lappeman, 2018).

These findings characterise South Africa as a country, which is divided by large discrepancies in the level of income; and this has an effect on the country's internet penetration rate. This issue is further elucidated in the next sub-section.

2.2.2. Internet access in South Africa

According to statistics by Internet World Stats (2019), only 54% of the South African population use the internet (Hootsuite Media, 2019). A high poverty rate and uneven access to broadband internet creates the assumption that the majority of lower-income South Africans lack regular internet access (Franklin & Eldridge, 2016; World-Wide Worx, 2017). This digital divide is depicted by findings presented by the Internet Access in a South African 2017 study, conducted by World-Wide Worx, claiming that internet penetration is at the 42% level for South Africans earning between R3000 and R6.000 a month; and it is at 30% for those earning under R2500 a month. In contrast, internet coverage for those earning between R14,000 and R18,000 is at 61%, and it is at 82% for South Africans with an average monthly income of more than R30,000. Hence, internet usage is higher within middle-to-higher South African income earners (World-Wide Worx, 2017).

The importance of the internet for those that have access to it, is demonstrated by the findings of a report by Hootsuite Media (2019). The report revealed that the daily internet consumption of a typical South African internet user is 8 hours and 23 minutes, which is above the global average of 6 hours and 42 minutes (Hootsuite Media, 2019). It was found that South African cell-phone owners spend an average of 3 hours and 30 minutes on their phone per day, which is also above the global average (Hootsuite Media, 2019).

The Internet can be accessed either via a fixed-line broadband, or via mobile broadband (Mutsvairo & Ragnedda, 2019). A fixed-line broadband represents an internet connection via a router, which is connected to devices through Wi-Fi, or by an Ethernet cable (Mutsvairo & Ragnedda, 2019). Mobile broadband means an internet connection via a mobile network, with a SIM card (Mutsvairo & Ragnedda, 2019). Due to the missing infrastructure, most of the lower income households have no access to an established fixed line broadband internet at home, rendering them dependent on the purchase of mobile data (Mutsvairo & Ragnedda, 2019).

The affordability of mobile data presents a constant concern in South Africa; as the country has one of the highest costs of data in Africa (Mutsvairo & Ragnedda, 2019). Mutsvairo and Ragnedda (2019) claim that this has an influence on the access and usage pattern of the internet. It makes it even harder for people from low-income and poor households to access the internet; and it affects their internet-usage pattern; since they carefully consider which internet services to use (Chen, Feamster & Calandro, 2017). Common mobile internet

providers in South Africa are network providers, such as Vodacom, Cell C, MTN, Telkom and Rain. The data provided by these firms is purchased by South Africans, primarily on communication services, such as Whatsapp and social media platforms (Chen et al., 2017).

2.2.3. South African consumers' social media usage

While Mpinganjira et al. (2014) define a consumer as the end-user of a product or service, Kardes et al. (2010) provide a more precise definition. They refer to consumers as people, who buy a product or a service, in order to satisfy their own, or others' needs or wants.

Donner, Gitau and Marsden (2011) investigated South African consumers' mobile internet usage; and they found that the main forms of usage consisted of messaging, social networking, information search, news update and entertainment. This is in accordance with the findings from a study by World-Wide Worx (2017) South Africa that highlights communication as the most common use of the internet amongst South African adults, followed by social networking, information and entertainment (Writer, 2017).

According to Hootsuite Media (2019), 38% of South Africans are mobile social media users; and Facebook is the third-most active platform after WhatsApp and Youtube, with 82% of internet users accessing the social media platform on a regular basis. Hootsuite Media (2019) further states that 38% of South Africans are mobile social media users; and Facebook is the third-most active platform, after WhatsApp and Youtube, with 82% of internet users accessing the social media platform on a regular basis. In 2017, Facebook was used by 14 million South Africans, with the use showing an upward trajectory (Patricios & Goldstuck, 2018; Hyde-Clarke, 2013). In comparison with 2018, Facebook recorded a 4% growth in South African users (Hootsuite Media, 2019). A study by Patricios and Goldstuck (2018) revealed that 85% of Facebook users are accessing Facebook via a mobile device.

In 2013, it was estimated that Facebook users in South Africa are an influential group, mainly consisting of middle-class and urban users (Hyde-Clarke & Walton, 2013). The number of users has increased by a significant amount, in a short period of time, with most of the users being in the age group of 18-34 years (Hyde-Clarke, 2013). This is the result of these people seeking to be consistently connected to one another (Goldenberg, 2007); and Facebook provides a suitable medium to follow this trend.

Sheldon (2008) studied students' motivation for using Facebook. The author established that young adults mainly use Facebook, in order to fulfil interpersonal needs, such as the maintenance of relationships (Sheldon, 2008). Secondary motives were passing time, wanting to be part of a virtual community, entertainment, fun and companionship (Sheldon, 2008).

The question of how advertisements on Facebook impact consumers' perceptions of the various brands is worthy of further research based on the notable usage of the platform (Hootsuite Media, 2019) and thus is relevant in the present time; since it is guided by the review of the ideas in advertising research, as presented and described in this study and in the following sections. On the one hand, firms in South Africa have recognized the relevance of advertising, especially on online platforms such as Facebook, in terms of consumer behaviour and consumer choice (Khan & Karodia, 2013). On the other hand, however, advertising is not always well received by consumers, particularly if the advertising has a disruptive effect (Edwards et al., 2002).

2.3. ADVERTISING

Marketing can be defined as comprising the activities and the processes involving the creation, communication, delivery and exchange of offerings that comprise the value for a target market (Kotler & Armstrong, 2016; American Association, 2013; Ferrell & Hartline, 2013). Traditional marketing involves measures to reach a semi-targeted audience through the communication tool of advertising, which can be executed both offline and by promotional methods, such as radio, print and Television (TV).

A general definition of advertising by Baines, Fill, Rosengren and Antonetti (2017) refers to the recognised definition of advertising by Richards and Curran (2002), who describe advertising as a paid type of communication that has been created to convince the receivers to take certain actions. There are three recognised goals that advertising should accomplish (Kurtz, MacKenzie, & Snow, 2009). Firstly, it is intended to *inform the audience* about the specific brand, product, idea or service, in order to teach people about the benefits and to create awareness (Kurtz et al., 2009).

Secondly, advertisements aim to *persuade customers* about the superiority of a firm's services or products in comparison with other products (Kurtz et al., 2009). Thirdly, companies try to *remind people* about certain needs they have, which the promoted product or service is able to satisfy (Kurtz et al., 2009). Advertising has a long history; and it has developed rapidly in recent decades, which are explained further and in detail, in the section to follow.

2.3.1. History and evolution of advertising

As technology and the media have evolved, advertising has had to adapt to the ever-changing needs and wants of the audience (Quick, 2019). Businesses have used advertising for decades, in order to reach, inform and/or persuade potential customers (Quick, 2019). Advertising had its origins in antiquity, when the Egyptians used papyrus, rocks or walls to

convey advertising messages (Quick, 2019; Jones, 2016). With progress in the printing industry and the increasing popularity of newspapers and magazines in the 16th and 17th century, modern advertising began to evolve (Quick, 2019; Jones, 2016).

In the early days of capitalist economies in the 19th century, advertising developed into a powerful tool, when publishers started to pursue the idea of raising costs for advertisements to lower the costs of their media, such as newspapers (Quick, 2019; Jones, 2016). Through the introduction of advertisements on TV and radio, as well as the direct and personal approach to the audience through these media, advertising became more and more personalised (Quick, 2019; Jones, 2016).

The introduction of the internet and online services in 1992, opened up new possibilities for advertisers to reach consumers (Quick, 2019). The first banner advertisement launched in 1994, was clicked by 44% of the people who saw the advert; and this triggered a successful chain reaction. The slogan “Have you ever clicked your mouse right here?” made users click the banner advertisement; and this forwarded them to the landing page of the corresponding company (Quick, 2019). This success made other companies follow suit; and it altered the course of the advertising industry significantly (Quick, 2019).

Today, online and social media marketing are increasingly gaining in influence for brands (Funk, 2014). They are regarded as being faster and cheaper advertising mediums than traditional publishing or promotion drives (Funk, 2014; Richards, 2014). Funk (2014) emphasised that companies are benefitting from an increase in online visibility in search, video and mobile. Different forms of advertising were first distinguished in 1954, when the American multinational consumer-goods corporation, Proctor and Gamble, started paying different rates for classical advertising, such as TV and direct promotional efforts, like sales promotions (Dimitriadis, Ney & Dimitriadis, 2018).

2.3.2. Forms of advertising

Advertisements can be categorised in three different types: Above the Line (ATL) advertisements, Below the Line (BTL) advertisements (Arora, 2018; Kelley, Sheehan & Jugenheimer, 2015) and Through-the-Line (TTL) advertisements (Arora, 2018). Originally, the line was intended to distinguish marketing activities addressing a mass market from those addressing specific audiences (Pahwa, 2019; Furman, 2019). The development of technology and the increase in competition led to the emergence of TTL advertisements (Pahwa, 2019; Furman, 2019). Knowing how to distinguish between these advertising formats is important in the context of this study, as the advertising format selected in this study, namely in-stream

advertising on Facebook, can be classified into one of these categories, thus providing a better understanding of the purpose and scope of this advertising format.

ATL advertising comprises those non-targeted activities, intended to reach and inform the broad mass about a product or service (Arora, 2018; Kelley et al., 2015). Examples of ATL mediums are: television, radio or print advertisements (Arora, 2018) directed to convey messages to all those who have access to the medium (Arora, 2018). Pahwa (2019) and Furman (2019) emphasised the fact that companies use ATL advertising to build a brand, and to inform consumers of a product. The main benefit of ATL advertising is that it allows businesses to reach a wide and diverse audience in a cost-effective way (Ennew, Waite & Waite, 2013; Pahwa, 2019).

Additionally, marketers have high control and flexibility, when it comes to the content of the advertisement and the decision of where and when it should be placed (Ennew et al., 2013). The main disadvantage of ATL advertising is associated with the effectiveness of the advertisement; as companies are struggling to measure the conversion rate (Bhasin, 2019). The conversion rate is defined as the share of advertising viewers who follow the action desired by the advertisement (Bhasin, 2019). Consequently, companies have difficulties in determining the success of ATL advertisements (Bhasin, 2019).

BTL advertisements cover focused and specifically targeted advertising activities aimed at converting people into purchasers of products or services, such as sponsoring events, direct mail or point-of-sale products (Arora, 2018; Kelley et al., 2015). In comparison to ATL advertisements, this form of advertising reaches a relatively small selected group of consumers (Ennew et al., 2013); and it is more directed towards increasing the conversion rate, rather than merely building the brand (Pahwa, 2019).

The benefits of BTL advertising include better results in terms of the conversion rate; since these activities are highly targeted (Ennew et al., 2013). They offer a high degree of flexibility in terms of tailoring them to different consumers and their individual needs (Pahwa, 2019). Additionally, BTL advertisements can be easily executed and tracked; and they deliver exact information about conversion rates (Pahwa, 2019). The main disadvantage of BTL activities is that the successful targeting requires deep knowledge of the characteristics and preferences of the target market, which implicates in-depth research and time-consuming preparations (Staff, 2018).

Lastly, TTL advertisements include the application of both ATL and BTL advertisements (Arora, 2018). Pahwa (2019) emphasised that TTL advertising refers to 360-degree advertising, which is an integrated approach, following the vision of both brand-building and

conversion, by using both the ATL and the BTL approaches. Through the use of TTL, companies aim to communicate and interact with consumers in every way possible (Furman, 2019). An example of a TTL activity is a TV commercial, which is supplemented by sponsoring an event that promotes the same product, which is being advertised on TV.

Another example is digital marketing, such as online banners and buttons, social media posts, or blog articles (Furman, 2019). Different advertising media and mobile devices, in particular, are further discussed in the sub-section to follow.

2.3.3. Advertising media

Advertisers promote their products by using a wide range of advertising media. Advertising media are means that serve to spread advertising messages (O'Guinn, Allen, Semenik & Scheinbaum, 2017). O'Guinn et al. (2014) list prominent media, which marketers use, namely mass media, such as TV, radio, newspapers, magazines and billboards; online advertising, such as online banners; social networks; mobile devices, such as smartphones; sales promotions, such as coupons and gift cards; sponsorships; and direct marketing, such as e-mail marketing and catalogues.

Mobile marketing has become a particularly crucial element of the marketing plans for companies (Maduku, Daniel K., Mpinganjira & Duh, 2016). Hofacker, De Ruyter, Lurie, Manchander and Donaldson (2016) refer to Shankar and Balasubramanian (2009), when defining mobile marketing as a way of communication, or for the promotion of products and services between a business and their customers through mobile technology. The communication with targeted consumers through mobile technology in an interactive manner creates value for both parties (Maduku, 2016).

Consumers are shown advertisements, which they found to be interesting and to be attention-grabbing of products or services, in which they may be interested. They are then able to conveniently access information on the product or service through their mobiles (Maduku, 2016). However, firms around the globe and in South Africa, have recognised mobile advertising as being the most dynamic, effective and personal medium for advertising; since there is a continuous connection with the user (Lamarre, Galarneau & Boeck, 2012; Maduku et al., 2016, Akpojivi, & Bevan-Dye, 2015). These statements reveal the high relevance of mobile advertising and have led the researcher to focus on mobile advertising in this study. This will be explained further in later sections.

Mobile advertising, as a form of mobile marketing, is referred to as a way of marketing communications through the use of a mobile medium (Richard & Meuli, 2013; Leppäniemi,

Sinisalo & Karjaluoto, 2006). Mobile advertising can come in different forms, such as mobile advertising for the promotion of offerings, services and customer support (Shankar & Balasubramanian, 2009).

Mobile advertisements can appear as search-advertisements, text-message services (SMS) or display advertisements (Klapdor, 2013). SMS advertisements are text-messages going directly to a consumer's phone number; and they comprise advertisements of specific offers or deals (Evan, 2019). Mobile-search advertisements are indexed advertisements, which are optimised for the mobile device; and they are displayed through a search engine, such as Google or Yahoo (Evan, 2019). The most common type of mobile advertising is mobile-display advertising (Bart, Stephen & Sarvary, 2014).

Mobile-display advertising refers to different advertisement options, such as banner adverts, video adverts, native content and sponsored content that is placed on mobile web pages or on mobile applications, such as social media applications (Stokes, 2018; Klapdor, 2013). Placing advertisements directly within an app, is referred to as app-based marketing (Evan, 2019).

Marketers should be cognizant of this form of advertising; as it is regarded to drive conversions; since unlike mass media, the audience is already captive and engaged with the application; and therefore, it is receptive of a brand's offering (Blakeman, 2018). Additionally, marketers can benefit from choosing those applications, in which advertisements are placed – through knowing the audience of the application; as a precise targeting of this audience can then be achieved (Blakeman, 2018).

The development of social media and mobile advertising present more affordable and effective alternatives, especially for smaller companies (Maya, 2013). This is explained in more detail in later sections in this chapter. Maya (2013) states that traditional advertising media, such as posters and advertisements on TV and radio are slowly losing their significance. These media have not become obsolete; however, due to the high costs associated with them; and because of the increase in technology and the internet, new advertising media have been established (Maya, 2013).

In this context, online advertising plays an important role; since it offers advertisers new opportunities to reach their prospective consumers (Demirtas, 2012). This is explained in the sub-section to follow.

2.3.4. Online advertising

Online marketing has evolved over the past forty years. Only one year after the first World-Wide Web server and browser were created in 1990, it was already being utilised for

commercial purposes (Viglia, 2014). The creation of secure online banking, advanced online security technologies and the launch of online shopping stores in the early 1990s; and this set the grounds for today's diverse online-marketing landscape (Viglia, 2014). According to the Internet World Stats (2019), it is estimated that 4.5 billion people worldwide have access to the Internet, which is why the research in online marketing has become so highly relevant (Viglia, 2014).

In literature, online and traditional marketing are described as following the same goal, which is to retain and grow a customer base, and to promote sales in the future (Stokes, 2018). Online marketing that is also referred to as internet marketing, can be described as measures to advertise a business, or a brand, as well as its products, or services over the internet by adopting online tools, such as search advertising, online advertising, email marketing, social media marketing and video-marketing (Cave, 2016; Standberry, 2018; Stoke, 2018).

Unlike traditional marketing, online marketing offers a direct interaction with consumers, a more specific targeting approach, and the possibility of very precise measuring of the performance (Stoke, 2018; Cave, 2016).

Online advertising, as a tool of online marketing, can be defined as advertisements that are integrated in all areas of the internet, such as advertisements on social media and mobile devices, as well as display advertisements on websites. Online advertising has developed into an industry worth billions; and it is growing tremendously each year (He et al., 2014). Since the early 1990s, online advertising has developed from simple advertising formats to advanced interactive visualizations (Faber, Lee & Nan, 2004). Online advertising provides a high-value exchange perceived by consumers, which, in turn, makes them more likely to promote a brand or product, unlike the traditional advertising on the media, such as TV, print, radio and cinema (Lovell, 2017).

The value of online advertising for consumers was found to constitute information and entertainment (Zha, Li & Yan, 2015). Through online platforms, people can engage with brands; they can watch brand-related interesting videos, or play games, as a promotional activity initiated by the brand (Stokes, 2018). Whereas the traditional media, such as TV, radio and newspapers, only offer a one-way communication from the advertisers to the consumer, the internet has created a platform that is representing a democratic and participatory communication (Demirtas, 2012). The challenge for brands in an online environment is to attract users to visit the brand's site, and to make them choose the brand's products rather than those of the competitors. In order to achieve this, marketers must awaken consumers' awareness, interest and desire, which culminates in action (Meldrum & McDonald, 2007).

Since this study makes in-stream advertisements on Facebook the subject of the investigation, the explanations given on online advertising were able to provide insightful background information that also helped the researcher in relation to the managerial implications and suggestions for future research. Within online marketing, the social media advertising plays a meaningful role that is discussed in the following sub-section.

2.3.5. Social media advertising

The social media have formed a daily, personalised access point to consumers. User-generated content shared on user-centric platforms constitutes the social media (Obar & Wildman, 2015). Around the globe, social media networks have rapidly gained in popularity, reflecting the remarkable nature of the social media phenomenon (Boyd, 2018). Boyd (2018) emphasises that it is, therefore, essential to investigate this phenomenon. Social media originated from blogs and websites, where like-minded people established space to engage with each other (Richards, 2014).

Social media marketing can be defined as activities on social media platforms that promote a firm's product or services (Stokes, 2018). It involves the creation, connection, conversion and sharing of content on social media networks (Stokes, 2018). Social media advertising is a form of social media marketing; and it can be defined as advertisement formats that are integrated in a user's social media consumption process (Jung et al., 2016).

Marketers have been recognising the importance of advertising on the social media, and of approaching consumers with common goals and interests (Richards, 2014; Hsu, 2012). Social media advertising offers a less expensive solution that even small firms and businesses can afford, unlike advertising in non-virtual media (Dehghani & Tumer, 2015). Through social media advertising, brands can easily connect to their customers in an impactful and catchy way (Funk, 2014). Social media advertising can enhance brand recognition, brand exposure and business performance; since a brand can easily be found by potential or current customers; and because a consumer's friends activities related to brands are highly visible (Funk, 2014; Richards, 2014).

Funk (2014) refers to various studies when elaborating on the fact that the majority of consumers perceive the brand in a more positive light, after they have engaged with them on the social media. People who click a "like" button relating to the brand, are more likely to buy products from the brand (Funk, 2014).

Aside from the above-mentioned benefits that social media advertising provides, the literature also addresses some of the challenges. DeMers (2018) emphasises that social media

advertising has become a competitive field; and this author describes social media channels as “commercially-saturated”. Being successful in social media advertising demands expert knowledge; and it requires companies to invest time and resources (DeMers, 2018; Stokes, 2018; Funk, 2014). Duffet (2017) discovered that South African consumers do not want to be bombarded with advertisements on the social media. This trend was also recognised globally by big social media network companies (DeMers, 2018). Therefore, in order to provide consumers with a less commercial customer experience when using the social media; and to increase advertising revenue, social media applications have limited the amount of non-paid advertising, which has resulted in less and more competitive advertising space for companies (DeMers, 2018; Stokes, 2018).

The theory of social media advertising shaped the study, as it already revealed the ambivalent opinions and challenges associated with advertising in a personal environment such as social media. This posed the question of how certain forms of advertising, especially on Social Media are perceived by consumers. Since it was found in 2004, Facebook is the top-ranked social networking site, providing marketers with various advertising possibilities (Langaro et al., 2018).

2.3.6. Facebook advertising

Facebook is one of these social networking sites, which enables people to set up a personal profile, to engage with friends, and to send messages (Roberts, 2010). Facebook (2018) reported that it had on average 1.52 billion daily active users in December 2018. Thus, Facebook has become an elemental part of many peoples’ everyday life (Sloan & Quan-Haase, 2017). Another reason for the social network’s importance is its continuously growing user base, and its increasing popularity for social interaction and information exchange amongst people from all over the world (Kanat-Maymon, Almog, Cohen & Amichai-Hamburger, 2018; Duggan, 2015). Facebook is regarded as an essential mobile-advertising tool for marketers. This is further elaborated on in the following section.

Multiple researchers have discussed and emphasised the importance of Facebook advertising for brands (Dehghani & Tumer, 2015; Sook Kwon, Kim, Sung & Yun Yoo, 2014; Logan, Bright & Gangadhara, 2012; Zhao, Grasmuck & Martin, 2008). Dehghani and Tumer (2015) found that Facebook advertising essentially influences a brand’s image and equity, both of which contribute to an alteration in the purchasing intention of potential buyers. A brand’s Facebook fans are known to have twice as much spending as people who are not Facebook fans of a brand (Funk, 2014). Facebook advertising gained in importance, when marketers started to understand how the tool can promote viral advertising (Yilmaz, 2017).

Porter and Golan (2006: 33) defined viral advertising as “unpaid peer-to-peer communication of provocative content, originating from an identified sponsor using the internet to persuade or influence an audience to pass on the content to others.” Facebook allows consumers to become messengers, by sending advertisements to friends, or commenting on advertised posts, and having those comments forwarded through viral channels (Yilmaz, 2017). Thus, consumers become endorsers of Facebook advertisements (Yilmaz, 2017).

Mobile-advertising revenue constitutes the largest part of the whole advertising revenue in the social media advertising industry (Hofacker et al., 2016). Facebook targeted advertising particularly on mobiles, is attributed to the frequent consumer use of mobile phones for social media access and utilization (Shankar, Venkatesh, Hofacker & Naik, 2010).

2.3.7. Facebook mobile advertising

In the context of the high popularity of the social media, firms have been recognising the importance of mobile social media marketing, as social media time is predominantly spent on a mobile device (Qwerty Digital, 2017; Greg, 2016). Mobile social media marketing offers a more targeted personalised company-consumer communication in real-time (Duffett & Wakeham, 2016; Licciardi & Rolfstam, 2013). In line with this social media value, Duffett and Wakeham (2016) found social media to be the most effective tool by which to raise awareness and to increase consumer-brand knowledge. Several authors have further emphasised the importance of mobile social media advertising by explaining that many consumers, especially millennials, tend to have their mobile phones on them most of the time; hence, they are constantly connected and available, which provides marketers with the ability to target and engage with their customers in an easy and efficient way (Stokes, 2018; Duffett & Wakeham, 2016; Kuratko, 2016). The social media platform of Facebook offers an effective way for firms to reach and connect with their target audience (Duffett & Wakeham, 2016).

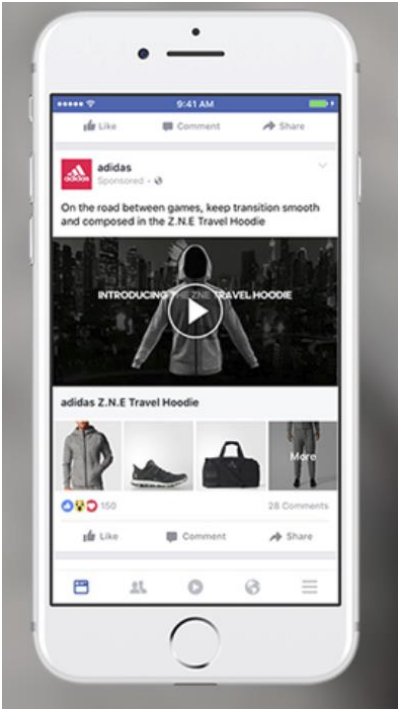
In its company report of the 2018 third quarter, Facebook revealed that 92% of its advertising revenue stems from mobile advertising (Facebook, 2018). This demonstrates the importance of mobile Facebook advertising; and it points to the claim that this form of advertising is producing better results than Facebook-desktop advertising (Porterfield, 2013; Rowles, 2017). A detailed overview of the available formats and positions of Facebook mobile-targeted advertising is discussed in some detail, in order to

Facebook-mobile advertising can take on various formats. Rodgers and Thorson (2000: 49) describe advertising format as “the manner in which it (the advertisement) appears.” The different advertising formats on Facebook are illustrated in Figure 2.1, Figure 2.2 and Figure 2.3 below. The explanations of the different advertising formats give an insight into other

advertising formats on Facebook and ultimately argue for the decision for in-stream advertising as the chosen research topic, which is further explained in Section 2.3.7.2.

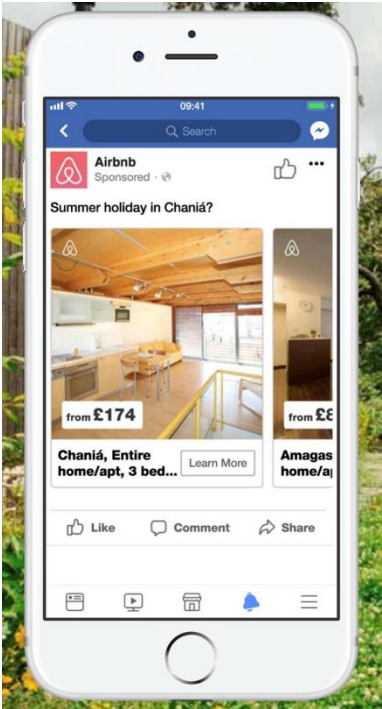
The video format displayed in Figure 2.1 includes an online-display advertisement that is embedded in a video (Chen, Yeh & Chang, 2020). Video advertising can be very effective for marketers; as this method can encourage brand awareness and convey the uniqueness of a product (Chen et al., 2020). Additionally, advertisers use this format to apply storytelling (Facebook, 2019c), which is a method that utilises a narrative to enhance the connection between a customer and a brand (Gordon, Waitt, Cooper & Butler, 2018; Scott, 2017), and to promote the Call-to-Action (Facebook, 2019c). The call-to-action can be referred to as a chunk of content designed to encourage an individual to perform a specific task, such as typically buying a product, or clicking on a link (Stokes, 2018).

Figure 2.1 Video Advertising on Facebook



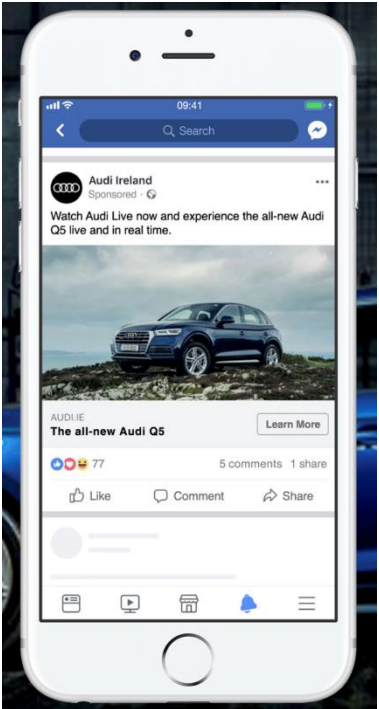
Source: Adopted from Johnson (2017)

Figure 2.2 Carousel Advertising on Facebook



Source: Adopted from Hollerbach (2019)

Figure 2.3 Picture advertising on Facebook



Source: Adopted from D'arcy (2019)

Another Facebook advertising format is the carousel format displayed in Figure 2.2, which advertisers can use to create a call-to-action through the display of 5-10 images, headlines or links (Chen et al., 2020). The last option is the photo format, an example of which is displayed in Figure 2.3. It is a "simple, static, and non-continuous file format intended to create a favourable mental image of a product, service, or company in the minds of the customers."

(Chen et al., 2020: 360). Photo advertising on Facebook can be a simple, but effective method, to raise brand and product awareness (Facebook, 2019b; Chen et al., 2020).

Facebook advertising on mobiles can be placed in different positions, such as in feeds, articles, in stories and in-stream videos, or in the marketplace. All of these advertising formats can be classified as native advertising.

2.3.7.1. Mobile native advertising on Facebook

Native advertising is defined as a form of advertisement that is embedded in the page content, adjusted to the design; and it corresponds with the platform behaviour (Interactive Advertising Bureau, 2013). The aim of native advertising is that the viewer feels the advertising content is an integral part of the page (Interactive Advertising Bureau, 2013). Native advertising is regarded as a new approach for advertisers to engage with their consumers; while at the same time, it is a new way to achieve profits for publishers and media agencies (Chen et al., 2020; Interactive Advertising Bureau, 2013).

Chen et al. (2020) refer to several papers (Murillo, Merino & Nunez, 2016; Boerman, Van Reijmersdal & Neijens, 2012; Tutaj & Van Reijmersdal, 2012) that point to the fact that people tend to have more trust in and less scepticism towards native advertising in comparison with traditional advertising. Native advertising on Facebook has many benefits for the advertisers.

Firstly, the advertising is intertwined with personal content (organic content), to which the user relates, for example videos or posts of friends (Fulgoni & Lipsman, 2014). This makes it simpler for consumers to view advertising content, as an integral part of their media use (Fulgoni & Lipsman, 2014). Secondly, consumers are continuously exposed to advertising in their daily lives; since users tend to open the Facebook application several times a day; and each time they scroll through posts and watch videos in a single usage session (Fulgoni & Lipsman, 2014). Lastly, Facebook has a large user base, which makes advertising campaigns more effective (Fulgoni & Lipsman, 2014).

Despite all the benefits that native advertising offers, Campbell and Marks (2015) point to the challenges that should be addressed. Firstly, consumers can decide to hide a specific advertisement, when the advert is to be shown (Campbell & Marks, 2015). Hence, advertisers have to continually earn the right to engage the consumers' attention. The brand must find a balance between being perceived as annoying, but also driving sales (Campbell & Marks, 2015). Secondly, advertisements that are integrated into organic content have been shown to cause scepticism amongst consumers; as they get the impression of brands trying to deceive them, which results in a loss of trust in the brand (Campbell & Marks, 2015). The following

section deals with in-stream videos in more detail. This dissertation focuses on in-stream videos, which is native advertising and which is the kind of advertising that may have the most interrupting character, which is exemplified in Section 2.5.2.

2.3.7.2. In-stream video advertising on Facebook mobile

In 2017, brands were investing a yearly approximation of R129 million on average in video advertising (Interactive Advertising Bureau, 2017). The annual spending on video advertising amounted to R1100 million in South Africa in 2018, with trends showing an upward trajectory (Statista, 2019). The success of video advertising is reflected in the fact that 70% of video advertisements are watched to completion (Mialki, 2018; Facebook, 2017).

As previously mentioned, Facebook provides video advertising; and one format of video advertising is in-stream videos (Facebook, 2019c). In-stream video advertising is a form of native advertising; and it appears intertwined with organic content (Gordon, Zettelmeyer, Bhargava & Chapsky, 2019). The advertisements will be displayed as short videos in both live videos and videos-on-demand (Facebook, 2019c). A live video is a way of broadcasting a video in real time; whereas videos-on-demand is described as the opposite of a live video; since the video can be watched at any time, after it has been recorded and uploaded (Mowat, 2018).

The duration of in-stream videos falls between 5-15 seconds; and they are recommended for brands that need to convey a message that is more complex; and they should be watched with the sound on (Facebook, 2019c). In-stream videos are a result of Facebook having realised the trend of people being increasingly inclined to watch longer videos on the social media site (Mialki, 2018). Consequently, Facebook gave advertisers the opportunity to take advantage of this behaviour (Mialki, 2018).

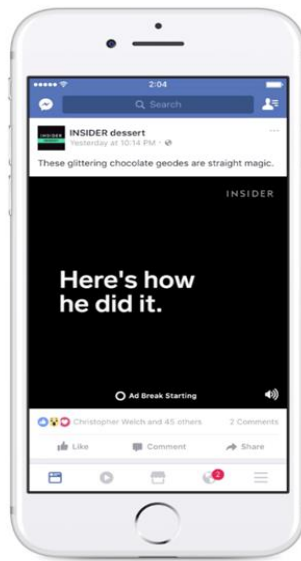
Consumers watch a personally selected video on Facebook, as illustrated in Figure 2.4. After some time, an announcement stating “Ad break starting” appears on the screen, thereby informing the viewer that an incoming video will begin to play, as shown in Figure 2.5 in the lower part of the video. A form of video communication is presented, which interrupts the video that the Facebook user is viewing; an example is displayed in picture three of Figure 2.6. Targeting with in-stream videos is audience-based, which means that people who are watching the same video on Facebook may be shown different advertisements or communications, according to their interests.

Figure 2.4: Video on Facebook



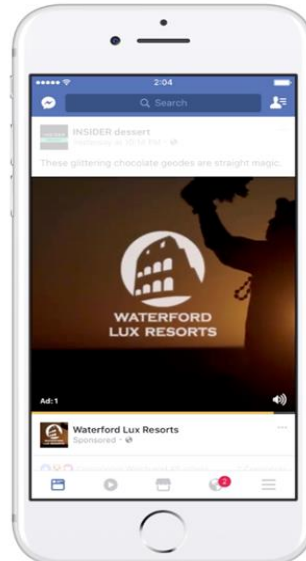
Source: Adopted from Mascarina (2019)

Figure 2.5: Video on Facebook with announced ad break



Source: Adopted from Mascarina (2019)

Figure 2.6: Video on Facebook

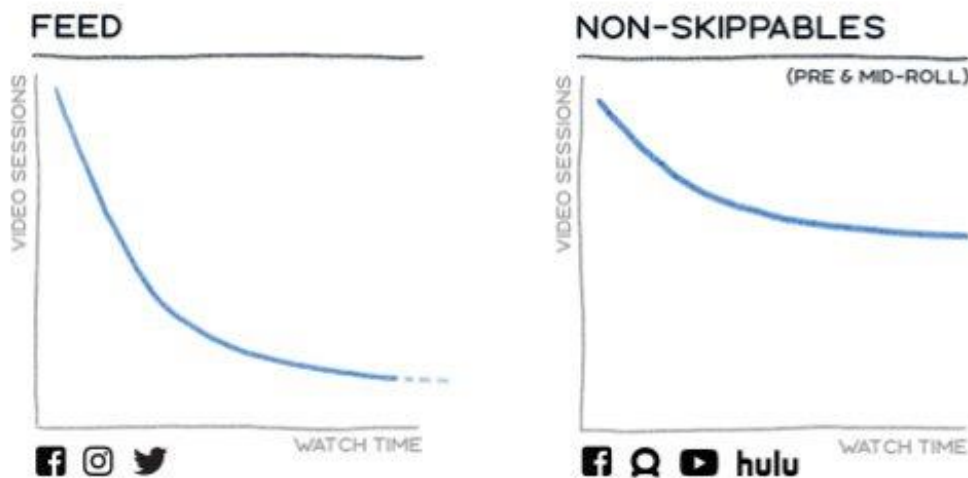


Source: Adopted from Mascarina (2019)

On its business website, Facebook indicates the suitable advertising goals of in-stream videos. Accordingly, brands should use in-stream videos when their aim is to raise brand awareness, to increase the reach of the advert, or to strengthen the engagement with the customers (Facebook, 2019a). Studies have shown that the use of video advertisements, which the user cannot skip, labelled as “non-skipables” in Figure 2.7; have resulted in better results regarding consumers’ attention-grasping than other video advertisement formats (Mialki, 2018), labelled as “Feed” in Figure 2.7. Rabkin (2018) has illustrated this trend graphically. This graphic is displayed in Figure 2.7.

In-feed video advertisements allow consumers to skip through them, when scrolling down their timeline, which has been found to be the case, while in-stream advertisements are non-skippable, meaning that the user has to watch the advert, in order to go on viewing the chosen video (Mialki, 2018). Additionally, people who are exposed to in-stream advertisements are already in a watching mode; and the sound is on, which can improve the delivery of the advertising message (Mialki, 2018).

Figure Error! No text of specified style in document.:7: Video-advertising formats and peoples' watching time



Source: Adopted from Rabkin (2018)

Huang and Waddell (2019) emphasise the benefits of in-stream videos, by maintaining that although these advertisements may be viewed as intrusive, they guarantee that consumers are exposed to the advertisement – by placing the advertisement content in the individuals' direct line of sight. As already mentioned, the advertisements that are shown to consumers are targeted, on the basis of the consumers' potential interests. The concept of targeted advertising will now be discussed in greater detail.

2.3.8. Facebook targeted advertising

Targeted advertising is only displayed to consumers that possess specific attributes; and those that are situated in a specific context should view the advertisement at a specific time of the day (Tiwary, 2016). Targeted-online advertising can take on many different forms.

2.3.8.1. Forms of targeted advertising on Facebook

Targeted-online advertising can be deployed in different ways: behavioural advertising, geographical advertising, contextual advertising, social advertising, keyword advertising, social media targeting, time targeting, as well as mobile targeting (Anderson, Stroemberg & Waldfoegel, 2016). These methods differ in the attributes based on which consumers are to be targeted.

Facebook (2019d) claims that “we can help you connect to people who are likely to be interested in what you offer.” Thus, Facebook utilises profile data, including names, group

memberships, installed applications, the connection and interaction between individuals, in order to identify and to display advertisements in which the user is most likely to be interested (Jung et al., 2016). Facebook provides advertisers with different targeting methods that are presented on the social network's business website (Facebook, 2019d). Location-based targeting means that businesses can select cities, communities and countries, in which people can now be shown their advertisements.

Marketers can also target people on the basis of demographic criteria, such as age, gender, education, relationship status, or job title (Facebook, 2019d; Shih, 2010).

Another method of tailoring advertisements is based on interests, hence showing an advertisement only to those people that share a specific preference, or interest (Facebook, 2019d; Shih, 2010). Behavioural advertising is applied if a user is targeted on the basis of his or her browsing activity and device usage over a period of time; and they are then shown advertisements that are related to their online consumer behaviour and tailored to what advertising networks, such as Facebook, regard as the user's interests (Hardy, Macrury & Powell, 2018). Lastly, Facebook offers advertisers the option to reach out to people who are already connected to the advertising brand or event (Facebook, 2019d; Shih, 2010).

Advertisers are able to choose the targeting method; however, they have little control over where and to whom their advertising goes; since Facebook's fundamental priority is to maintain the privacy of their users (Rodgers, & Thorson, 2017). In addition to targeting methods, advertisers can also choose from a variety of advertising goals, which provide Facebook with an indication on what the advertisement should accomplish; and consequently, where and to whom it should be displayed. The goals range from brand awareness, reach, lead generation, increase-in-brand consideration, product conversion to messages and dynamic advertisements (Facebook, 2019d).

2.3.8.2. Benefits of targeted advertising on Facebook

With its huge amount of web traffic, demographic data of online users, and data of consumer preferences and trends, on the basis of which marketers can target their potential communities and consumers, Facebook represents a valuable advertising medium (Neef, 2014). The introduction of Facebook-targeted advertisements has transformed consumers' perception of online advertisements from conceivably irritating advertisements to more personalised and relevant advertisements (Curran, Graham & Temple, 2011). User-generated content, such as posts, conversations, comments, likes and expressed interests in social networking sites, can now be used to tailor advertisements to individual interests, needs and desires (Farnadi et al., 2013).

Through the tremendous amount of available personal and usage data online, automatic targeting, both in search engines and on social networks, can be extremely effective and successful for businesses (Jones, Malczyk & Beneke, 2011). For consumers, targeted advertising means reduced search costs; since they are automatically exposed to advertisements that are compatible with their interests, needs and desires (Lane et al., 2014).

2.3.8.3. Criticisms of targeted advertising on Facebook

Targeted advertising raises concerns related to privacy, interrupting human behaviour and the display of inappropriate advertising (Doorn & Hoekstra, 2013; Taylor, Lewin & Stratton, 2011). Too much advertising on Facebook may lead to consumers having a negative customer experience on the platform; since they have no control over the amount and the content of the advertisements shown to them (Fuchs, 2017).

Additionally, literature reveals critical viewpoints regarding Facebook's handling of personal data. Facebook collects and creates data on users and their online behaviour; and it sells these data to advertising clients, who use these data for advertisement purposes. As a result, Facebook users create monetary value and profit for Facebook; but they cannot benefit from these profits themselves, which is why some critics claim that Facebook exploits its users (Fuchs, 2017).

Although targeted advertising may speak to individuals' interests, by integrating targeted advertisements into user's consumption of social media text, photo and video posts, users may regard these advertisements as an interruption in their online experience (Dehghani & Tumer, 2015; Celebi, 2015). The advertisement is shown to them, without their consent; and while they are completing another action This can be considered as a way of interrupting behaviour; and this is why Section 2.5 (later on in this chapter) looks at the theory of interrupted human behaviour alone, as well as in an online advertising context. Firms in South Africa take advantage of the advertising trends described in this chapter by using online platforms, such as Facebook as advertising media (Khan & Karodia, 2013).

2.4. ONLINE ADVERTISING IN SOUTH AFRICA

Many studies have been conducted pertaining to consumers' attitudes towards online advertising. A study conducted by Duffett (2015) on the influence of Facebook advertising on South African consumers' intention-to-purchase and purchase of brand offerings revealed that Facebook advertising has a positive impact on these consumers' intention-to-purchase and on their actual purchase of brand offerings. These findings agreed with similar results from other studies (Duffett, 2017; Duffett & Wakeham, 2016; Bevan-Dye, 2013). Conclusions pertaining

to consumers' attitudes towards web and social media advertising suggest that South African consumers have positive inclinations towards marketing communications on social media and on the internet (Duffett, 2017; Duffett & Wakeham, 2016; Bevan-Dye, 2013).

Lovell (2017) suggested that consumers do not want to be bombarded with advertisements that they find irrelevant, or by those that are delivered in perceivably intrusive and annoying formats (Lovell, 2017). These findings are reflected in the many amounts of devices that use advertisement-block software (Lovell, 2017). The motivations of consumers to use such advertisement blockers is overwhelming (Lovell, 2017). Firstly, consumers do not want to get aggressively targeted in a content-consumption context (Lovell, 2017). Secondly, when visiting a website, they feel that there are too many advertisements running. Thirdly, consumers increasingly want to protect themselves from third-party tracking (Lovell, 2017). Since consumers regard their time as precious, they expect a value exchange when showing any interest for, or engaging with a brand in an online context (Lovell, 2017).

Consequently, consumers that are exposed to online advertising, wish to either be entertained by the advertisement, or to be offered information that they find interesting. Thus, in order to develop successful marketing communication, marketers need to understand how consumers are influenced by perception; how they interpret and comprehend stimuli; and finally, how they react to them (Kardes et al., 2010). This research is largely based on a perception-formation process that was compiled from the literature by Lantos (2015), Kimmel (2012), Kardes et al. (2010), Mpinganjira et al. (2014) and Kotler and Armstrong (2016), Hawkins and Mothersbaugh (2010) and Parumasur and Roberts-Lombard (2014). Literature on the perception-formation process was reviewed in the theoretical framework, in order to depict the academic foundation of this study.

2.5. THE THEORETICAL FRAMEWORK

The theoretical framework applied in this study and described in this chapter aims to depict and explain the perception-formation of South African consumers towards interruptive Facebook-targeted in-stream advertising, in order to understand consumers' advertising perceptions on Facebook. The adopted perception-formation process is based on known perception models, suggesting that consumers pass through a series of stages: from exposure to the stimulus, to attention, interpretation, memory, and finally response (Lantos, 2015; Mpinganjira et al., 2014; Solomon, 2011; Kardes et al., 2010; Hawkins & Mothersbaugh, 2010). While passing through this series of stages, the individual is influenced by various different influential factors.

The researcher focused on emotions, the perceptual context and the attitude towards the brand, as primary influential factors. These are explained later in this chapter. In order to understand the phenomenon of people perceiving Facebook advertisements as interruptive, the next sub-sections discuss interrupted human behaviour alone, as well as in the Facebook-advertising context. Thereafter, consumers' perceptions, the perception process and related constructs are laid out in detail, until the perception model for in-stream advertisements on Facebook is finally presented.

2.5.1. Interrupted human behaviour

Often, people's actions are based on plans; and the failure to follow pre-established plans, or the interruption of actions, may evoke emotions, as the result of the individual's expectations not being met (Kardes et al., 2010; Mikulincer, 1994). The emotional state persists, until the source of the interruption is removed, or an alternative response permits the completion of the interrupted action (Mikulincer, 1994). Both positive and negative emotions can be aroused by the interruption, depending on the surrounding situational and intrapsychic context (Weiner et al., 2003). Usually, people do not like to be interrupted while pursuing a specific goal (Kardes et al., 2010). This is in accordance with what Holbrook and O'Shaughnessy (1984) found: that being confronted with advertising may arouse irritation, which is described as a feeling of annoyance, impatience, or even anger.

The greater the importance that individuals assign to a goal, or to the completion of a task, the stronger the negative emotional reaction to the interruption (Kardes et al., 2010). The impact of the interruption depends on the consumer's interpretation of the interrupting event (Blythe, 2013). The interruption may trigger new end-goals; or it may shelve the intention to finish the started action (Blythe, 2013). Additionally, the impact of the interruption hinges on the interruption's strength, and how strong the goal, or the willingness to finish the intended action is (Blythe, 2013).

If the goal is weak and the interruption is strong, the planned behaviour will most probably be broken. If the goal is strong and the interruption is weak, it is unlikely that the individual will submit to the interruption; but will rather continue the planned action (Blythe, 2013). This can be applied to an online advertising environment.

2.5.2. Interruptive targeted advertising on Facebook

Edwards et al. (2002) found that people that were exposed to an online advertisement that contradicted their goals, regarded the same advertisement as being interruptive and intrusive. According to Edwards et al. (2002: 86), intrusiveness can be defined as "a perception or psychological consequence that occurs when an audience's cognitive processes are

interrupted.” Huang and Waddell (2019) built upon this definition; and they added that interruptive advertisements are likely to prevent a process called ‘transportation’. Transportation can be referred to, as the extent to which individuals are immersed in any sort of narrative content; and they forget about their physical surroundings (Huang & Waddell, 2019).

Consequently, video viewing may elicit feelings of transportation (Huang & Waddell, 2019). Huang and Waddell (2019) refer to studies by Green, Brock and Kaufman (2004), Hall and Zwarun (2012) and Oliver (2011), when stating that transportation can evoke positive emotions and remove negative moods. Thus, interruptive video advertisements are likely to distract the viewer; and to shift the individual’s attention from the self-selected video to the real world, which diminishes any feelings of transportation and media enjoyment (Huang & Waddell).

Huang and Waddell (2019) conclude that the previously positive emotions evoked by the experience of transportation may not lead to the viewers developing a positive attitude towards the advertisement shown (Huang & Waddell, 2019).

Facebook advertising may be perceived as being invasive, when it prevents individuals from following their goals, or when they feel that their private, social and entertainment interests are being interfered with (Dehghani & Tumer, 2015; Celebi, 2015). As previously stated, advertisers can use in-stream videos on Facebook for their messages to be delivered to potential consumers. Consequently, users who decide to watch a video on Facebook are, after at least one minute of watching, involuntarily exposed to a 5-15 seconds advertisement, in order to proceed thereafter with watching their video.

Edwards et al. (2002) investigated forced viewing of “pop-up adverts” and how viewers come to perceive them as annoying and to avoid advertisements. This paper is of relevance in this context; since the Facebook user is, as with pop-up advertisements, also forced to watch them. The authors found that when consumers regard an advertisement as intrusive, they tend to feel irritated and avoid advertisements (Edwards et al., 2002). The greater the distraction from their initial goals, the more severely they perceive the interruption to be (Edwards et al., 2002).

The authors, however, emphasise that the results are based on goal-oriented web-site viewing behaviour; and that the findings could be different when users are mindlessly surfing without any specific goal, which might be the case when visiting social networks, such as Facebook. Nevertheless, such interruptions may have an influence on consumers’ perception-formation of an advertisement and a brand. This study explored South African consumers, and the influencing factors on their perception-formation of targeted in-stream advertising on Facebook.

2.5.3. Consumers' perception

People's expectations and actions are formed by their perceptions (Emmanuel & Miloslava, 2011). When investigating the role and functions of perception, Mpinganjira et al. (2014) claimed that perception helps consumers to protect themselves from actions that might cause harm to them or to others. Perception is one of the influential factors that determine the process of consumers' decision-making (Lantos, 2015; Solomon, 2011; Kardes et al., 2010). Individuals obtain information from the external world through their senses; this is then integrated and analysed to shape their decisions (Emmanuel & Miloslava, 2011); and thereafter their brand perception. Decisions are the result of cognitive processes that cause the selection of a course of action among various possible choices (Emmanuel & Miloslava, 2011).

Several authors reckon the perception process to be one of the most critical obstacles to effective communication; as this process has both a selective and a subjective nature (Lantos, 2015; Mpinganjira et al., 2014; Kimmel, 2012; Kardes et al., 2010). Consumers may not be aware of the many sensations that surround them; and if they perceive a sensation, they could process it in a distorted, biased manner. Hence, marketing messages need to be clearly communicated; and they should either correspond with or fully differ from targeted customers' expectations and experiences (Lantos, 2015). Additionally, marketers need to ensure that the advertisement is consistent with the consumer's perceptual preconceptions; and that they are situated in uncrowded media (Lantos, 2015).

Perception is essential for marketers; as it is the communication gateway to the consumer (Kardes et al., 2010). In order to develop successful advertising, marketers need to understand how consumers are influenced by specific advertising formats, how they interpret and comprehend stimuli, and finally, how they act on them and form a perception (Kardes et al., 2010). The belief in the effectiveness of repeating the same advertisement again and again, has changed dramatically in the last few years (Mpinganjira et al., 2014). Consumers are a lot more astute in the post-mass-market era (Mpinganjira et al., 2014). The understanding of perception has been adjusted by marketers (Mpinganjira et al., 2014).

Perception is now not only regarded as sensory exposure; but marketers have become aware of how consumers are trying to find meaning in consumption (Mpinganjira et al., 2014). A detailed overview of prevalent perception definitions, the perceptual process, influential factors on perception, and how people perceive Facebook advertising is now provided.

2.5.3.1. Perception definitions

Perception is described as "the understanding or interpretation of the environmental information obtained through the senses" (Rajagopal & Castano, 2015: 2). This definition is

supported by Solomon (2011), who characterises perception as the process of attaching meaning to what is perceived by the senses. Hoyer et al. (2012) define perception, as a process by which sensory receptors are triggered by stimuli, or by any physical object or event to which a person is subjected. Further elaborations on perception not only relate to the basic senses (touch, sight, hearing, smell and taste); but they also encompass formal learning and experiences (Mpinganjira et al., 2014). Thus, an individual's past experiences and knowledge would influence the way in which external stimuli are perceived (Raab et al., 2016; Mpinganjira et al., 2014).

Furthermore, when investigating perception, Rajagopal and Castano (2015) place the emphasis on the feature of the stimulus itself, as well as the context in which the stimulus is found. Perception, therefore, has a subjective nature (Mpinganjira et al., 2014). Adding to this, Lantos (2015) suggests that perception has a subjective and a selective nature. The selective nature arises from how people consciously, or subconsciously only process those parts of the information inputs to which they are subjected (Lantos, 2015; Kardes et al., 2010).

Raab et al. (2016: 23) define perception as a “product of existing assumptions about the reality and of the actually existent, perceivable reality”. Therewith the authors describe perception as a product of people's mindset and experiences of certain things, and they refer to it as the actual perceived features and the context of things.

Drawing from the above definitions, perception can be described as the process of consciously or subconsciously selecting, understanding, interpreting and reacting to the information gained through the senses, based on the perceptual predispositions, such as experiences, formal learning, context and characteristics of the stimuli. This study investigates consumers' perceptions. Consumer's perceptions imply consumers' views and reactions to products and marketing activities, promoted by different brands (Mpinganjira et al., 2014). In the literature, a multi-stage process precedes the perception-formation. This is outlined in the following subsection.

2.5.3.2. The perception process

Over the past century, many perception models have been developed, in order to ascertain how stimuli are processed; and how they influence the decision-making process (Raab et al., 2016; Lantos, 2015; Parumasur & Roberts-Lombard, 2014; Mpinganjira et al., 2014; Kimmel, 2012; Kardes et al., 2010). This has assisted marketers in adjusting their marketing communication, in order to make consumers aware and convinced of a product or brand. In many pieces of academic literature, the perception process is divided into three to five major stages, as illustrated in Table 2.1.

The number of stages depends on the extent to which the author has condensed the different stages; or whether the author regards the final stage to be a decision, or a response, as being part of the perception process, or not. A consensus amongst esteemed authors exists with regard to the following stages: Exposure, Attention, Comprehension (Lantos, 2015; Mpinganjira et al., 2014; Solomon, 2011; Kardes et al., 2010; Hawkins & Mothersbaugh, 2010; Du Plessis & Rousseau, 2003). Kimmel (2012) additionally regards the stage of Response as being part of the perception-formation process, Mpinganjira et al. (2014), Lantos (2015) and Parumasur and Roberts-Lombard (2014) further suggest that memory or retention is part of the perception process. In the following sections, the stages of the perception-formation process are discussed in greater detail.

Table Error! No text of specified style in document..2: Overview of different authors and their perception models

Authors	Number of stages	Names of stages
Kardes et al. (2010), Hawkins and Mothersbaugh (2010), Du Plessis & Rousseau (2003)	3	Exposure, Attention, Interpretation
Kimmel (2012)	4	Exposure, Attention, Interpretation, Response
Lantos (2015), Parumasur and Roberts-Lombard (2014),	4	Exposure, Attention, Interpretation, Retention
Mpinganjira et al. (2014)	5	Exposure, Attention, Interpretation, Memory, Decision

2.5.3.3. Exposure

The perception process starts with a person being exposed to a flood of environmental impulses or stimuli, such as sounds, smells, sights, textures and tastes, by which the individual is surrounded at any given point in time (Mpinganjira et al., 2014). Sensation occurs when the stimuli meet the sensory receptors (Du Plessis & Rousseau, 2003).

Exposure is the required preceding stage through which individuals need to go in order to pay attention to a stimulus (Hawkins & Mothersbaugh, 2010). On a daily basis, individuals both

purposefully choose to be exposed to certain stimuli, by seeking information that might help them to achieve their goals; while they are also randomly exposed to a great amount of stimuli, such as commercials on the radio, or display advertisements on the internet (Hawkins & Mothersbaugh, 2010). Consequently, the exposure to advertisements on the internet can be both voluntary and involuntary.

The phenomenon of a person actively choosing and working towards not being exposed to advertising stimuli, is called advertisement avoidance (Hawkins & Mothersbaugh, 2010). An increase in advertisement avoidance may be due to busier lifestyles, the growth of the younger consumer group, as well as an increase in negative attitudes towards forced exposure to advertising (Hawkins & Mothersbaugh, 2010).

2.5.3.4. Attention

The next stage is called attention. Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Hawkins and Mothersbaugh (2010) assert that attention occurs when an occurring sensation is sent to the brain for processing. This requires individuals to access limited mental resources.

As human's cognitive capacity is limited (Raab et al., 2016; Holt et al., 2012); people consciously or subconsciously pay attention to and process only selected sensory inputs during each of the stages of the perception process (Lantos, 2015; Kimmel, 2012). From stage to stage, fewer and fewer stimuli last in the weeding-out process (Lantos, 2015). Kotler, Kartajaya and Setiawan (2017) emphasise consumers' limited ability to focus and to decide. This is the result of constant connectivity and the presence of numerous devices and screens. A survey by the National Centre of Biotechnological information demonstrates the drop in the average human attention from 12 seconds in 2000 to 8 seconds in 2013 (Kotler et al., 2017). This is the result of the mass of advertisement messages to which people are subjected on a daily basis and which constantly require their attention (Kotler et al., 2017). Thus, consumers' attention is limited; and only those brands with a 'wow effect' will make people pay attention to the messages of these brands (Kotler et al., 2017).

An advertisement is either accepted or ignored by a viewer; attention depends on a variety of different factors (Chen et al., 2020). Studies suggest that with advertisements involving motion, more of consumers' attention can be involved (Cain, 2011). Consequently, videos are more likely to catch consumers' attention than images, or other advertising formats (Xu, Chen & Santhanam, 2015). An advertisement on Facebook is only effective and able to convey a message, when individuals pay attention to it (Boerman et al., 2012).

Attention to an advertisement on Facebook means that users stop doing what they are doing, in order to view the advert (Boerman et al., 2012). The elaborate processing of stimuli demands high levels of attention to the advertisement (Tutaj & Van Reijmersdal, 2012). Hence, recognising and remembering advertisements are frequently adopted measures to indicate whether attention has been given to the advert (Rodgers & Thorson, 2000).

2.5.3.5. Comprehension or interpretation

When the stimulus is selected and paid attention to, it enters the comprehension stage (Lantos, 2015; Mpinganjira et al., 2014; Solomon, 2011; Kardes et al., 2010; Du Plessis & Rousseau, 2003). Comprehension is often interchangeably confused with perception; and both terms involve interpretation (Shimp, 2008). Comprehension is defined as the process of attaching meaning to a sensation (Hawkins & Mothersbaugh, 2010). Incoming information is understood and interpreted on the basis of the stimulus's characteristics, the environment in which the stimulus occurs, and again on the basis of individual factors (Hawkins & Mothersbaugh, 2010). Interpretation is both relative and subjective (Hawkins & Mothersbaugh, 2010).

Perceptual relativity means that people use reference points when comprehending and interpreting stimuli. Perceptual subjectivity refers to a person being influenced by psychological bias (Hawkins & Mothersbaugh, 2010). Although most stimuli have a conventional meaning, people often assign psychological meanings to the stimulus when interpreting it (Hawkins & Mothersbaugh, 2010). Hence, consumer behaviour is mainly driven by psychological meanings that people assign to stimuli; and marketers need to be concerned with how subjectivity influences the way people comprehend advertising communication (Hawkins & Mothersbaugh, 2010).

Interpretation can happen either cognitively or affectively (Mueller, Fritsch, Hofmann & Kuchinke, 2017; Hawkins & Mothersbaugh, 2010). While cognitive interpretation means that people assign stimuli to existing groups of meanings, affective interpretation refers to the emotional response that a stimulus, such as an advert, causes (Mueller, Fritsch, Hofmann & Kuchinke, 2017; Hawkins & Mothersbaugh, 2010).

2.5.3.6. Retention

If an advertisement makes a big enough impression on the consumer, it is likely that the message gets stored in the memory; so that the consumer can recall it during the decision-making process (Mpinganjira et al., 2014). According to psychologists, the memory can be divided into three parts: sensory, short-term, and long-term (Holt et al., 2012; Wortman, Loftus

& Marshall, 1992). The sensory memory holds information about arriving stimuli for a brief moment (Holt et al., 2012; Wortman et al., 1992).

Most of the stimuli in the sensory memory vanish rapidly (Holt et al., 2012). Those stimuli that are paid attention to, due to selective attention, and are actively considered and reasoned, due to selective perception, enter the short-term memory (Holt et al., 2012). Through coding the short-term memory stores information temporarily; and it is thus able to retain the information (Holt et al., 2012; Wortman et al., 1992). If the information has gone through sensory and short-term memory, and is stored for longer periods of time, it has then reached the long-term memory. Several interferences can hinder information from being remembered; or else, they can support forgetting. For example, no memory trace may be created, unless the information is sufficiently given attention; or if previously learnt information interferes with new information, or vice versa (Dale-Jones. et al., 2007). The result of the perception process is a decision or a response to the stimuli (Kimmel, 2012).

2.5.3.7. Response

Several influences impact the different stages in the perception-formation process and thus form a response. A response is defined as “any action, reaction, or state of mind resulting from a stimulus or a cue” (Brink, Brijball & Cant, 2002: 109).

Daniel and Schmid (2010: 27) describe this phase as "the result of the perception of what is perceived" and argue that the reaction is the result of information processing by individuals or the consequence of selective attention and subjective perception. Once viewers have paid attention to and understood the stimulus, they can store some information and act upon it (Chen et al. 2020). The action phase of perception may involve some kind of physical activity that occurs in response to the perceived and recognized stimulus. In the response to the advertising stimulus, meaning was assigned to the information based on previous knowledge and experience (Daniel & Schmid, 2010). There are several influential factors that impact the different stages in the perception process.

2.5.4. Influential factors on the perception-formation process

The literature shows that various influences have an impact on the perception process. Three terms summarize the stages of perception strongly influenced by different factors: selective attention (Lantos, 2015; Kardes et al., 2010; Du Plessis & Rousseau, 2003), subjective perception (Raab et al., 2016; Lantos, 2015; Kardes et al., 2010) and selective retention (Du Plessis & Rousseau, 2003). In the following sub-sections, these terms and the various influences will be discussed in more detail.

2.5.4.1. Selective attention

The phenomenon of focusing the attention on specific stimuli, even when exposed to alternatives, is called selective attention (Holt et al., 2012; Kardes et al., 2010; Du Plessis & Rousseau, 2003). Selective attention determines to which stimuli individuals pay attention; and which they are ignored (Raab et al., 2016; Lantos, 2015; Kardes et al., 2010). On one hand, selective attention is influenced by experiences, emotions, needs, wants, interests, values, beliefs and attitudes that people possess (Du Plessis & Rousseau, 2003). On the other hand, selective attention is also affected by stimulus characteristics, such as size, colour and shape, as well as situational factors, such as the influence of the other stimuli in the environment and an individual's interest in the editorial content in which the advertisement is embedded (Hawkins & Mothersbaugh, 2010). An individual is more likely to perceive stimuli that conform to his or her experiences, emotions, needs, wants, interests, values, beliefs and attitudes (Lantos, 2015; Kimmel, 2012). On the other hand, if an individual is confronted with stimuli that contradict people's experiences, emotions, values, beliefs, attitudes or interests, they will tend to ignore these stimuli (Lantos, 2015; Kimmel, 2012; Du Plessis & Rousseau, 2003). This study investigated the role of emotions as a primary influencing factor affecting consumers' attention to advertising stimuli on Facebook, thereby influencing the perception of in-stream advertising. This will be discussed in more detail in Section 2.5.5.1.

2.5.4.2. Subjective perception

In the comprehension or interpretation stage, new information is related to existing knowledge; and it is thus interpreted and assigned meaning (Raab et al., 2016; Lantos, 2015; Kardes et al., 2010; Brink et al., 2002). The authors define this phenomenon as subjective perception (Raab et al., 2016; Lantos, 2015; Schiffman & Kanuk, 2004) or selective interpretation (Brink et al., 2002); and these authors refer to it as individual variations in the organisation and interpretation of sensory impulses. Individuals assign different meanings to external stimuli, which is the result of different expectations due to different previous experiences (Raab et al., 2016; Lantos, 2015; Schiffman & Kanuk, 2004).

Subjective perception represents a filter through which the information must stream from the sender (advertiser) to the receiver (consumer) (Brink et al., 2002). The filter enables the consumer to blind out some information in the advertisement, to alter the meaning of the communication, or to concentrate on only specific aspects of the message (Brink et al., 2002). Subjective perception depends on three factors (Lantos, 2015):

Firstly, the perception is influenced by the external context in which perception occurs (Lantos, 2015; Hawkins & Mothersbaugh, 2010). In the advertising environment, marketers need to decide where to place a certain message; and how the platform in connection with the

message will probably be perceived by the consumer. The environment in which the stimulus occurs is an important factor to consider in the perception-formation process, as it arouses the individuals' responses and gives them an indication on how reliable, unambiguous and complex the advertisement is (Rodgers & Thorson, 2000; Stewart & Furse, 1985). Knowing the characteristics of a stimulus environment may predict the consumers' behaviour and their response to the stimulus (Bandura, 1986). When interpreting a stimulus, the environment provides a context for it; and the contextual cues take on a role independent of the existing stimulus (Hawkins & Mothersbaugh, 2010). The surroundings in which an advertising is embedded, such as the Facebook News Feed, or the video in which the advert interrupts, constitutes a contextual cue.

Secondly, consumer's desires, expectations and other perceptual predispositions shape their perceptions (Lantos, 2015; Hawkins & Mothersbaugh, 2010; Schiffman & Kanuk, 2004). What individuals perceive is usually based on what they expect to see, and their expectations are, in turn, a result of familiarity and previous experiences (Schiffman & Kanuk, 2004). Hence, the same stimulus may have a different psychological outcome to different people. Lastly, the characteristics of the marketing stimuli, such as size, colour and shape, influence how people view the stimulus (Lantos, 2015; Hawkins & Mothersbaugh, 2010). This study examined the perceptual context, namely the interruption of the self-selected video by the in-stream advertising and its influence on the interpretation and the perception formation process. This is described in more detail in Section 2.5.5.2.

2.5.4.3. Selective retention

Selective retention refers to the process of only remembering the information that individuals regard as necessary, to solve a problem, or that corresponds with their attitudes (Du Plessis & Rousseau, 2003). It is a process by which only selected information is stored in the memory; while other information is forgotten (Donsbach, 2015). Both cognitive and motivational concepts may explain selective retention (Rössler, 2017). A motivational explanation for selective retention may be that people either try to reach a preferred conclusion, or they attempt to arrive at a correct conclusion, whereby the former goal promotes selective retention; and the latter goal reduces selective retention. A cognitive explanation for selective retention may lie in just how the human memory is structured. A congruent message may more easily be fitted into the available memory schemata (Rössler, 2017). Hence, individuals are more likely to remember facts that are in line with what they believe in (Rössler, 2017; Donsbach, 2015).

Thus, attitudes are an essential influential factor that affect consumer perceptions (Huang & Waddell, 2019). When defining attitudes, Mpiganjira et al. (2014) point to the most widely

accepted and used definition of attitudes by Gordon Allport (1935: 798): An attitude is “a learned predisposition to respond in a consistently favorable or unfavorable manner, with respect to a given object. This definition requires that an attitude is learned, it includes a response; and it is directed towards a given object, for example, a brand. Various models try to describe attitudes, based on one or more of the three components that attitudes comprise: cognitive, affective and behavioural (Mpinganjira et al., 2014). The affective component points to the feelings and emotions an individual has towards an attitude or object (Mpinganjira et al., 2014).

The cognitive component of attitudes refers to people’s knowledge of the characteristics of an attitude or an object, resulting in informational or evaluative beliefs (Mpinganjira et al., 2014). When it comes to a person’s intention to behave in a particular manner, regarding the attitude or object, the attitude is determined by using the behavioral component (Mpinganjira et al., 2014). It is important for marketers to understand consumers’ response or perception of targeted advertisements on Facebook. This allows marketers to align their advertising activities on those platforms with consumers’ perceptual preferences (Kardes et al., 2010). As already mentioned, consumer perception is influenced by consumer attitudes (Huang & Waddell, 2019; Kumar, 2016). Du Plessis and Rousseau (2003) state that people's retention of information depends strongly on their attitudes. Therefore, attitudes for retaining information and thus for the perception process are of primary importance in this study which will be further explained in Section 2.5.5.3.

2.5.4.4. Perception of targeted advertising on Facebook

Although Kotler et al. (2017) recognised the benefits of targeting; and they also describe these steps as “unilateral decisions made by marketers without the consent of their customers” (Kotler et al., 2017: 47). It is claimed that customers often perceive targeting as interfering and annoying; and they regard one-way messages from companies to be spam (Kotler et al., 2017). The annoyance of consumers caused by targeted advertising on Facebook can lead to a negative perception of advertising. For example, Shareef, Mukerji, Dwivedi, Rana and Islam (2019) refer to several research papers, such as those by Hayes and King (2014) and Kim and Ko (2012), when they state that consumers who are irritated about an advertisement, are not willing to be exposed to the same advertisement. They will not pay attention to it; or they will develop a positive perception of the same advertisement (Hayes & King, 2014; Kim & Ko, 2012).

Doorn and Hoekstra (2013) investigated the trade-off between customising advertisements to individual consumer needs, and the use of personal data that are required for targeted advertising. They found that the higher the degree of personalisation, the stronger the

consumer's feeling of intrusiveness (Doorn & Hoekstra, 2013). On the other hand, it was established that high personalised advertisements increased the purchase intentions (Doorn & Hoekstra, 2013).

There are several studies related to the effects of Facebook's News-Feed advertising on consumers' perceptions and brand reputation (Deghani & Tumer, 2015b; Sook Kwon et al., 2014; Wojdyski, 2016; Rodgers & Thorson, 2017). Dehghani and Tumer (2015) found that Facebook advertising essentially influences a brand's image and equity, which contributes to an alteration in the purchasing intention. A study by Sook Kwon et al. (2014) revealed that if consumers are motivated to include brands in their social media consumption, in other words if the two factors of information seeking and brand likeability are given, they are likely to perceive non-advertising brand messages in a positive light.

This supports the findings by Sallam and Algammash (2016), who claimed that entertainment and informativeness are the main drivers for consumers to perceive an advertisement positively. Wojdyski (2016) goes even further by saying that the same factors may also direct responses to paid social media advertising. On the other hand, Tucker (2014) suggests that the integration of advertising into Facebook's news feed, which mainly includes self-selected acquaintances and brands, might result in a negative reaction. This result agrees with the findings of Rodgers and Thorson (2017) that people have indicated a disliking of being exposed to a lot of advertising posts; and if they are, the social media users lessen and limit the usage of Facebook.

Goldman (2011) argues that when people use Facebook, they are in an entertainment, or an information mode. Consequently, they look at posts from friends, family, celebrities, or at the news. In this situation, they are not in a commercial mindset (Goldman, 2011), thus exposing themselves to advertisements that might irritate them.

The characteristics of advertisements that constitute and affect consumers' perception of advertisements on social media were investigated by Daroch (2017) and Yaakop, Mohamed Anuar, Omar and Liaw (2012). Daroch (2017) found that people's perception of social media advertising is influenced by factors, such as information, recall, privacy, perceived interactivity, visibility and planning. Yakoop et al. (2012) identified three online factors that substantially affect consumers' attitudes towards advertising on Facebook: perceived interactivity, advertising avoidance and privacy. These studies point to the importance of further exploring consumers' processing of advertisements delivered through in-stream videos, their emotions and attitudes; as this advertising format has not been covered by the above-mentioned studies. Based on the findings, this study commented on the above described research results later in

this paper, in order to provide marketers with a rich understanding of Facebook-targeted in-stream advertising. The theories discussed above contributed to the formation of the adapted model shown in Figure 2.8 and described in the sub-section that follows.

2.5.5. The perception model for in-stream advertising on Facebook

Based on the perception model and on the influences described above, the model of this study is a combination of authors referred to in Section 2.5.3.: Lantos (2015), Kimmel (2012), Parumasur and Roberts-Lombard (2014), Kardes et al. (2010), Mpinganjira et al. (2014), Kotler and Armstrong (2016) and Hawkins and Mothersbaugh (2010). The perception model described, as shown in Figure 2.8, has been applied to South African consumers' exposure to Facebook-targeted advertising; and the perception that is being investigated is in relation to the advertisement shown on the social media platform. It was investigated, to see whether the perception of the advertisement is influenced by the advertising method, specifically by the in-stream videos on Facebook.

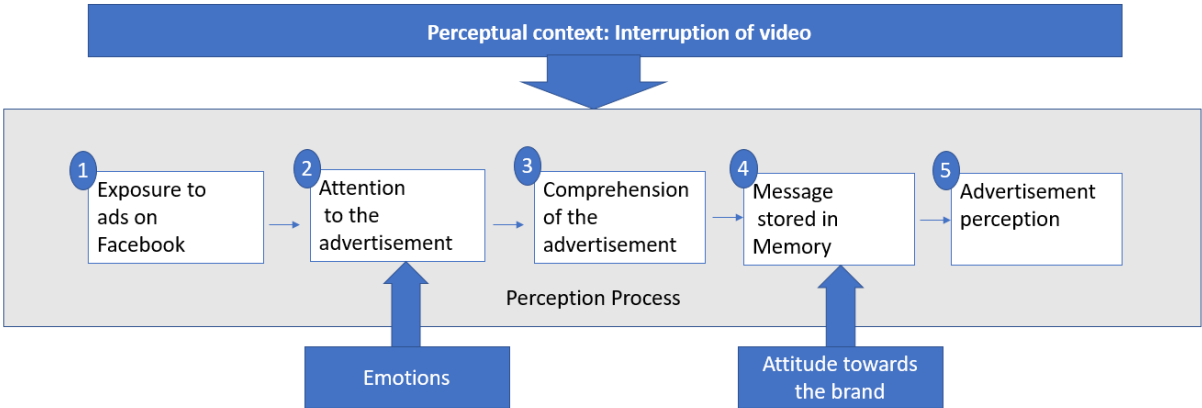
During the perception-formation stages, the consumers can be influenced by different factors, such as their perceptual predisposition (Raab et al., 2016; Lantos, 2015; Parumasur & Roberts-Lombard, 2014; Kimmel, 2012; Kardes et al., 2010); the context in which the stimulus occurs (Lantos, 2015); the characteristics of the stimulus (Lantos, 2015) as well as by the attitudes towards the advertising brand (Kotler & Armstrong, 2016). As can be seen, the researcher has chosen selected influential factors that are compiled and illustrated in the model and constitute the focus of this study. The role of these influencing factors was explored in relation to the perception stages.

The influencing factors were investigated by using qualitative interviews and specific questions designed to address the proposed relationships. This will be further described in the methodology chapter.

The first three stages of the adapted perception model were adopted from Lantos, (2015), Mpinganjira et al. (2014), Solomon (2011), Kardes et al. (2010) and Du Plessis and Rousseau (2003), who all address exposure, attention and comprehension. This model includes a fourth and a fifth stage, called memory and response, which are in line with the work of Mpinganjira et al. (2014). This decision results from the fact that South African consumers can only use an advertising message shown to them on Facebook in the decision-making process, provided the advertisement is stored in either the short-term or in the long-term memory (Mpinganjira et al., 2014). Additionally, Kimmel (2012) emphasised that the result of the perception process is a decision, or a response, to the stimuli, which then results in consumer behaviour; and this is relevant for the context of this study.

It is recognised that consumer perceptions and behaviour constantly change; and accordingly, marketers need to regularly monitor and analyse consumers' perceptions (Raab et al., 2016; Hudak et al., 2017). Emotions, interruption of the video as perceptual context and attitude towards the brand are the chosen influential factors considered in this study, which is explained in the sub-sections to follow.

Figure 2.8: The perception-formation process when exposed to Facebook in-stream advertisements



Sources: Adapted from Lantos (2015), Kimmel (2012), Kardes et al. (2010), Mpinganjira et al. (2014), Kotler & Armstrong (2016), Du Plessis & Rousseau (2003) and Hawkins & Mothersbaugh (2010).

2.5.5.1. Emotions

This study focuses on emotions, as a primary influential factor that may impact consumers' attention to advertising stimuli on Facebook; and may consequently, influence how the advertisement shown via in-stream videos is perceived. The researcher selected emotions for a number of reasons. Firstly, attention is influenced by affective or emotional states (Peter & Olson, 2002). In the stimulus-perception processing, stimuli that are emotionally salient receive the priority (Lewis, Haviland-Jones & Barrett, 2008). Hence, advertising that is emotionally interesting is likely to be noticed (Kardes et al., 2010).

Secondly, relevant literature on the motives for using Facebook indicate that two of the major drivers for the usage of Facebook are emotional support and emotional satisfaction (Sagioglou & Greitemeyer, 2014; Ellison, Steinfeld & Lampe, 2006). Thirdly and finally, as inferred from Section 2.5.1., consumers may experience certain emotions when being exposed to

interrupting advertising (Kardes et al., 2010; Mikulincer, 1994). This points to the importance of considering emotions in the process of perception-formation in the context of this study.

2.5.5.2. Interruption as the perceptual context

The perceptual context and its influence on the perception formation process was investigated in this study. This study attempts to understand the role of the interruption by in-stream videos, as a perceptual context, in relation to the perception formation towards the advertisement. Thus, the interruption of the video is investigated in relation to all perceptual stages illustrated in the model of this study. Goldberg & Gorn (1987) found that the ranking of an advertisement, as either bad or good, and thus the interpretation, is mainly dependent on the environment, the situation, or on the object, to which the individual is exposed (Goldberg & Gorn, 1987). Additionally, Andrews and Shimp (2012: 701) place special emphasis on investigating the “context or situation in which information is received”, in order to determine what is understood (Andrews & Shimp, 2012). Shareef et al. (2019) refer to Taylor et al. (2011), when mentioning that the interruption by an advertisement can divert consumers from getting the desired meaning of the communication. Consequently, investigating the interruption by an in-stream advertisement and its role in relation to the perception formation towards the the same advertisement is of high interest for the researcher.

2.5.5.3. Attitude towards the brand

As mentioned under section “Selective Retention” (2.6.3.3), attitudes are tendencies and behavioural predispositions that affect the judgement of stimuli (Raab et al., 2016) hence are an important element of many perception and information processing models (Rodgers & Thorson, 2000). Attitudes towards a brand are influenced by past experiences with a product or a brand (Du Plessis & Rousseau, 2003).

Attitudes are an essential influential factor that affect the retention of advertising messages and thus are of primary importance for this study. A recent publication by Huang and Waddell (2019) points to papers by Aylesworth and MacKenzie (1998), De Pelsmacker, Geuens and Anckaert (2002) and Wise, Bolls, Kim, Venkataraman and Meyer (2008) when alluding to the phenomenon of consumers’ attitudes towards and recall of embedded ads on traditional media being affected by the mood that the context of the media evokes. Additionally, Kaushal and Kumar (2016) emphasise the importance of the attitude towards the brand when investigating advertisement perception since a direct connection between consumers’ attitude towards advertisements and consumers’ attitudes towards the brand being advertised was demonstrated. Thus, this work investigates the influence of attitudes towards a brand that uses in-stream advertisement on Facebook on the retrieval of Facebook targeted in-stream

advertising messages. In the context of this study, attitudes may either be pre-existent due to a past exposure to the brand or may be formed when being exposed to the targeted in-stream advertisement. The researcher investigates whether an attitude towards a brand that uses in-stream advertisements on Facebook influences the retrieval of an advertising message that is shown via in-stream videos and thus influences the advertisement perception.

The research objectives of this study are illustrated in the model above. This model combines all relevant constructs for this study which the researcher tends to investigate as highlighted in the gaps of literature illustrated in Chapter 1, so as to add to academic literature and to direct present marketers when it comes to social media advertising.

2.6. CONCLUSION

This chapter has explored some of the fundamental aspects of advertising; and it has provided an overview of the South African consumer landscape and online behaviour in South Africa, before the theoretical framework was presented. Online advertising, and in particular social media advertising on mobiles South African firms have recognised the social media as an advertising means to enhance brand recognition, brand exposure and business performance. Mobile targeted advertising on Facebook has proven to be successful due to it being perceived as engaging, fun and being relevant. Facebook-targeted advertising, however, raises some concerns regarding its interruptive and invasive character, as perceived by individuals. This has led the researcher to further investigate the phenomenon at hand; and it has resulted in the formation of an adapted model, which was used in the analysis of this study.

The model by which the perception of in-stream videos, as a form of targeted advertising on Facebook has been investigated, has been presented in this chapter. Known perception models encompass a multi-stage process and the perception formed is affected by various different influential factors. Based on these prevalent perception models, the model of this study was based on a combination of the authors and a selection of the influential factors. Chapter 3 describes the research methodology; and thus, it outlines the plan, on the basis of which the research was conducted. The next chapter shows how the relationships presented in the theoretical framework and the deduced research objectives were addressed.

CHAPTER THREE: THE RESEARCH METHODOLOGY

3.1. INTRODUCTION

In this chapter, the research methodology is presented. The previous chapters outlined the key components of this research, analysed and reviewed the literature pertaining to the context of this study; and discussed the theory, on which this investigation is based. The first chapter served as an introduction and summary of this study; the second chapter provided a detailed overview of social media marketing, Facebook-targeted advertising, the South African consumer landscape; and it presented the theoretical framework for this study. The literature review has shown that many factors influence consumers' perceptions of advertising. The researcher has selected certain influencing factors and relationships, on which to focus when underscoring in-stream advertisements on Facebook. The research methodology presented in this chapter examines how these relationships and the influencing factors are explored by using specific data-collection and analytical methods; and thus, just how the research question is to be answered.

A research methodology explains the decision for and application of particular methods in the research process (Kuada, 2012). The researcher has established a systematic and structured research methodology, which was directed by previous methodologies and research literature from academic authors, in order to ensure academic integrity. This research methodology outlines the chosen research paradigm and strategy for this study. A qualitative methodology approach was derived from the paradigm, which are further explained later in this chapter. Furthermore, this chapter provides insights of the research method, the selected target population, as well as of the data collection and data-analysis method utilised. Finally, issues pertaining to trustworthiness and ethics will be outlined.

3.2. THE RESEARCH PARADIGM

A paradigm is defined as a group of general philosophical beliefs about the nature of the world and how people understand it (Creswell, 2014; Maxwell & Wooffitt, 2005). A research paradigm directs an academic investigation and the methodology followed in a research paper (Maxwell & Wooffitt, 2005). In addition, a paradigm also implies considerations of epistemology, ontology (Bryman & Bell, 2014; Elyas & Nasseef, 2013) and axiology (Ling & Ling, 2016). Epistemology addresses the question of what can be viewed as the acknowledged standards of knowledge in a specific subject area (Bryman & Bell, 2014). Ontology considers the characteristics of social phenomena by scrutinising whether they are objective and independent of people; or they are a result of peoples' perceptions (Bryman & Bell, 2014; Hussain, Elyas & Nasseef, 2013). Axiology is concerned with investigating the role of values, such as ethics, in the

research process (Romm, 2015). For the purposes of this research, the axiology is not considered separately in depth; since it forms part of the considerations regarding epistemology and ontology (Romm, 2015).

The pragmatism paradigm, the positivism paradigm, the transformative paradigm and the interpretivism paradigm are four recognised research paradigms that were considered. Their relevance in relation to this study and to epistemological and ontological perspectives is analysed in the following section (Wahyuni, 2012; Maxwell & Wooffitt, 2005).

Pragmatism is a research philosophy that places the emphasis on actual behaviour, the beliefs that underlie these behaviours, and on the probable outcomes of different behaviours (Morgan, 2013). From an ontological perspective, pragmatism is concerned with identifying methods and approaches that help in understanding an issue, rather than focusing on a particular view of the nature of reality (Ling & Ling, 2016). Pragmatist epistemology does not regard knowledge as being one single version of the truth, but as being the result of experiences (Ling & Ling, 2016). The outcomes of a research are tried to be understood by any suitable method and approach (Ling & Ling, 2016). Thus, Pragmatism serves as an elemental philosophical framework for mixed-methods research (Mertens, 2010), which is why it was not selected for this study.

The transformative paradigm constitutes another group of general philosophical beliefs (Romm, 2015). From an epistemological point-of-view, the transformative paradigm underpins the reality that is based on values, such as social values, political values, cultural values, economic values and ethnic values (Ling & Ling, 2016; Mertens, 2007). Researchers following transformative ontology attempt to comprehend how particular views on reality are preferred in society rather than others, and how they can contribute to stop the inappropriate privileging of perspectives (Romm, 2015). Transformative research is conducted to identify various types of reality; and consequently, it considers the perspectives and values of many different individuals (Ling & Ling, 2016; Mertens, 2007). To achieve this, the transformative paradigm takes advantage of combining qualitative and quantitative methods (Mertens, 2007). Due to the missing transformative nature of this study, the transformative paradigm was not deemed suitable for this study (Ling & Ling, 2016; Mertens, 2007).

The positivist paradigm describes a worldview that is rooted in the delivery of research conducted in a specific investigation method (Kivunja & Kuyini, 2017). Objects can be known and observed; and the researcher can discover their relationships and laws (Heppner, Wampold & Kivlighan, 2007). Theory is there to create hypotheses that can be tested, in order to determine the validity of these propositions (Bryman & Bell, 2014). Positivist epistemology

deduces social reality from natural scientific truth (Bryman & Bell, 2014). Social actors are objective; and they react to their environment independently of the enquirer (Elyas & Nasseef, 2013).

The ontology of positivism believes that social reality can be measured, without any interference by the enquirer (Elyas & Nasseef, 2013). Thus, like any other scientific discipline, human beings can be studied by using scientific methods (Elyas & Nasseef, 2013).

The aim of this study is to engage with the target population, to provide a detailed picture and description of South African consumers' perception-formation of mobile Facebook-targeted in-stream advertising. Positivism was not regarded as a suitable paradigm for this study; as it traditionally involves a quantitative approach (Bryman & Bell, 2014; Creswell, 2007). A positivist approach uses measurement instruments, which have set responses; they provide defined and restricted answers; and they utilise statistical evaluations, which may not necessarily lead to the desired richness and depth of data that can be generated from an interpretivist-oriented research method (Thanh & Thanh, 2015; Williams, 2020).

Interpretivism means that researchers have to recognise the subjective significance of social actions (Bryman & Bell, 2014); and they are dependent on how individuals look at the issue and on the circumstances being studied (Creswell, 2013). This is in contrast to the positivism paradigm, which focuses on the collection of information through observation and numerical measures; but it fails to address aspects, such as personal beliefs and experiences (Malhotra, 2010). Unlike the ontology of positivism, the ontology of interpretivism claims that the existence of social phenomena is influenced by the perception of people; and consequently, reality is the result of individuals' own constructions and interpretations. In contrast to the epistemology of the positivism paradigm, the epistemology of the interpretivism paradigm regards the enquirers' knowledge as being a key influence in the studied social phenomenon.

Based on the above described methodological, epistemological and ontological views, the research paradigm of this study is the interpretivism paradigm. The interpretivists' reasons for conducting research are to understand and describe human behaviour (Chilisa, 2011), which is in line with what this study aims to accomplish. In terms of epistemology and ontology, this study has examined the perception of in-stream advertising on Facebook, based both on the statements of individuals about their perceptions and on the researcher's interpretation of these perceptions.

When analysing, interpretivism usually leads to researchers conducting a qualitative research; as this paradigm focuses on how people feel about a social setting; how they form their own point of view; and how they make sense of their lives (King, Horrocks & Brooks 2018). This

was regarded as being important for the purpose of this study; as the disclosure of the target population's views and beliefs are essential, in order to examine the relationships and theory suggested in the theoretical framework. A deeper discussion of the qualitative research design is provided in the next section.

3.3. THE RESEARCH DESIGN

A research design is defined as a framework or plan of action that serves researchers as guidance, when collecting the data, answering the research question and tackling the research problem (Ang, 2014; Silver, Stevens, Wrenn & Loudon 2012). The research design addresses the strategy that underlies the study, the target population that is being studied and the methodology that is applied (Ang, 2014; Silver et al., 2012). The most common research designs within a qualitative approach are grounded theory, ethnography, phenomenology and narrative interpretation (Punch, 2006; Sandelowski, 2000).

This study followed phenomenology, which is referred to as a study that depicts the meaning that individuals assign to the past experiences of a phenomenon (Creswell, 2007). Focusing on what people experienced when they were exposed to targeted in-stream advertising on Facebook, phenomenology was a suitable strategy to be used in this study. Creswell (2007) emphasises that phenomenology is best suited for research problems that involve understanding people's individual or common experiences of a phenomenon, in order to gain deeper insights into the features of the phenomenon (Creswell, 2007). This corresponds with the researcher's aim, which is to shed light on individuals' experiences with in-stream advertising on Facebook, in order to better understand the perception of these advertisements. Phenomenology involves a description, an exploration and the interpretation of a process (Mohajan, 2018; Cresswell, 2007) which contributes to the decision of following an exploratory qualitative research design. This will now be explained in the following paragraphs.

Research designs can be divided into three recognised categories: exploratory, explanatory and descriptive (Malhotra, 2010; Alston & Bowles, 2018). Exploratory research is used by researchers, in order to provide insights into and an understanding of a research problem (Silver et al., 2012; Malhotra, 2010). Descriptive research entails a description of certain characteristics; and it presumes a clear definition of the problem statement and some prior knowledge (Silver et al., 2012; Malhotra, 2010). Explanatory research aims to explain phenomena by investigating cause-and-effect relationships (Malhotra, 2010). Research approaches are referred to as plans and procedures outlining and determining the steps of data collection, analysis and interpretation (Cresswell, 2014).

This research followed the interpretivism paradigm, which led the researcher to take a qualitative approach. According to Richards (2015) and Gorman, Clayton and Shep (2005), qualitative research refers to ways of analysing people and their social environment by examining them in their natural setting and disclosing how they perceive their situations and their behaviour.

An exploratory qualitative research was regarded as the most suitable research method for this study. Firstly, exploratory research provides insights into individuals' thought processes and perceptions (Brown, Suter & Churchill, 2013). Phillips and Pugh (2000) emphasise that the goal of exploratory research is to provide in-depth, rich data and descriptions of the phenomenon at hand. These explanations fit the aim of this study, which is to understand the influence of Facebook targeted in-stream advertising on South African consumers' advertisement perception. Meticulous background information on South African consumers' emotions and attitudes, as well as insights about Facebook-targeted in-stream advertising and a revelation of how South African consumers perceive or experience these facts were required.

Secondly, Bickman and Rog (2009) and Brown et al. (2013) suggest using exploratory research, when the researcher's aim is to become acquainted with and understand the subject under investigation; particularly if it is relatively new or un-interpreted or if only little knowledge is available. The exploratory design helped the researcher to shed light on the perception of in-stream advertisements on Facebook and allowed a detailed understanding of the role of specific influencing factors in relation to the perception stages. This was of primary importance as the concept of in-stream videos on Facebook as an advertising method has not yet been intensively studied, especially with regards to South African consumers' perception of this advertisement measure which was already explained in Section 1.4.

Thirdly, qualitative data provided by the exploratory research design can contribute to the testing of theories that are established prior to the data collection (Bryman & Bell, 2014). It may also happen that theoretical positions arise in the course of research and stimulate the collection of additional data to test this theory (Bryman & Bell, 2014). This was in line with the approach in this study; as the perception-formation process was the conceptual basis of this study; and interpretive methods, were used to substantiate the model and to point out possibilities for further investigations in the future. The results of an explorative qualitative research are usually used as a basis for a more thorough evaluation and quantitative studies, which this study proposes in the section on recommendations for future research.

Central to the application of qualitative methods is sampling (Robinson, 2014). The next section describes the target population; and how the sample was formed for the purposes of data collection.

3.4. TARGET POPULATION AND SAMPLING TECHNIQUES

According to Malhotra (2010), Duesbery and Twyman (2019), a target population for a research study is composed of the aspects to be investigated by the study. In order to conduct effective and accurate research, an exact depiction of the target population is required (Malhotra, 2010). The target population of this study is the South African consumer, who uses the internet and Facebook on a regular basis. This section describes the target population in more detail; and it outlines the sampling technique, as well as the chosen sample size.

3.4.1. Target population

The South African population is growing; and within 13 years the number of households has increased from 10.8 million in 2002 to 16.8 million in 2015 (Lappeman, 2018). The country is regarded as having the highest income inequality on earth, which is represented by the majority of South African consumers' income share, which is below 19 % (Lappeman, 2018). This inequality is reflected in an uneven access to broadband internet; since the majority of lower-income South Africans lack any regular internet access (Franklin & Eldridge, 2016). Nonetheless, the significance of the internet for those South Africans who have access, is undeniable.

The target population consisted of South African consumers between the ages 18 and 64 years. The age boundaries were set because of the limitations identified in the literature regarding an inclusion of consumers under 18 years and those above 64 years. The findings of a study by Qwerty Digital (2017) indicated a relatively low Facebook usage rate in the under-18-age group, and also in the 65+ age group for the South African population. Additionally, with the participation of minors, ethical issues could arise (Greig, Taylor & MacKay, 2013; Fargas-Malet, McSherry, Larkin & Robinson, 2010).

Minors can easily be manipulated and incited by their parents to participate in the study. Therefore, for this study, adult consumers that have South African citizenship, who are between the ages of 18 and 64, and watch Facebook videos on a regular basis, are taken as the target population. The exact size of this population group could not be identified in the literature. An indication, however, is provided by Statistics South Africa (2016), which claims that in 2016, approximately 38 million South Africans were between the ages of 15 and 64 years.

As stated by Lappeman and Simpson (2017) and Poushter (2016), only a small percentage of the lower-income sector of the South African market has any access to the internet. This infers that online marketing, and social network advertising, in particular, may reach middle- and high-income consumers significantly more than lower-income consumers. Hence, the sample of this study represented mainly middle- and high-income consumers. This group of consumers is of immense relevance for marketers; since Lappeman and Simpson (2017) emphasises the high spending power of middle- and top-end consumers. Additionally, the internet has importance for those that have access to it in terms of it being an invaluable means of communication and a news platform. This is demonstrated by the findings of a report by Hootsuite Media (2019), which was elucidated earlier.

The decision of choosing South African consumers, as the target population of this study was done for several reasons. Firstly, South African consumers with access to the internet are exposed to social media advertisements on a regular basis (World Wide Worx, 2017; Donner et al., 2011); and as can be inferred from the literature review, it may be impacted by Facebook advertising as regards the intention-to-purchase and purchase-brand offerings. Therefore, they are a relevant and attractive target group for marketers. If a digital advertisement appeals to consumers, they are ready to support and purchase the brand (Smith, 2011). However, consumers with internet access also have the power to avoid a brand; and through word-of-mouth, on the social media, they can even make it appear in a negative light, if an advertisement annoys them (Smith, 2011).

Secondly, the researcher failed to find any distinguishing reasons why it is that different categories of people engage in videos on Facebook. And this is why no further specifications of the target population were made. However, this did cause the inclusion questions in Section B of the research instrument, which highlighted the measured consumer demographics (Appendix A).

In order to be able to achieve a generalisation of the findings, the sample chosen has to be representative of South African consumers (Bryman & Bell, 2014). The next sections discuss the sample size, the sampling method, and how generalisation will be achieved.

3.4.2. Sample size

The sample size deals with the question of how large the sample should be or how many participants from the target population should take part in the study (Bryman & Bell, 2014). An indication on whether a big enough sample was selected is the concept of saturation (Dworkin, 2012). Saturation can be referred to as the situation in which freshly generated data provides no new theoretical insights (Dworkin, 2012; Flick, 2008). According to Latham (2014)

saturation often takes place between 12 and 15 participants. Crouch and McKenzie (2006) explain the advantages of small samples in interview-based qualitative research. The authors emphasise that a sample consisting of less than 20 participants can aid the researcher in staying closely associated with the interviewees and improve the validity of in-depth inquiry (Crouch & McKenzie, 2006). In line with these findings, the sample of this study consisted of 13 individuals as the researcher identified the point of saturation during the 12th and 13th interview. The technique utilised to acquire the sample will be discussed in the next sub-section.

3.4.3. Sampling method

A sampling method can be referred to as the method used to select the sampling units from which data is collected (Bryman & Bell, 2014; Heath, 2013). A sampling unit is an individual element that is part of a population (Zikmund & Babin, 2006). Probability and non-probability sampling are the two methods recognised in academic literature (Daniel, 2011; Bryman & Bell, 2014; Cresswell, 2014). The selection of a sample from a population in which each sample unit has the same probability of being selected is defined as a probability sampling or random sampling (Bryman & Bell, 2014). A non-probability sampling is referred to as selecting a sample from a population in which the probability of choosing a specific member of the population is unknown (Bryman & Bell, 2014; Zikmund & Babin, 2006).

Due to the utilization of a non-probability sampling technique and lack of inferential analysis the findings cannot be generalised (Daniel, 2011; Guest & Namey, 2014). The description of the target population was based on 4 descriptive characteristics which were the age category, gender, income category, Facebook usage and type of data usage. Therefore the type of non-probability sample that was used is the purposive sampling which is the method that is widely used for qualitative research approaches (Kim et al., 2017; Bryman & Bell, 2014). According to a purposive sampling approach, the individuals were selected based on how well they corresponded with the purpose of the study and certain inclusion and exclusion criteria (Daniel, 2011). The criteria which had to be met by the individual in order to be part of the sample were that the person was born between 1956- 2000; held South African nationality; and used the internet and Facebook on a regular basis (at least once a month).

This sampling technique was selected due to the defined and required description of the target population. Following the suggestions of Kosinski et al. (2015), the researcher requested and acquired participation via snowball sampling method through Facebook: Facebook members that potentially matched the four inclusion criteria listed above were contacted and asked to take part in the interview and to recruit his or her Facebook friends who also match the set criteria to join this study. Before confirming the participation in the interview the potential

participants were asked whether they meet the three criteria mentioned above. If all of the criteria were met and the participant was willing to participate, the interview was scheduled.

Baltar and Brunet (2012) explain that snowball sampling is a suitable method for exploratory, qualitative or descriptive research which is why it was an appropriate approach chosen in this study. Additionally, the researcher may find the request to participate from a potential interviewee easier and quicker if an interview has already been conducted with someone that the potential interviewee knows (Ochoa, 2017). Furthermore, snowball sampling is relatively inexpensive and requires minimal human resources (Ochoa, 2017). Despite the benefits that snowball sampling offers, it raises some concerns regarding potential sampling biases, as people tend to interact with and recommend others akin to themselves (McPherson, Smith-Lovin, & Cook, 2001). This likelihood of a biased sample can be seen as a limitation to this study. Nonetheless, Kosinski et al. (2015) emphasize the relevance of snowball sampling on Facebook by explaining that other ad-hoc samples are also affected by self-selection biases and that Facebook samples are a cost-effective and valuable alternative.

Before looking for potential interview participants, the researcher expected difficulties in finding participants to take part in the study based on elaborations made by Kapoulas and Mitic (2012) who emphasised that participants are not always willing and open to participate in research studies. Purvis et al. (2017) make some suggestions with regards to encouraging individuals to participate in qualitative research that the researcher of this study followed. Researchers must try to give potential participants a sense of ownership by emphasising the great importance and value of the information they are providing and by telling them that the findings will be shared with them (Purvis et al., 2017). Ethical measures were taken to ensure the protection and respectful engagement with participants; and these are further explained in Section 3.7. It was explained to participants that their participation may provide a personal benefit to them in that this research may provide suggestions as to the improvement of video advertising on Facebook. This may have contributed to the achieved number of participants of 13 individuals in this study.

3.5. DATA-COLLECTION METHODS AND TOOLS

The data-collection method deals with the question of how the data are collected and vary, depending on the choice of research approach (Malhotra, 2010; Bryman & Bell, 2014). In qualitative research, the typically used methods are interviews, focus groups, ethnography and participant observation. Interviewing can be conducted in a structured, semi-structured or unstructured manner (Bryman & Bell; Cresswell, 2014).

The data collection method, which was used in this study was individual in-depth structured interviews conducted via Skype. In-depth interviews comprise an approach, in which individuals are interviewed by a moderator, on the interviewees' own behaviour, their attitudes, norms, beliefs and values, in order to explore an issue (Bryman & Bell, 2014; Sreejesh, Mohapatra & Anusree, 2013). The data-collection method used in this study will be explained in more detail in the following sub-sections. The following section will provide an explanation on why this study utilised structured interviews.

3.5.1. Structured in-depth interviews

Unlike individual interviews, where a researcher tries to gain a detailed understanding of people's reasons for holding a particular view, a researcher's aim when conducting focus groups is to make participants challenge each other's reasons for certain opinions (Bryman & Bell, 2014). In this study, the researcher aimed to get a detailed understanding of certain factors, such as emotions and attitudes held by individuals in relation to Facebook in-stream advertising. Hence, the researcher considered individual interviews more suitable than focus groups. Additionally, Bryman and Bell (2014) emphasise that in focus the moderator delegates some of the control to the group and its dynamics. Since the interview questions are based on a model and the direction of this study was set before conducting the interviews, focus groups were not considered appropriate; as there was a risk of the group discussion losing the focus.

Unstructured interviewing is a form of interview in which the researcher does not ask pre-determined questions; but s/he creates space for the interviewees to tell their own stories (Olson, 2016). As this study is based on a structured theoretical framework and there are pre-set elements that the researcher intended to investigate and to explore, unstructured interviewing failed to provide the researcher with the information needed, in order to address the research questions (Olson, 2016).

Semi-structured interviews are held as conversations with one respondent at a time and this interview form uses a mixture of closed and open-ended questions, often followed by subsequent why or how questions (Adams, 2015). Adams (2015) explains that this form of interview is particularly relevant if several of the open-ended questions require follow-up questions. As the interview questions of this study were based on a model and no follow-up questions were required to substantiate the participants' answers, semi-structured interviews were not utilised.

The data-collection method chosen was the use of structured interviews. The interviews were based on a research instrument, which included pre-determined questions, in order to address the objectives of the study, and subsequently, the research questions. Insights were acquired

pertaining to what the participants regard as significant and important (Bryman & Bell, 2014) in relation to their perceptions of Facebook in-stream advertising and the brand being advertised.

Based on Kumar's (2019) explanations, within in-depth interviewing, structured interviews are considered to be the most appropriate approach to investigate the issue at hand. This interview type ensures the maintenance of a clear focus that is directed by the set qualitative survey. Furthermore, structured interviews deliver information in a uniform way which ensures that the data gathered is comparable (Kumar, 2019).

The use of in-depth interviewing encourages the participants to talk about their perspectives, experiences, thoughts and feelings; and this is crucial when elaborating the influencing factors that form South African consumers' brand perception, when exposed to social network advertising (Kumar, 2019; Seidman, 2019).

The researcher ensured that ethical standards were upheld, when engaging with the respondents, prior to, during and after the interview. Additionally, for the purpose of qualitatively adequate and ethically sound data collection, the researcher designed and used a research instrument which will be further described in the following section.

3.5.2. The research instrument

The research instrument consisted of a guide and structured questions. A research instrument refers to the methods and tools by which a researcher gathers data from the study's participants for the research work (Whitehead et al., 2012). The research instrument can be seen in Appendix A. In order to ensure that the research instrument is accurate and correct; and that it meets the ethical standards, the document was developed on the basis of previous papers; and it was approved by the Commerce Research Ethics Committee. The approval can be found in Appendix B.

In order to ensure that the selected participants for the interview met the criteria stated earlier, before confirming their participation, the participants were asked whether they meet the three criteria. If all the criteria were met, and the participant was willing to participate, the interview was scheduled. The research instrument consisted of 17 interview questions, which were broken down into two parts. Section A included 10 open-ended questions related to South African consumers' perception of Facebook in-stream advertisements. Section B was composed of 7 descriptive questions, which highlighted measured consumer demographics. The literature suggested that the consumers use Facebook for specific reasons that impact how advertisements are perceived (Lovell, 2017; Deghani & Tumer; Celebi, 2015). Thus, in

Section A with the first and the second questions, the researcher tried to gain an understanding of the benefits that South African consumers perceive, when using Facebook and watching videos on the platform. The answers to these questions helped to measure and interpret the questions that followed.

The third question provided the researcher with an understanding of how the participants experienced the first stage of the perception-formation process; and it gave an indication of the participants' general perspective on in-stream advertisements as a means of exposure to advertising. In the fourth and the fifth questions, the participants were asked what feelings they had when seeing the announcement of an in-stream video, whilst watching a Facebook video; and what emotions were aroused towards an advertisement that is shown via in-stream videos. The data collected with these questions also provided information about the role of the interruption caused by in-stream advertising in relation to the overall perception process, as the participants already gave initial indications of how they felt about the interruption and what role it played in terms of their exposure, attention and interpretation with regard to the advertising and their attitude towards the advertising brand.

The answers to these questions helped to interpret the findings related to question 6, which asked about the influence of the participants' emotions on their attention on the in-stream advertisements. Question 6 thus addressed the first research objective. Question 7 was directed towards the second research objective by asking the participants how the interruption by the in-stream video influences the interpretation and thus the overall perception of the advertisement. Questions 8 and 9 concerned the potential influence of attitudes towards the brand on the recall of information from the advertisement. Thus, these questions were asked, in order to address the third research objective. The final question was asked, in order to ascertain the overall perception of the in-stream video that was shown to the participants, in order to relate the findings back to the previous answers, and to come to a comprehensive conclusion.

In Section B, questions 1 to 3 address the different demographics, such as gender, age and household income. Through questions 4 to 7, the researcher aimed to gain insights into the type of internet access used by the target population (WiFi or the cellphone service provider). The findings on these questions were then related to the participants' perception of, or tolerance for Facebook in-stream advertisements. The questionnaire can be found in Appendix A.

As can be seen, the questions were directly deduced from the research question; thus they were directed towards the research objectives. All questions asked were open-ended, which

allowed the participants to answer in their own words, thereby providing the researcher with rich information. The interviews were recorded and transcribed. A detailed description of the interview procedure is provided in the next sub-section.

3.5.3. Skype interviews

The interviews were conducted in a 30-minute time slot via Skype. After the interviewees had confirmed their participation, they were then asked to open their Facebook app on their mobile phones, and to watch a self-selected video, until they experienced the in-stream advertisement. With the subsequent Skype interview, the participants were then encouraged to talk about their direct experiences, perspectives, thoughts and feelings; since it is crucial to elaborate the influencing factors that form South African consumers' advertising perceptions; when they are exposed to social network advertising (Kumar, 2019).

The Skype interview consisted of 10 minutes scheduled for the in-stream advertising to occur, in addition to a further 20 minutes scheduled for the actual interview. By offering the potential interviewees an online interview, inconveniences for the participants caused by long travel journeys were minimised.

By foregoing a physical meeting with the participants, potential financial and logistical problems with regard to finding a suitable and low-priced venue were avoided (Lo Iacono, Symonds & Brown, 2016). In addition, the usage of Skype interviews allowed the participants to easily remain in their own comfort zone at home; whereas, when conducting physical interviews, there is a greater risk of the participants feeling uncomfortable in an unfamiliar environment (Lo Iacono et al. 2016). The respondents feel more willing to exchange honest and personal thoughts and opinions at home; since they feel more comfortable in their familiar surroundings (Oltmann, 2016).

Lo Iacono, Simonds and Brown (2016) discuss the limitations of Skype interviews; and they refer to Cater (2011), when explaining that building rapport over Skype can be challenging. Rapport is referred to as a condition, in which the participants trust in the researcher; and they feel comfortable enough to open up (King et al., 2018). Additionally, in Skype interviews, the researcher is not able to interpret full body language; as only the head and shoulders of the participants are visible, which may reduce the ability to interpret intentionality and expressive movements (Bayles, 2012).

To diminish the limitations of Skype interviews, as a means of qualitative interviewing, the researcher stuck to the suggestions made by Lo Iacono et al. (2016). Rapport was strengthened by emailing the interviewees several times before the Skype interview (Lo Iacono

et al., 2016). Additionally, the researcher carefully listened to the participants and studied their facial expressions (Lo Iacono et al., 2016). For example, body language, such as frowning, crossing arms and clenching fists, could possibly indicate the negative emotions of the participants (Swartz, 2020).

Bryman and Bell (2014) refer to Eden, Ackermann and Cropper (1992), when listing the elements of a successful qualitative interview. These principles were applied by the researcher. Firstly, the interview setting should be quiet and private; and any disturbances should be minimised (Bryman & Bell, 2014; Eden et al., 1992). The researcher made sure that she was in a quiet room during the interview; and that she was not disturbed during this time. The researcher asked the participants whether they are in an environment, in which they can expect any major disturbances during the interview. When a disruptive environment was acknowledged, the respective participant was asked to move to a quieter place, before the interview was conducted.

Secondly, the researcher ensured that the audio-recording was clearly understandable and suitable for later transcription and analysis (Bryman & Bell, 2014; Eden et al., 1992). This was guaranteed by testing the audio-recording function in the pilot study. Thirdly, as can be seen in the research instrument in Appendix A, the researcher emphasised at the beginning of the interview that there are no right or wrong answers to the questions, which were again aimed at encouraging the participants to talk openly and spontaneously in the interview.

Fourthly, in order to ensure that the participants comprehended the question, they were told to notify the interviewer in case of any uncertainty or problem in understanding the questions (Bryman & Bell, 2014; Eden et al., 1992). Additionally, a pilot study was conducted prior to the actual interview.

3.5.4. Pilot-study

A pilot study is a smaller-sized study that helps the analysis, as regards the feasibility, prior to conducting the main study, thereby facilitating the planning and alteration of the data collection (In, 2017). The questions were pretested in a pilot study of three participants, in order to identify any deficiencies in the data collection, to ensure that the research instrument functioned well, and to ensure that the questions were comprehensible and sufficiently open-ended (Bryman & Bell, 2014). As in the actual study, the participants of the pilot study were acquired via snowball sampling method through Facebook and were only selected for the pilot study if they could prove able to meet the inclusion criteria that were also applied in the actual study and were presented earlier in Section 3.4.3. As suggested by Bryman and Bell (2014), the results from the pilot study were used to revise the research instrument.

The feedback from the participants was that questions should be read twice and more slowly, which the researcher then applied. Apart from that, the pilot study showed that the questions were clearly understood. The consent forms were also found to be comprehended by the participants. All the comments from the pilot study were taken into consideration, when conducting the main study. This thesis followed certain criteria, in order to increase trustworthiness of the study.

3.5.5. Instrument trustworthiness

Bryman and Bell (2017) refer to Guba, Lincoln and Publishing (1985), when explaining trustworthiness in qualitative research, which can be evaluated according to four criteria: Credibility, transferability, dependability and confirmability.

Credibility refers to the believability and authenticity of the findings (Anney, 2014); and this will be achieved though ensuring that the rules of good practice are applied; and by assuring that the interviewees are correctly understood by the researcher (Bryman & Bell, 2014). This was attained by agreeing on English being the spoken language in the interview; and also by recording the interviews, so that the researcher was able to listen to the interviews again afterwards. Furthermore, Anney (2014) suggested the conducting of member checks, in order to enhance credibility. Consequently, the participants were asked to review the researcher's coding and interpretation of the interview data. The researcher also benefitted from her supervisor's experience and guidance that improved the quality of the inquiry's findings.

Transferability is defined as the extent to which the results of the research can be transferred to similar contexts by other researchers (Anney, 2014; Bryman & Bell, 2014). This required the researcher to extensively record and document the selected methodology and the context of the study. The detailed explanation of the research processes, from the data collection to the final report, are enhancing the transferability to other contexts, such as other social media platforms, or target groups.

Dependability is referred to as the stability of the findings over time (Anney, 2014). The researcher kept complete records of all phases of the research process and wrote transcripts from the recordings, which were also preserved. This therefore ensured dependability in giving future researchers the capacity to analyse the data in the future, based on the detailed methodology, the in-depth description of the data collection and the well-defined target population outlined in this chapter (Bryman & Bell, 2014).

Confirmability is defined as the extent to which the findings of an inquiry can be confirmed by other researchers (Anney, 2014). While acknowledging that complete objectivism is not

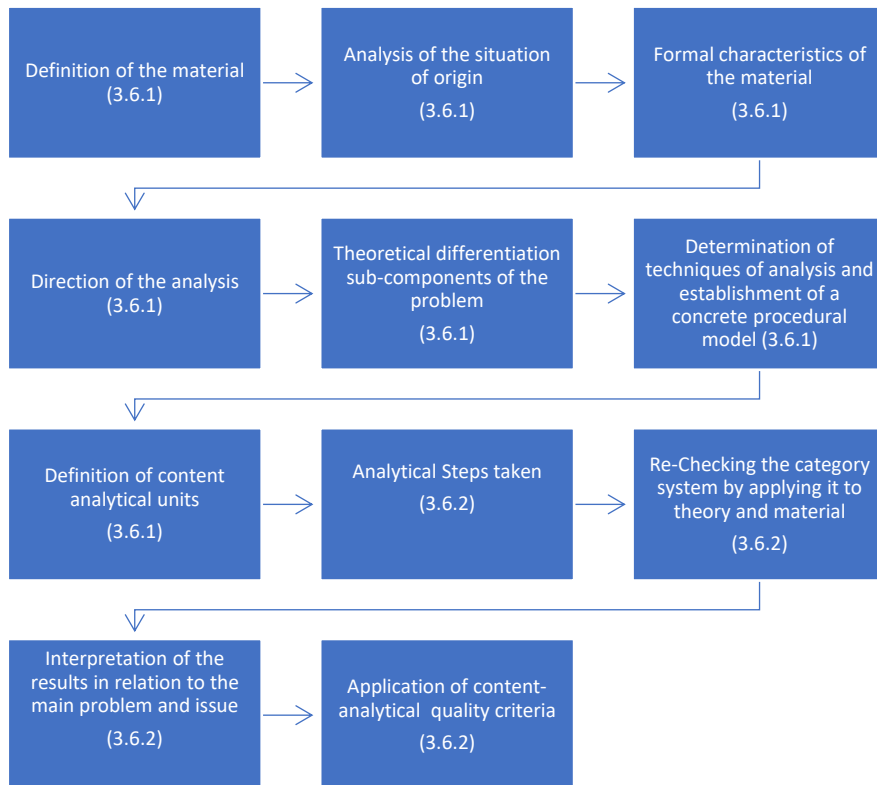
possible in research, the researcher tried to minimise the influence of her own personal values; and thus she increased the confirmability of the research findings, as suggested by Bryman and Bell (2014). Additionally, confirmability was promoted by providing a detailed description of the methodology, as well as by gathering the ethical approval of the Commerce Research Ethics Committee. For qualitative data, there are various different analytical methods.

3.6. THE DATA ANALYSIS

The most commonly used analytical methods in qualitative research are content analysis, narrative analysis, discourse analysis and grounded theory (Bhatia, 2018; Punch, 2006). Content analysis is regarded as the primary-data analytical method for the qualitative-research approach (Neergaard et al., 2009; Sandelowski, 2000). According to Bryman and Bell (2011), a qualitative content analysis can be defined as an approach for an analysis of the documents, which entails an exploration of the underlying subject matters in the material being analysed. The themes are deduced implicitly; and they are usually illustrated by using brief quotations (Bryman & Bell, 2011).

A qualitative content analysis by Mayring (2000) is regarded being a suitable method for this study (Flick, 2014; Hsieh & Shannon, 2005). Mayring (2014) emphasises that a content analysis is not a standardised approach; and it must be adjusted to the specific issue at hand. The content analysis was conducted manually, following the eleven steps, as suggested by Mayring (2000). Figure 3.1 illustrates the adapted process by Mayring (2014) that was followed, when conducting the content analysis. The steps of and experiences with the model are described in the subsequent sub-sections.

Figure Error! No text of specified style in document..1: Adapted content-analytical procedural model by Mayring (2014)



Source: Mayring (2014)

3.6.1. Content-analytical procedural model

The process by Mayring (2014), as displayed in Figure 3.1, was adopted when conducting the content analysis. Firstly, the scope of the material to be analysed had to be determined. Transcripts of interviews with thirteen South African consumers were taken as the basis for the content analysis. With regard to this material, the circumstances of origin had to be evaluated in relation to the study (Mayring, 2014). The circumstances, under which the data were collected were that the participation in the study was voluntary; and the participants were acquired via Facebook. The interviews were carried out by the researcher via Skype in a structured way. After that, the formal characteristics of the material had to be described (Mayring, 2014).

The interviews were recorded via a recording application and transcribed verbatim in typed form. Subsequently, the direction of the analysis had to be determined (Mayring, 2014). The study aims to aid South African brands to optimise their social media appearance; consequently, it is oriented towards online marketing and the advertising industry. The interviews were intended to encourage the interviewees to talk about their feelings towards and experiences with Facebook in-stream advertising. Thus, the direction of analysis was to

achieve descriptions and insights on the emotional, contextual and attitudinal state of the participants at specific perceptual stages.

Thereafter, the problem should be theory-oriented and differentiated (Mayring, 2014). This was already done in Chapter 1, where the problem was explained, and different questions were derived that were taken as a basis for the qualitative content analysis. The next step was to determine the techniques of analysis, together with the establishment of a procedural model. Mayring (2014) describes several distinct forms of analysis. The analysis of additional social science research papers showed that mainly three approaches of qualitative content analyses are regarded as being central (Kuckartz, 2019; Schreier, 2012; Krippendorf, 1980). These three analytical methods can also be found in Mayring's (2014) explanations. One of them is the inductive category development (Mayring, 2014; Kuckartz, 2019), where the categories are derived from the collected material (Mayring, 2000; Kuckartz, 2019); and this is why it is applicable to studies that are exploratory in nature, and where limited theory exists (Mayring, 2014; Rabaa'i, Gable, Bandara & Fiel, 2010).

Another approach is the deductive category development, in which the categories are composed individually (Mayring, 2014; Spannagel, Gläser-Zikuda & Schroeder, 2005; Kuckartz, 2019). The categories are derived from theory; and they are allocated to text chunks (Mayring, 2014). The third approach is a combination of inductive and deductive categorical development (Kuckartz, 2019). The starting point is usually a deductive category development; and the categories are supplemented by inductive categories (Kuckartz, 2019). For exploratory research, Mayring (2014) suggests applying an inductive category development. This method of analysis allowed the researcher to analyse further concepts and relationships beyond the presented model. This also allowed the researcher to determine whether the categories and themes formed corresponded to existing theories or contradicted them, which was thoroughly analysed in Chapter 5.

3.6.2. Interpretation through inductive -categorical development

The categories on the basis of which the material was analysed were identified by using an inductive approach. Mayring (2014) explains this procedure to be the most widely used in qualitative research and qualitative content analysis. First, the level or topic of the categories to be developed must be defined beforehand using a deductive approach (Mayring, 2014). These selection criteria are based on theoretical considerations about the purpose and the objectives of the analysis (Mayring, 2014). Based on Mayring's (2014) explanations themes formulated out of the material, were utilized to code the text. The material was worked through and if material was found for the first time that corresponded to the category criteria, a category was created (Mayring, 2014). All passages were worked through and checked against whether

they could be subsumed with already existing categories or if a new category needed to be created (Mayring, 2014). An extract of the selection criteria derived from theory, the created categories and sub-categories together with their relation to the corresponding interview question is shown in Table 3.1.

Table Error! No text of specified style in document..3: Extract of overview of categories created

Selection criteria	Category	Sub-Category (examples)	Interview Question
Individuals use Facebook for different reasons which influences how they perceive the advertisement (Dehghani & Tumer, 2015; Celebi, 2015).	Values satisfied by Facebook	Entertainment (A1), Organising (A2), Being Connected (A3), News Update (A4)	Question 1
Individuals watch Facebook videos for different reasons which influences how they perceive the advertisement (Dehghani & Tumer, 2015; Celebi, 2015).	Benefits of Facebook videos	Entertainment (B1) Pastimes (B2) News Update (B3)	Question 2
Emotion aroused by announcement	Feeling when seeing the announcement	Angry (D1) Joyful (D2) Curious (D3)	Question 5

of advertisement may impact the attention to the same advertisement (Peter & Olson, 2002)	of an in-stream advertisement on Facebook		
Perception starts with a person being exposed to stimuli (Mpinganjira et al., 2013)	Perspective on exposure to in-stream videos on Facebook	Positive perspective on exposure (C1) Neutral perspective on exposure (C2) Negative perspective on exposure (C3)	Question 3
Emotion aroused by in-stream advertisement may impact the attention to the same advertisement (Peter & Olson, 2002)	Emotional response to in-stream videos on Facebook	Anger (E1) Apathy (E2) Joy (E3)	Question 4
Selective attention is influenced by emotions (Du Plessis & Rousseau, 2003)	Role of emotions in relation to attention to in-stream advertisements on Facebook	Influence of emotion on attention depends on context (F5) Influence of emotion on attention depends on ad itself (F6)	Question 6
The interruption of the Facebook video by the	Role of interruption in relation to interpretation of	Influence depends on the video being watched (G5)	Question 7

advertisement may influence how the same advertisement is perceived (Edwards, Li & Lee, 2002)	in-stream advertisement on Facebook	Influence depends on the context/intention (G6) Influence depends on the ad being shown (G7)	
People tend to remember the information that correspond with their attitudes (Du Plessis & Rousseau, 2003)	Attitude towards the brand advertised through in-stream video on Facebook	Positive attitude (H1) Neutral attitude (H2) Negative attitude (H3)	Question 8
People tend to remember the information that correspond with their attitudes (Du Plessis & Rousseau, 2003)	Role of attitude in relation to retention of information	Retention depends on whether attitude is positive or negative towards the brand/product (J7)	Question 9
Several influences impact the different stages in the perception formation process and thus form the perception (Chen, Yeh & Chang, 2020)	Advertisement perception of in-stream videos on Facebook	Positive advertisement perception (K1) Negative advertisement perception (K3) Perception dependent on ad and brand itself (K5)	Question 10

Once the categories were defined, a coding guideline was developed. A code is a constituent for model building; and it is the basis for a researcher's argument (Mayring, 2014). A coding guideline is an overview of coding rules; and it serves as guidance when coding the text. A coding rule is a rule formulated to unambiguously assign text chunks to a particular category (Mayring, 2014). The coding guideline developed for this study can be found in Appendix E. The guideline contains a clear overview of the categories, and sub-categories, category definitions, anchor examples and the coding rules.

Thereafter, the material was coded, which implies an assignment of the text passages to categorical labels. Subsequently, a check-up and revision of the category and the coding system were conducted, in order to ensure that the categorical definitions and coding rules were relevant to the actual research questions and the objectives.

The check-up and revision of the categories was done by following five principles, namely: external and internal plausibility, independence, completeness, reproducibility and credibility, as mentioned by Brenner (2008), who refers to highly esteemed authors, such as Atteslander (2010), Guba (1978) and Patton (2002), when explaining these criteria. External plausibility is referred to as the extent to which, from an external perspective, the categories represent the whole picture (Brenner, 2008).

Internal plausibility is defined as the relatedness of the unique concepts comprising each category (Brenner, 2008). External plausibility and internal plausibility were achieved by involving the experienced co-supervisor of this study, when reviewing the categories, to ensure that they represent the whole picture, and make conceptual sense (Dwivedi, Wade & Schneberger, 2011). Suggested changes by the co-supervisor were then implemented.

Independence of the categories means that each category is unique; and it can be clearly differentiated. This was ensured by comparing the categories and precluding any duplications. Completeness implies all the data having to be allocated to their specific categories. The researcher went through the material three times, in order to ensure that all the data were assigned to their particular category. Reproducibility is the extent to which any other researcher or judge would come up with the same categories. Credibility means that the developed categories should be credible to the participants in the study. Mayring (2014) refers to Krippendorff (1980), who suggests conducting expert judgements on the categorical system set-up, in order to confirm the credibility and the reproducibility of the categories. This was done by relying on the expertise of the supervisors of this study.

The check-up of the coding guideline was done by starting to code the material once again, comparing the coding results and making sure that text passages were coded in the same way

both times (Krippendorff, 1980; Mayring, 2014). Further quality checks for the research instrument have already been described under 4.5.3.

After the quality check, the coding results were interpreted by analysing the values of the categories, as well as the frequency with which the values of the categories occurred, and by examining the descriptive details (Mayring, 2014).

3.7. ETHICS AND CONFIDENTIALITY

The researcher ensured that ethical standards were met. In qualitative research multiple ethical issues can arise. Beins (2017) suggests sticking to the five principles in order to not cross the line in realm of unethical behaviour. Firstly, the researcher ensured that the interview participants were aware of the nature of participation as well as of any risks involved. The interviewees should feel comfortable while participating in the study, which was ensured by the researcher showing empathy, listening actively and maintaining eye contact (Doody & Noonan, 2013). Secondly, anonymity and confidentiality were guaranteed by removing any identifying characteristics that might allow a participant to be matched to an interview, and by making sure that no one outside the research project has access to the gathered information. Thirdly, the researcher ensured that participation in the research was voluntary. Lastly, an ethical breach related to plagiarism was prevented in all respects (Beins, 2017). This ensured that the goals of the research, such as knowledge, truth and avoidance of error, were promoted, and that essential moral and social values were supported – so that this study can be held accountable to the public (Resnik, 2015).

Before participating in the interviews, the interviewees were asked for permission to record the interview. The participants were told that the information would only be used for the purposes of this research, not shared outside the scope of this study, nor used for analysis at a personal level. The researcher ensured confidentiality and anonymity of the data; and this will be further elucidated under 4.8. Furthermore, the interviewer explained to the participants that participation in this research is voluntary, and that they may withdraw from the research at any time. All the participants had to sign a consent form, in order to demonstrate their willing and unforced participation under the above-mentioned conditions. Appendix C and Appendix D contain respectively all the consent forms and the transcriptions of the interviews.

3.8. CONCLUSION

The aim of this study was to describe the influence of Facebook targeted in-stream advertising on South African consumers' advertisement perceptions. This chapter has provided an overview of the methodological foundations for achieving this goal. Thus, the applied research

paradigm, the qualitative research approach and the resulting sampling, data collection and data analysis methods are discussed in relation to the research objectives in this chapter. The research instrument used in this study was presented and the structured interview approach was explained. Furthermore, the chapter detailed reliability and validity considerations, regarding this study. The next chapter presents the findings that were acquired through the data-collection method described in this chapter, and by applying the adapted perception model outlined in the theoretical framework in Chapter 2.

CHAPTER FOUR: THE RESEARCH FINDINGS AND THE ANALYSIS

4.1. INTRODUCTION

This qualitative study has applied structured interviews, in order to investigate the influence of in-stream advertising on Facebook on South African consumers' advertisement perceptions. This chapter presents the findings, analysis and interpretation of the data collected from thirteen interviews, conducted as described in Chapter 3. First, the demographic characteristics of the study participants are described. This entails the discussion of participants' used internet access type (WiFi or cellphone service provider), in order to relate the findings to people's perceptions of, or tolerance of, Facebook in-stream advertisements later. This is followed by a presentation of the findings gained through the content analysis, according to Mayring (2014), which is oriented towards the adapted model and the research objectives of this study.

In order to help measuring, interpreting and providing context to the answers to Questions 4-10 that were composed to address the research objectives, Questions one and two are firstly discussed separately; and then they are analyzed in conjunction with the findings from the subsequent questions. Hence, following the discussion of the benefits that South African consumers perceive when using Facebook and watching videos on the platform, the findings of the research objectives are given. The chapter concludes with a summary of the findings.

4.2. THE DESCRIPTIVE DATA OF THE RESPONDENTS

This section describes the descriptive statistics of the respondents, who took part in this study. The researcher interviewed 13 South African consumers between the ages 18 and 40. In line with what Latham (2014) indicates, the researcher noted that interview 12 and interview 13 did not provide any new insights; and this is why the researcher decided to complete the data collection after the 13th interview.

The age range of the individuals interviewed corresponded to the age range defined for the target population; however, there was no participant over 40 and only one participant over 36. This is explicable as Hyde-Clark (2013) stated that most of the Facebook users are in the age bracket of 18-34 years, as discussed in Chapter 2. Snowball sampling led to 10 of the participants recommending friends, who were about the same age as themselves; and the first sample unit was in the age group of 18-25; hence, the prediction made by McPherson et al. (2001) of creating a slightly biased sample has occurred. All the participants were South African consumers, 70% of whom were women and 30% men. All the participants had an income of over R6000. Out of the 13 participants, five were students and eight were working

people. If the participants were students, they were asked to indicate the income of their guardians. The income distribution was in accordance with how the researcher expected the sample to be composed, in terms of the average household income; since only a small percentage of the lower-income sector of the South African market has access to the internet, as mentioned by Lappeman and Simpson (2017) and Poushter (2016) in the previous chapter.

It was noted that 12 of the 13 participants stated that they have access to Facebook through their mobiles on a daily basis, with only one participant stating to have access to Facebook on a weekly basis. This confirms the statements made by Duffett and Wakeham (2016), who claimed that many consumers have their mobile phones on them most of the time; and are therefore, they are constantly connected. The descriptive data are illustrated in Tables 4.1 and 4.2.

Table Error! No text of specified style in document..4: Male and female participants per age range

Age Range (years)	Female	Male	Total	Total in %
18-25	3	3	6	46%
26-30	3	1	4	31%
31-36	2	0	2	15%
36-40	1	0	1	8%
Total	9	4	13	100%

The participants were asked three questions on how they access the internet: by using either their own cellphone data, WiFi at home, or publicly accessible WiFi. They were also asked as to how they think the data-provision service would influence how frequently they watch videos on Facebook. It was evident that 10 participants use both WiFi and cell-phone data to watch Facebook videos. Three participants stated, however, that they avoid using their mobile data; and that they prefer to use free-of-charge WiFi in public places, at work, or at the university to watch Facebook videos. This was stated to be due to the high costs associated with buying data. Two out of the three participants, with an average income of below R12000, stated that they only use WiFi in public places, or at home to watch Facebook videos.

Furthermore, nine out of 10 participants, who had an average household income of above R12000, stated that they equally use mobile data and WiFi for Facebook videos. These findings infer that higher income groups are willing to use mobile data. In addition, no other distinguishing factors, such as age range, or gender seemed to have had an influence on the type of data usage.

Table Error! No text of specified style in document..5: Male and female participants per average income

Average Household Income (ZAR)	Female	Male	Total	Total in %
6000-12000	3	0	3	23%
12000-30000	4	2	6	38%
above 30000	2	2	4	38%
Total	9	4	13	100%

4.3. THE FINDINGS

This section summarizes and analyses the results of the investigation conducted to gain insight into South African consumer’s perceptions of in-stream advertising on Facebook, as used on cellular phones. Inductive analysis was used, as explained in the methodological chapter, as directed by the methodological research of Mayring (2014). Categories and sub-categories were formed inductively, derived from the data collected. The adapted model directed the formation of the interview questions used to collect the data. The following main categories were formed:

- Values satisfied by Facebook;
- Benefits of Facebook videos;
- Perspective on exposure to in-stream videos;
- Feelings when seeing the announcement of an in-stream advertisement;
- Emotional response to in-stream videos;
- Role of emotions in relation to attention;
- Role of an interruption in relation to interpretation and perception;
- Attitude towards the brand;
- Role of of attitude in relation to retention;
- Advertisement perception.

The categories are discussed below, while meeting the research objectives outlined in the beginning of this work.

4.3.1. Values satisfied by Facebook

This category provided a general understanding of why the participants use Facebook; and what value they see in the usage. It was noted that 11 out of 13 participants stated that staying connected with friends and family members is a major benefit of Facebook.

Examples of participants' responses included:

"What I really appreciate about Facebook is that I can stay connected with my friends from all over the world and, uhm, I always know what they are doing, so yeah" (Participant 1).

"I also use it as a messaging tool for friends that I don't have on WhatsApp or Instagram" (Participant 5).

"I would say I use it mainly to see what, yah uhm, my friends like, what videos and photos they post." (Participant 8)

The quotes above show that people tend to use Facebook with a specific intention. Hence, when they open the Facebook app they intend to chat with, or message friends or family and look at their posts, in order to become updated on their lives. They are curious and strive for updates on friends' lives, preferences and activities.

Most of the participants stated that they use Facebook for entertainment, and as a pastime. Sample statements made were:

Entertainment, so watching funny videos. (Participant 1)

Most of the time, I watch cooking videos, or videos where people sing. So yeah, I guess the main values from using Facebook are entertainment. (Participant 4)

Firstly, it's for entertainment, when I am bored. (Participant 6)

Several participants claimed that they use Facebook to get up to date with the current news.

Uhm, I think keeping up with the latest news. (Participant 1)

And it's also a News Platform for me, you know, I follow pages that I think are relevant to me and that produce some interesting content. (Participant 8)

Others stated that they use the app to get inspiration.

Facebook also inspires me when it comes to trying out new products and stuff. You know, I am following a cooking site on Facebook; and they always make nice and yummy dishes that I can try out myself. (Participant 4)

Uhm, you know, I can follow quite a lot of pages based on my interests, such as fashion brands to uhm keep up with the latest trends from a particular brand that I like. (Participant 7)

I follow pages that I think are relevant to me and that produce some interesting content, which inspires me. (Participant 6)

Some participants mentioned that the value of Facebook is that it allows one to learn about events and to organise meetings.

Uhm, I use Facebook to get to know about events happening in and uhm around Cape Town. Sometimes, uhm, I use it to schedule meetings with my friends, I simply invite them via Facebook to parties. It's cool because, uhm, everyone gets reminders the day before and you, uhm, even see which of your friends is coming. I really think that's useful. (Participant 8)

All the responses provided above show that people tend to open the Facebook app with a specific intention. Participants' responses given later in the interview infer that the intention with which they use Facebook set them in a particular mood; and it influences their reaction to in-stream videos on Facebook. This will be further examined later in this chapter.

4.3.2. Benefits of Facebook videos

The interviewees mentioned mainly three benefits that the video watching on Facebook provides to them. These benefits were in accordance with what the participants also regarded as a value that the usage of Facebook satisfies. Hence, the participants mentioned entertainment as a primary benefit of videos on Facebook. Some of the examples of statements from the interviewees included:

Hmmm I think entertainment is the greatest benefit for me. I love to watch short funny videos. (Participant 2)

I sometimes watch some funny videos, together with my kids. We then just chill on the couch and we watch funny animal videos. It's so much fun, I can tell you. (Participant 4)

I like to, uhm, chat and laugh with friends about, uhm, funny videos that we all watch on Facebook. We tag each other under these videos and then the next time we see each other, we talk and laugh about it. My friends and I, we love funny nonsense videos. We sometimes just lie on the couch together, watching Facebook videos. It's always hilarious. And when you start watching, you can't stop. (Participant 8)

From the statement of Participant 4 and Participant 8, the social component becomes apparent as well. These participants like watching funny videos, together with their friends or family. This seems to give them a sense of belonging; and it reinforces the entertainment component, when they laugh together. Additionally, the funny video being watched may cause emotions, such as joy and optimism.

The two other most frequently mentioned benefits of Facebook videos were news update and inspiration. The benefit of Facebook videos, as a news update, was mentioned by participant one and participant 11, for example:

I sometimes watch interviews from famous politicians that inform me about, uhm, current issues, or things that concern the world and the social media world. (Participant 1)

I like Facebook videos for giving me an update on what's going on in the world. (Participant 11)

Examples of statement for Facebook videos being described as a source of inspiration were given:

I love to watch cooking videos; so most of the time, the value I get from those videos is learning to cook new dishes; and I also love to watch how someone else prepares food (...) But yeah, you get so many ideas and inspirations. (Participant 4)

Uhm, well I feel like I learn a lot if I look at educational videos, for example, or if there are videos that I give me some insights on topics that I didn't know of. It informs me of something, which I didn't know of and I might. And, if it's about a product, I might go out to the market and buy the product, yah. (Participant 13)

Relating the mentioned benefits of watching Facebook videos to the demographics of participants may indicate that participants in the 18-25 age group are more likely to consider entertainment as the primary use of these videos; while participants over 26 are more likely to consider inspiration and news updates as the primary use of videos on Facebook. This may also reveals the different intentions, with which a Facebook video is watched, and the different preferences in terms of which kind of videos are watched. It is noteworthy to mention that all male participants mentioned entertainment as the primary benefit of watching videos on Facebook. The two categories just discussed help to interpret the subsequent categories that are directly linked to the perception-formation process. The next category addresses exposure, the first stage of the perception process, and what participants view on this means of exposure is.

4.3.3. Perspective on exposure to in-stream videos

This category gave the researcher a general idea of whether the participants liked in-stream videos or not, and of what opinions there are regarding this type of advertisement exposure. Additionally, this category addressed the first stage of the perception-formation process.

When analyzing participants' perspective on the exposure to in-stream advertisements, it became obvious that they do not like being interrupted by an advertisement, while watching a self-selected video.

I don't like to be targeted in that interruptive manner, to be honest. (Participant 9)

Especially when you watch with friends and you know, uhm, you are in a laughing mood, then you get disturbed by the ad coming in. (Participant 8)

Um, also you get disturbed, while watching a video. (Participant 10)

Normally, I am really concentrated on the video, for example, if it concerns news and I really want to get input from it, and then the ad comes in between; and I think it's very annoying. (Participant 8)

The above statements confirm that the interruption of actions evokes emotions, as a result of an individual's expectations not being met. With 11 out of 13 participants, the emotions aroused by the interruption were negative. The role of emotions will be further discussed in the next category. Annoyance was an emotion expressed by the respondents; and from the statements made by the two participants, it can be inferred that the respondents may have found it even more annoying, when the advertisement shown did not match with their interests.

It's a forced way to make people watch ads; so I don't really like it. Uhm, also you get disturbed, while watching a video; and I am shown products or brands that I am not interested in; so, this makes it even worse. I don't like this means of exposure to advertising. It's an invasion of my private space. (Participant 10)

Sometimes, when it kind of fits; so if you watch a funny video, and uhm, there is a funny advertisement, I don't mind as much; and I might mind less, if it's about a topic, or a product that I like and care about, or that I am interested in. But, if it is something like example of an advertisement on smoking, I'd be extremely annoyed probably yeah because it's not really targeted; and it's really something I don't want to see. (Participant 6)

Participant 6 revealed that the interruption is less annoying, if the advertisement shows some interesting content, or content that matches with the viewer's preferences and mood. This demonstrates that if the viewer is in the act of watching a funny video; and the ad occurring is also funny, then the perceived interruption may be less.

Apart from the negative perspective expressed by the participants towards in-stream advertisements, benefits were also identified in the advertisements shown on Facebook applications. Participant one and Participant 13 discussed their thoughts on these benefits.

So, from my perspective, as a means of exposure to advertising, I think in-stream videos are a good tool. Like you sometimes get really nice product suggestions, or even just ideas – that's nice. (Participant 1)

I'm also myself; and when I see these videos, I often go and buy the products. So, I think it's very beneficial. (Participant 13)

The two statements above show that the interviewees like to be exposed to new products or products that match with their interests. Four participants mentioned the benefits for brands and advertisers, when asked about their perspective on in-stream videos on Facebook. Sample statements made were:

I mean I understand brands as well – they want to reach as many people as possible; and to make as many people as possible watch the ad, and to make people buy the product; but yeah, I don't know. (Participant 11)

I think, however, that it is a good possibility for the advertiser to become visible and to spread the ads in a targeted way. (Participant 9)

Like, maybe in-stream videos have an unconscious value for brands; so that people who saw the ad have at least heard of the product or the brand, once they encounter it somewhere else. (Participant 5)

The above statements show that participants may consciously or unconsciously, acknowledged the positive effect of in-stream videos for brands. Although Participant 5, Participant 9 and Participant 11 described in-stream videos, as interrupting, they recognised the positive impact of the in-stream videos on reaching the target audience, and on eliciting a purchasing decision. This infers that the participants may unconsciously react in favour of the brands. Participants 9 and Participant 11 mentioned "good possibility...to spread ads in a targeted way" (Participant 9) and "they want to reach as many people as possible; and to make as many people as possible watch the ad and... buy the product" (Participant 11), which shows

that these participants may have experienced well-targeted in-stream advertisements before; or they may have decided to buy the advertised product or service, after being exposed to an in-stream advertisement in the past.

On the contrary, however, two participants mentioned the negative effects of in-stream videos for brands being advertised via in-stream advertisements.

I also realise that it may be bad, like for brands to advertise through these in-stream videos; because consumers may get annoyed about the ads, like I do. And, yah then they may transfer their annoyance about the ad onto the product being advertised. I think this is the case with me, to be honest. (Participant 8)

I think that there are less annoying and more subtle ways to place your ads – why should someone buy your stuff; if you're aggressive and interruptive. (Participant 11)

In terms of the descriptive data, no differences in terms of age, income, or gender could be made in relation to the perspective of participants on in-stream advertisements as a means of exposure. The findings above bear relevance to the recommendations made in the next chapter. A notable point was expressed by Participant 8, who described the transfer of emotions to the perception of the product being advertised. The anger is described to negatively influence how the product is viewed. For the researcher, it is of particular interest how emotions have an influence on the perception of the advertisement; and this will become clearer, once relating the above statements to answers to the subsequent categories.

4.3.4. Feeling when seeing the announcement of an in-stream advertisement

As drawn from the above categories: “Values satisfied by Facebook” (Section 4.3.2) and “Benefits of Facebook videos” (Section 4.3.3), before being exposed to an announcement of an in-stream advertisement, the participants were found to seek social interactivity, entertainment, news updates or inspiration, when using Facebook and watching Facebook videos. It was noted that 12 participants complained of feeling anger and annoyance, when seeing the announcement of an advertisement in their self-selected video. Exemplary statements made were:

It annoys me and distracts me from my video. (Participant 1)

When I see an in-stream video, I feel annoyed and lose my attention to the advertisement; and I try to click it away, as soon as possible. I usually don't like the product shown, due to the interruption. (Participant 10)

All in all, I feel annoyed; as I also can't concentrate on the video anymore, but rather watch the countdown. (Participant 8)

Participants complained of being angry; as the announcement distracts them from their action, which is supposed to be completed. In addition to that, the participants complained of feeling negative emotions, when seeing the announcement of an in-stream advertisement. Statements made by Participant 3 and Participant 9 suggested that they resigned when seeing the announcement of an in-stream advertisement coming up. They emphasised that to see themselves in a forced situation, in which they cannot choose anymore; and they just have to accept the fact of being targeted by advertisements.

When asking participants about their feelings when they see the announcement of an in-stream advertisement in their video, six participants either directly mentioned impatience; or else their statements pointed to impatience. Two participants explained that they constantly look at the countdown shown; and they then wait impatiently to return to their self-chosen video. What emotions the participants felt when the actual in-stream advertisement was shown to them is of high relevance in this study; and this will be further investigated next.

4.3.5. Emotional response to in-stream videos

With this category, the researcher tried to get an idea of the participants' emotions aroused once they have been exposed to the in-stream advertisements. Nine participants mentioned anger as their emotional response to in-stream videos. This can be linked to what was found in the previous category. Seven participants stated that they are annoyed when seeing the announcement of an in-stream advertisement; and they remain annoyed when the actual in-stream advertisement is shown to them. The main reason for that was stated to be the interruption of the advertisement, while watching a self-selected video. Three examples that illustrate the emotions aroused are given:

My emotions aroused are annoyance; as I am interrupted while watching the video. (Participant 10)

It is so annoying; and they should know that consumers don't want to be invaded in their privacy like that. (Participant 2)

The emotions aroused are obviously anger, annoyance and frustration. This is because it obviously keeps me from doing what they want to do: Watching a specific video frustrates me; and I tend to be defiant. (Participant 5)

The negative emotions were confirmed by some participants' facial expressions and body language, when talking about in-stream advertisements on Facebook. These participants were frowning and crossing their arms. One participant was even clenching his fists, while talking about the experience with in-stream advertisements. As suggested by Swartz (2020), this body language underlines the negative experience and emotions related to in-stream advertisements on Facebook.

Another emotion identified, when studying participants' answers, was discontent. An emotion of not being satisfied, or a desire for something else (Bearden, Netemeyer & Haws, 2011). The researcher categorized statements to be characterized with discontent, when the participants were complaining about the in-stream, or they were wishing for something else.

I don't like it; because I just quickly want to watch a video that I am probably not even that interested in; and then, I don't watch it till the end; because I think it is not worth it to wait for the advertisement to be over. (Participant 3)

[The in-stream ad is a] Negative kind of distraction for most of the time, I would say. (Participant 7)

I am impatient and would like to click the advertisement away like immediately. (Participant 9)

This indicated that these participants may have felt discontent; as they were exposed to something they do not want to see; and they perceive it as something that distracts them; or it keeps them from their initial plans. Many participants seemed to have accepted the fact of being targeted by advertisements during video watching time.

I think in that regard if I'm liking the video and I see the advertisement popping up I remain neutral. I don't get mad as easily. (Participant 13)

Also, because I am not annoyed that I am interrupted; but I simply don't care. (Participant 1)

But now, it's like TV ads. No one is really complaining about them anymore. (...) The same with Facebook, I know that from time to time, an ad is shown to me; and I can't skip it. But that's fine. (Participant 4)

Three participants described their emotions to be neutral, when seeing in-stream advertisements. Participant 4 argued that this was due to the fact that the participant had become used to these advertisements; and was no longer as annoyed as when this

advertisement format was first introduced. However, the same participants' descriptions of emotions also pointed to joy.

*Like you sometimes get really nice product suggestions or even just ideas – it's nice.
(Participant 1)*

I'm also myself when I see these videos. I often go and buy the products. So, I think it's very beneficial. (Participant 13)

*Sometimes very cool ads are shown to me though. Then, I even enjoy watching them.
(Participant 4)*

From the statements above, it became apparent that the joy caused by the advertisement may have been due to the participants either liking the advertisement itself, or the product, or the idea being advertised. Analyzing the answers of the participants with regard to the descriptive data, it became evident that all those participants, who mentioned joy when being exposed to the in-stream advertisement, also stated not to worry about data usage. At the same time, almost all these participants stated that they had an average household income of over R12000.

This may indicate that people with higher household incomes may be less concerned about data consumption by in-stream advertising. For future research it will be worth investigating whether individuals with a higher household income may be less likely to develop negative emotions towards the in-stream advertisement; and this will therefore be suggested in the recommendation chapter.

The category “values satisfied by Facebook” made it clear that the participants have different intentions when opening the Facebook app, or when watching a video on the platform. The participants explained, for example, to watch videos on Facebook, in order to get news updates, to laugh together with their friends, or to get inspiration. Participants who mentioned news updates, as a primary benefit of watching Facebook videos, expressed more negative emotional reactions than those participants that only mentioned entertainment, as the primary value of watching these videos.

The participants who claimed that to watch Facebook videos for News Updates, emphasised the importance of watching and completing these videos. Hence, this may give an indication about the relationship between the importance that an individual assignment had in completing a Facebook video and the emotions aroused by the interruption.

Participants' emotional reaction to in-stream videos seemed to be influenced by the fit between the participants' interests and the brand or the advertised product. Statements made by three participants showed that their emotional response to in-stream videos may be less negative, when the participants liked the brand, or the product being advertised.

Sometimes but that happens very rarely (he he); it is an interesting product and I feel curious. Then I click on the button, which forwards me to the respective page. (Participant 10)

I would say it depends. If the advertisement is from an area that is of great interest to me, I tend to get curious to find out more about the story that the brand wants to tell in the video. (Participant 7)

In this case, I think my, uhm, I am still upset for being interrupted; but my emotions are less strong, I would say, because I like the ad or the brand. (Participant 12)

Participants who mentioned that they liked the product, or the brand being advertised in the in-stream video seemed to be more forgiving of the interruption; and they were more focused on their interest in the product than on the interruption.

4.3.6. Role of emotions in relation to attention

Based on the described emotions, the researcher asked the participants how they think their emotions have an influence on their attention. The statements made by the participants seemed to confirm the influence of emotions on the attention to in-stream videos, either directly or indirectly. By describing how a specific emotion made them pay or not pay attention to an in-stream advertisement, the participants directly confirmed the influence, as described in the examples below. Participant 2 and Participant 9 stated that they even stop watching the initial video:

I am super upset then; so, I just try to ignore the ad, not really looking at what is being advertised, or who advertises it. (Participant 1)

When I see an in-stream video, I feel annoyed; and I lose my attention to the advertisement; and I try to click it away as soon as possible. I usually don't like the product shown because of the interruption. (Participant 10)

Yes. I think the fact that I am interrupted in the act of watching a video; and this arouses my annoyance, which in turn, impacts the degree of attention. I think the biggest part of my brain is still busy with processing the fact that I was interrupted and with my emotion of

being annoyed. So, the capacity that I would have; if I watch an ad on my free will, I think I would then pay more attention to the ad that is being shown to me. (Participant 8)

I think my anger most of the time leads me to stop watching the video and the ad; so, my anger casts a pall over my attention. (Participant 2)

If the video I am watching is not as important to me, I do sometimes stop to watch the video and click it away. Because you know I uhm, know the ad is coming up. (Participant 9)

Participant 2 and Participant 9 both stated that they typically click to close the video, when the advertisement is coming up. Participant 2 mentioned anger towards the advertisement to be the reason why the Facebook video is no longer being watched. Participant 9 explained that if the interest in the Facebook video is not high enough to watch the advertisement to the end, the participant would stop watching the Facebook video. Some participants confirmed the influence of emotions on attention indirectly, by stating that they would or would not pay attention to the advertisement; and the researcher interpreted their reaction to be due to their prevalent emotions described in the previous questions.

As can be drawn from the previous categories, both Participant 5 and Participant 11 stated that they would be angry about the interruption.

I try not to make any information from these ads reach my mind. (Participant 11)

Instead of watching the ad, I watch the countdown to skip the ad; so I don't really pay attention to it I would say (Participant 5)

As described in Section 4.3.4, when only seeing the announcement of an advertisement, without seeing which advertisement is coming up, the participants stated that they react with a negative emotion. Hence, when being exposed to the announcement of an in-stream advertisement, they reacted with emotions, such as anger, impatience and discontent. From the statements made, for example, by Participant 5, Participant 2 and Participant 10, the emotions either result in the participants stopping watching the initially watched video; or they just impatiently wait for the advertisement to be over, in order to continue with their video.

For six participants, the negative emotion arose when seeing the announcement of an in-stream advertisement; and this was described as lasting until the advertisement came up. They described themselves as being so annoyed about the interruption that they do not pay any attention to the advertisement being shown; or they do not allow any advertising attempts to reach them because of their annoyance. Hence, their emotional reaction to the announcement of the advertisement coming up was so strong that it could not be changed by an interesting

or tailored advertisement. Statements from five other participants suggested that sometimes when they are exposed to the in-stream advertisement; and they get to know what it is about; this changes their emotion. This was explained by referring to the kind of advertisement being shown.

Being exposed to an interesting in-stream advertisement may convert participants' previously negative emotions into positive emotions, such as interest and excitement; and this could make them pay attention to the in-stream advertisement.

Three participants stated that, whether they pay attention to the in-stream advertisement, is dependent on the kind of advertisement shown. A sample of the statements given by Participant 13 and by Participant 4 follows:

So yah like I said I get annoyed if it's an ad that I'm not really interested to watch; then I'll just stop the video and not watch it further at all. But, if it's something that I really like, then I'll continue watching it. (Participant 13).

I am even a bit curious about what is advertised, as I found it quite interesting what Facebook thinks you are interested in. So, I would definitely say that I pay attention to the ad that is shown to me. I get myself into the ad, I would say. (Participant 4)

The above statements can be linked to emotions. Some participants decided to watch an advertisement in which they are interested, that they might enjoy, and that they are curious about. Hence, the attention to the video is due to emotions, such as excitement, joy or curiosity, which makes the participants continue watching the videos.

4.3.7. Role of interruption in relation to interpretation and perception

Firstly, in order for the participants to be able to describe how they interpret the in-stream advertising, they had to pay at least some attention to it. Participant 3 stated that they decided not to pay enough attention to in-stream advertisements in general, in order to make a statement, as to how the interpretation is influenced by the interruption.

I think I don't pay enough attention to the advertisement, in order to describe the influence (Participant 3).

From nine participants' answers, it can be inferred that these participants considered the interruption when interpreting the in-stream videos. Examples of this are evident in the responses below:

The ad is viewed by me in a critical light then. Like I associate the ad and the brand with being the prime reason for my diversion from my main video. (Participant 7)

I just release the interruption; and then, I only look at the countdown and interpret all information given as trash; and I turn on my ad-blocking glasses. (laughs). (Participant 5)

I think if I am angry about the interruption; and it is most likely that I am interpreting the ad in a negative way; as my mood influences how I see and perceive certain things. (Participant 1)

In the second moment, I realise that it's only a stupid ad, uhm; and I don't think I understand the information given in the way the ad wants me to understand it. (Participant 5)

I would say the meaning that I attach to the information is that they interrupted me in what I was doing; so in the very first moment, I think the interruption must be about something important; because it interrupted my actions; and interruptions usually take place when there is something important to notice, or to know. (Participant 5)

So for me, uhm, I think I interpret it in a slightly negative way, uhm; because I get interrupted within a video I chose to watch with something I didn't choose to watch. (Participant 10)

As shown by the examples above, people stated to interpret the advertisements shown via in-stream advertisements negatively. The participants gave different reasons for that. Participant 10's main reason for interpreting the advertisement in a negative light was due to being involuntarily exposed to a video that replaced the self-selected video. The advertisement was then interpreted as an imposition. Participant 7's statements on the interpretation of in-stream advertisements went in the same direction. In-Stream advertising would usually be interpreted as a distraction from the self-selected video. Participant 5 claimed not to even process the information given by the advertisement, but to only perceive the interruption. This may indicate that the participant does not pay attention to the content that the advertisement is trying to convey.

From the statements made by Participants 1, Participant 5, Participant 7 and Participant 10, it can be inferred that the anger about the interruption may influence the way the advertisement is interpreted and perceived. Participant 1 referred to his own mood, which is negatively influenced by being interrupted; and this then contributes to the advertisement being interpreted negatively. Participants' answers revealed that they may regard the interruption by in-stream videos as severe; and they consequently may be more inclined to attach great importance to the interruption.

Participant 5 stated that the in-stream advertisement is interpreted as being something important, which was explained by stating that interruptions only happen when something is more important than the content being disrupted. One participant described the interruption of the in-stream video to cause confusion, which in turn, influences how the in-stream advertisement is interpreted.

If you say that interpretation of the ad means understanding the ad, then I think the interruption does play a role when it comes to interpretation. Uhm, the thing is, that I am, let's say, most of the time very focused on my video; and uhm, in this moment I may not be ready to receive any other information. In my thoughts, I am still busy processing the content of the video, especially when it's a serious video. So the interruption causes me to reject the information provided by the ad; and I will interpret the ad as an interruption, without even interpreting the information given by the ad. (Participant 4)

Similar to what Participant 5 described, Participant 4 claimed that the information given by the advertisement is not processed; as the viewer focusses all the attention on the self-selected video, which causes confusion when the interruptive in-stream advertisement is shown; and this prevents the individual from taking up the information. In this context, this participant seemed not to be ready, or receptive, to an advertisement. The participant emphasised that this may be the case when watching a serious video. Hence, the video being watched may also play a role regarding how the in-stream advertisement is interpreted. This was confirmed by another participant who stated:

Also, as I just said, if I am watching a video that deals with a serious issue, then the ad that is shown to me may be interpreted in a negative way. I experienced this now when you told me I should watch a video on my FB app. I watched a video about violence in high schools; and the ad that interrupted me was Nivea. Like why? I mean I don't think it is good for a brand to advertise in such a video; as I am indirectly feeling that in my mind I created a bit of a negative picture of Nivea and the ad; because firstly the brand interrupted my video; and secondly, it was shown in the context of such a serious topic. (Participant 2)

The above statement may suggest that an advertisement, which does not fit in the content shown in the self-selected video, may be interpreted negatively. The statement made by Participant 2 showed that the participant was interrupted by an advertisement about a brand during watching a video on a serious topic. The participant considered the advertisement to be inadequate; in that the interruption took place in a context that did not correspond with the content of the advertisement, which is why the advertisement was interpreted negatively. This can be linked to what was found in the category of: "Emotional reaction to in-stream videos,"

which revealed the relationship between the importance that individuals assign to a Facebook video and the emotional response to the in-stream advertisement interrupting the same Facebook video.

The participants that assigned high importance to a Facebook video were described as having negative emotions towards the in-stream advertisement. Three participants stated that they only consider the interruption in their interpretation of the advertisement, when they are interrupted by an advertisement, which is irrelevant to them.

Well, it depends on the advertisement. If the advertisement is from a brand that is like not relevant to me, like I don't know, I regard the advertisement as a desperate attempt to catch my attention, especially if the ad is shown in videos very often. If it is relevant to me, I might not really be concerned about the disruption. (Participant 12)

I think the fact that I was interrupted didn't really make a difference in how I interpreted the ad. It may be different, when it's an ad that does not speak to my needs at all. (Participant 13)

I think the interruption does not influence the way I interpret the ad. If I like the brand, or the ad, I think the interruption does not influence me in interpreting the ad. (Participant 9)

If the advertisement shown is enjoyable and speaks to the viewer's interests, the participants claimed not to consider the interruption, when interpreting the advertisement. All the participants who mentioned that they do not consider the interruption in their interpretation process, if they liked the advertisement, were over 25 years. In line with this, all the participants in the age range 18-25, seemed to feel the interruptive nature of the advertisements always affected their interpretation of the advertisement. This could be an indication that the younger cohort may be less forgiving, when it comes to being interrupted in the act of doing something else. Two participants mentioned that the way that they interpret an in-stream advertisement is dependent on the intention, with which they watch the video on Facebook.

This can be linked to what was found out in the category "Values satisfied by Facebook" and "Benefits of Facebook videos," which revealed the participants may have a specific intention when, using the platform, or watching the Facebook videos.

When I am annoyed about the ad because I just want to quickly show a video to someone, I would say that the interruption makes me interpret the ad only as such an interruption, uhm without even trying to engage with the content that is shown to me. But yes, as I just said, it really depends on the purpose for which I am watching the video. Uhm, if I have time

and just scrolling through some cooking videos, I think I interpret the ad the same way as a TV ad. So, not being as interruptive, as I would when I want to watch a specific video; and then the ad pops up (Participant 4).

I think it depends on the ad itself and on the situation, I am in, while being interrupted. For example, if it is a really good ad advertising a product that I really like; and I am just scrolling through my news feed, watching videos without a particular purpose, then I think I don't think the interruption plays a role in my interpretation of the ad. Or let's put it this way; in this case, I am maybe even a bit grateful that Facebook makes me watch that ad; as I get exposed to a product that I am interested in. On the other hand, as previously said – when I am with my friends and I want to show them a specific video on Facebook; and then this ad comes in, I think the interruption influences the interpretation of the ad negatively; as I associate the ad with something negative, like; the fact that I was interrupted. (Participant 8)

The above two statements show that when the participants' aim is to watch a specific video and they assign high importance to it, they may tend to interpret the in-stream advertisement in a more negative way than when they are just scrolling through their News Feed, watching various videos, without any intention. Again, this demonstrates the relevance of the importance that individuals assign to a Facebook video. Two participants, such as Participant 4, who only stated that they used the platform to overcome boredom, to entertain themselves, or to get inspiration, they were less negative about the interruption caused by advertising.

4.3.8. Attitude towards the brand advertised via in-stream advertisements

From the answers to Question 8, the researcher first determined whether the participants had seen the brand from the in-stream advertisement to which they were exposed during the interview; and if so, what their attitude towards the brand was. This allowed the researcher to determine whether participants' attitudes had changed after seeing the in-stream advertising; and whether their attitudes towards the brand had an impact on what information from the advertisement was retained. All the participants, who were exposed to the brand for the first time in the interview, stated that they had a negative attitude towards the brand being advertised via in-stream advertisements.

I think rather a bit negative; because I was interrupted by the advertisement. (Participant 9)

My attitude is slightly negative; as the ad leaves a negative impression on me; since it interrupted me in what I was doing. (Participant 11)

So, before being exposed to the ad, I had a neutral attitude; because I wasn't aware of the brand. After being exposed to the brand in that interruptive manner, my attitude towards the brand is now negative. (Participant 6)

The above statements give an indication of the participants' attitude towards the brands that are advertised via in-stream advertisements. The participants were introduced to the brand via an interruptive format. The participants believe that interruptions are negative; and they attribute the role of interrupter to the brand. As can be seen from previous questions, Participant 9, Participant 6 and Participant 11 were all annoyed by the interruption; so, they may have transferred the emotion to the brand.

Three participants, who knew the brand before, also stated that they had a negative attitude towards the brand. The participants, however, emphasised the reason for that, as being the frequency of the advertisement's occurrence in the examples below:

For example, the ad I have just seen, like I have seen it already several times; so, it starts to annoy me. I had a neutral attitude towards the brand and the product; but now, this ad is shown to me again and again. In this case, I do think that the interruption is likely to negatively impact my attitude towards the brand; because the interruption is so annoying. (Participant 12)

Seeing the brand now, makes me quite resentful towards it, due to its constant interferences with my other video activities. Before seeing its interruptive advertisement, I would think of the brand as one worthy of being checked out for online or physical shopping experiences, according to my own will. Now, it feels forced onto me to check out the brand; and I don't feel positive about a forced shopping experience. (Participant 7)

You know, this ad is always shown to me; and it really annoys me; as I am neither interested in the product; nor do I like in the brand. So, I don't even know why it is shown to me. I think the more I get exposed to this ad and to the product through in-stream videos, uhm, the more negative my attitude is. (Participant 10)

The negative attitude was reinforced by the participants being constantly exposed to the same in-stream advertisement. Hence, the participants were said to hold an even more negative attitude towards the brand; since they were repeatedly exposed to the same advertisement.

Two participants who claimed to have an attitude towards the brand before, explained that their attitude is positively influenced by the in-stream advertisement; since the advertisement shown during the interview was enjoyable, and in line with the viewers' interests.

Like the ad I have just seen was really cool and you know. Like now, with this ad I think the brand left a good impression on me. (Participant 2)

The ad may even have reinforced my attitude. I had a positive attitude towards the brand before; and after seeing the ad, it was even better, I think. Yah. (Participant 13)

Two participants stated that the advertisement did not to have any influence on their attitude towards the brand. Two other participants mentioned that their attitude remained positive. Thus, their attitude did not change due to their exposure to the in-stream advertisement. The statements made were as follows:

I think I still see Havana as an excellent rum brand; and I would still associate it with spending a nice evening with my friends at my place, you know, even though the brand interrupted me when watching my video (Participant 1).

So yah, in general, my attitude was positive. (...) I have to admit, it didn't really change, because to me it is more annoying that Facebook makes money by selling spots for advertisements. I do not really blame the brand for using the opportunity for reaching their targets, I rather condemn Facebook for (...). (Participant 3)

The above statements leave room for interpretation; as it remains unclear, whether the in-stream advertisements impacted these participants' attitude towards the brand. Participant 3 and Participant 1 claimed to have some knowledge of the brand, before being exposed to the in-stream advertisement in the interview. Participant 1 and Participant 3 described the brands in a positive way, which may have been favored by past advertisement exposures in the same interruptive format.

One participant mentioned the negative attitude towards Facebook. The attitude towards Facebook was negatively influenced by permanent exposure to interrupting advertisements.

I have to admit, it didn't really change; because to me, it is more annoying that Facebook makes money with selling spots for advertisements. I do not really blame the brand for using the opportunity of reaching their targets, I rather condemn Facebook for offering brands such advertising placements. I mean, yes, I know that they make money out of it but still... (Participant 3).

Future research can be conducted on how South African consumers perceive Facebook as a platform selling in-stream advertisement placements to brands; and this will therefore be suggested in Section 5.9.

4.3.9. Role of attitude in relation to retention

Based on the findings of the participants' attitude towards the brand being advertised, through in-stream advertisements, the researcher tried to investigate the influence of the attitude on the retention of information. This was of interest, as the information processed and remembered from the advertisement shaped consumers' advertisement perceptions (Mpinganjira, 2014). Three participants explained that they would remember information from in-stream advertisements about "annoying" brands. These participants stated as follows:

But still, as I said uhm the fact that I was so upset made me in a way store the ad in my memory better than it would have been the case with something that I really like maybe. Some advertisements and brands are so annoying, that you have to remember them. (Participant 6)

It could actually be that because I am so upset about it, I am more involved. So, it is more likely that I will store information from the video in my memory. (Participant 6)

I remember last time being interrupted by an in-stream ad; and I had a negative attitude towards the brand. I thought the ad didn't influence me; and I only paid little attention to the ad. In the end, I saw a similar product in a shop and thought hmm where have I seen this before? This situation shows that my negative attitude still had an influence on the information from the advertisement that I had stored in my memory. (Participant 8)

Participant 6 and Participant 8 explained that they could remember information given through the in-stream advertisement, even though they had a negative attitude towards the brand being advertised. This was because the interruption was described as a strong stimulus, which was so memorable that the viewers remembered information given by the advertisement. Participant 6 reflected on a consumer experience, in which the participant remembered a product being shown via in-stream advertisements – even through the attitude towards the brand was negative. This example shows that participants may think they do not remember, or process information given through the video; but in fact they do so unconsciously.

From another participant's statement, it became apparent that information, which is in line with the participant's attitude, would be remembered more easily.

I may remember this; as it is what I associate with Havana club as well. I think I only remember things that are in line with my attitude; but I don't know. I think from the Havana club ad, I only remember the slogan "Cuba made me alive," which I find quite cool. (Participant 1)

Four participants mentioned that a positive attitude makes them store information from an in-stream advertisement more easily than from those brands, of which they have a negative attitude. Some examples are shown below:

I think if you have a really good attitude towards the brand; and it is interrupting you, you will remember more information given through in-stream ads than if you have a negative or neutral attitude. So, I would definitely say that I remember more from in-stream ads by NIVEA than from in-stream ads by an unknown brand, or by a brand that I do not really like. Or, perhaps I will remember the fact that I was interrupted more when I am interrupted by a brand that I do not like, than when I am interrupted by a brand that I do like, I think I am more forgiving there. (Participant 2)

If it is a really catchy ad; and I like the brand that I think I tend to remember more from the ad than from ads that come from brands that I don't care about, or that I even don't like. (Participant 11)

In general, it's definitely my attitude; so, if I have a positive attitude about a brand, I usually like the ad; and I think that I would remember the information given through these in-stream videos more easily. (Participant 13)

If I have neutral (not interested) or a negative attitude, I would probably not retain any information. If my attitude is positive; and I am interested, I might remember the information afterwards. (Participant 12)

The above statements demonstrate that information from advertisements of preferred brands are more easily stored than those of the non-preferred brands.

People who had a positive attitude towards a brand and were only interrupted a few times claimed to have stored more content from the advertisement; and they claimed to remember less about the interruption. The frequency of exposure to the advertisement seemed to play a role regarding what information the participants claimed to have stored in their memory. Two participants mentioned that when they were interrupted by the same advertisement several times; and they had a negative attitude towards the brand being advertised, then they tended to remember only the fact that they were interrupted, rather than storing the information given through the advertisement.

One participant claimed to have automatically processed the information given by the advertisement:

In terms of the ad just shown, I think my attitude is rather negative now; but I still think I will remember a lot of information from the ad; as you are forced to look at it and automatically process the information, in order to continue watching the video. (Participant 9)

Two participants mentioned that the advertisement itself plays a role, when remembering information from the advertisement.

If the ad is attention-grabbing; or if it plays good music, or has some famous people in it, I think I am more prone to remembering the facts from the ad. ...If I listen to, or watch an ad for the second or third time, I know that I've seen it before; but this does not help me to recall what it was for and what the value proposition was. (Participant 5)

I still think that some people watch it to continue with the video they originally wanted to watch; and I guess yeah some of the advertisements just stick in your head even though you might not have heard the name of the brand before. (Participant 3)

The above findings may show that some participants claimed to remember facts from brands of which they have a negative attitude. Others claimed to only remember facts from the in-stream advertisements, in which enjoyable brands are advertised; and they remember being interrupted by an advertisement for a brand, towards which they have a negative attitude. In terms of the influence of the attitude towards the brand, on the retention of information from the advertisement, no differences in terms of age, income, gender or type of data usage could be made. Next, the advertisement perception of in-stream advertisements will be analysed.

4.3.10. Advertisement perception towards in-stream videos on Facebook

It will now be described and interpreted how participants perceived the advertisements shown via in-stream advertisements. Two participants mentioned the brand when providing a response to their perception of the advertisement. The statements made were as follows:

It's actually weird; but I think my perception is positive. Uhm again, because I think the brand spoke to my needs and solved a problem I had, so yah, in general, quite positive, provided the ad is tailored and speaks to my needs, or gives me inspiration about new exciting topics. (Participant 13)

I think the ad perception is also highly dependent on the content of the ad, or on the brand. Brands that I know and that I am interested in are more likely to catch my attention and make me develop a positive perception, than those brands or products in which I am not interested, or those with which I am not really associated. (Participant 3).

This again shows the role of the attitude towards a brand in the perception-formation process. People with a positive attitude towards a brand may be less likely to perceive an advertisement from the same brand as annoying, than those from unknown brands, or those brands of which they have a negative attitude.

Additionally, participants mentioned the influence of the fit between the advertisement and the participants' interest on their perception.

If it fits to me as a person; and if it doesn't come up too often, it's fine; and I think I have a good perception of it. If it doesn't fit and if it's shown to me a lot of times, then I get irritated and the overall perception of the ad would be negative. (Participant 6)

Mostly negative and rejecting; but as I said, it really depends on the video and also on how much I enjoy watching the video. (Participant 11)

In general, I would have a negative perception of the ad. I would prefer ads in other formats. However, uhm I would say it depends on the ad and how much the ad speaks to my interest; and as I said before; if it's not interrupting me, while I want to show a video to my friends, it's fine. (Participant 8)

I liked the ad quite a lot; as it was entertaining and grasped my attention for a little while. (Participant 1)

It was shown to me for the first time; and my perception of it is good. I liked the product that was advertised to me; and also, the ad itself. Really cool engaging ad, that even inspired me to go to the gym more often (laugh). (Participant 4)

The above statements show that the participants' perception of in-stream videos on Facebook may be dependent on many different factors. Participant 6 mentioned the interest towards the advertisement and the frequency of the advertisements' occurrence to influence the advertisement perception. Participant 11 explained that the video being watched influences how the advertisement is perceived. From Participant 8's statement, it became evident that the participant's perception is dependent on the intention with which the Facebook video is being watched. Viewers may forgive the disruption of their self-selected video caused by the advertisement; provided the advertisement provides them with inspiration, entertainment; and if it appeals to their interests.

This was demonstrated, for example, by Participant 1. The participant stated earlier in the interview that he did not like being interrupted by an advertisement, while fully concentrating on the self-selected video. When asked about the perception of the in-stream advertisement

being exposed to during the interview, the perception was described to be positive; since the content was entertaining and attention-grabbing; and it spoke to the interest of the participant. This can be explained by referring to the statements of the results from the category: “Values satisfied by Facebook,” and the “Benefits of Facebook videos”.

The primary intention for using Facebook and watching videos on the platform comprised inspiration, entertainment and getting news updates. If the advertisement corresponds to the motivation with which consumers use the platform, the advertising may be perceived more positively than advertising that contradicts this motivation.

The negative perception of in-stream advertisements was expressed in various ways by the participants; and it was depicted in the quotations below.

For sure, the perception of this ad is not positive; as it is an interruptive format. (...) I perceive this format as a waste of time and money. (Participant 5)

If the ad had been delivered to me in a less-intrusive format, I really would have liked it. Now, the perception is a bit negative just because it was interruptive. (Participant 2)

My perception of the ad delivered through this format is rather negative; because I don't like to be interrupted while doing something. I think it's very rude. (Participant 12)

I always get shown this one ad for pregnancy test... yeah... and it came up so often, and always in French. It is so annoying, really. I don't even know why they are targeting me. So, the information that I remember from the ad is that it annoys me; and that it is not related to anything positive. (Participant 6)

My perception of the ad just shown is negative; because it was shown to me already so many times; and it's super annoying. It's an ad about magnum ice cream. Like its upsetting me because I don't have a choice to watch it. I don't even like Magnum ice cream. (Participant 7)

From the statements made above, it can be concluded that in-stream advertisements may have a negative influence on a lot of participants' advertisement perception.

I really don't like this means of exposure to advertising. It's an invasion of my private space. (Participant 10)

It is so annoying; and they should know that consumers don't want to be invaded in their privacy like that. (Participant 4)

Participants described their perception of the in-stream advertisement, as being negative; since the advertisement is regarded as a disruptive factor, and as an invasion of their privacy in most cases.

The category values and the frequency with which they occurred across the different interviews were presented above. In the next section, specific topics are highlighted once again, as they were considered particularly important by the researcher, due to their high occurrence in the interviews.

4.4. FURTHER CATEGORICAL ANALYSIS

When analyzing the coding results, the researcher investigated how frequently certain categories occurred. Table 4.3. gives an overview of the top ten most frequent categories; and it relates them to the representative quotations by the participants. Code A3 and B1 both appeared in 10 out of 12 coded interviews, which infers that the respondents almost all use Facebook for entertainment purposes; and they wish to remain connected. As it becomes apparent, codes such as D1, C3, E1 and K3 are among the most frequently occurring categories; and they all point to a rather negative perception of in-stream advertisements on Facebook. This underlines the findings from the previous section. F1, J1, G1 also occurred at least in more than 9 interviews, which refers to the suggested relationships in the theoretical framework. The high occurrence of N1 shows again that South African consumers may be highly influenced by the type of data provision, when deciding to watch a Facebook video.

Table Error! No text of specified style in document..3: Frequency of occurrence of category values in interviews

Frequency	Code	Category	Participant	Anchor Citation
12	D1	Feeling of being angry when seeing the announcement of an in-stream advertisement	1	It annoys me and distracts me from my video.
			8	All in all I feel annoyed as I also can't concentrate on the video anymore but rather watch the countdown.
11	C3	Negative perspective on exposure to in-stream advertisements	10	It's a forced way to make people watch ads so I don't really like it. Um, also you get disturbed while watching a video and I am shown products or brands that I am not interested in, so this makes it even worse. I really don't like this means of exposure to advertising. It's an invasion of my private space.
10	A3	Connection as a value of Facebook	10	For me it's keeping in touch with people all over the world
10	B1	Entertainment as a value of Facebook	5	It's a format to get entertained easily and on the go.
10	F1	High influence of emotions on attention	1	I am super upset then so I just try to ignore the ad not really looking at what is advertised or who advertises.
10	J1	High influence of attitude on retention	2	I think if you have a really good attitude towards the brand and it is interrupting you, you will remember more information given through in-stream ads than if you have a negative or neutral attitude. (...). I will remember the fact that I was interrupted more when I am interrupted by a brand that I do not like than when I am interrupted by a brand that I like, I think I am more forgiving there.
9	E1	Anger as emotional response of to in-stream videos	10	My emotions aroused are annoyance as I am interrupted while watching the video
9	G1	High influence of interruption on interpretation	7	I get a sense of dislike for the characters and what they are trying to convey in the advertisement. The ad is viewed by me in a critical light then. Like I associate the ad and the brand with being the prime reason for my diversion from my main video.
9	K3	Negative advertisement perception of in-stream advertisements	12	My perception of the ads delivered through this format is rather negative as I don't like to be interrupted in the act of doing something. I think it's very rude.
9	N1	High influence of data provision service on frequency of watching Facebook videos	2	Hmm... I think it influences me quite a lot as watching Facebook videos takes up a lot of data. Data is so expensive. But as I am at university everyday and public places also offer wifi most of the time there is always a way to get connected.

4.5. CONCLUSION

This chapter has presented the findings gained through the structured interviews with thirteen South African consumers. The results showed that consumers may be influenced by various factors in relation to the different stages of perception presented in the adapted model. The illustrated relationships depicted in the theoretical framework seemed to be supported. The results also revealed further insights into the influences on the perception of in-stream advertising that went beyond the factors selected for this study. Based on these findings, the next chapter provides some of the conclusions and recommendations.

CHAPTER FIVE: CONCLUSIONS AND MANAGERIAL IMPLICATIONS

5.1. INTRODUCTION

This chapter provides the conclusions of this research which were derived from the findings in Chapter 4 which were acquired through the execution of the research methodology described in Chapter 3, which in turn investigated the adapted model justified in Chapter 2. Firstly, the research objectives are reiterated, in order to facilitate the discussion that follows. Then, conclusions were drawn in relation to the research objectives. Then, based on the discussion of the research objectives and the findings from the interview after Question 10, the research question is addressed. According to the conclusions in Chapter 5 and the conclusions made in this chapter, the managerial implications, the limitations of this study; and possible areas for future research were outlined. Finally, the chapter concluded by giving a short summary of the major results.

5.2. THE CONCLUSIONS FROM THE RESEARCH

The findings in Chapter 5 were based on the perception-formation process, which was the central concept in the theoretical framework used in this study. The findings were described and presented, as they referred to the different perception stages and the selected influential factors. This helped in answering the research question of this study:

- Does targeted in-stream Facebook advertising through mobile phones have an influence on South African consumers' advertisement perceptions?

The findings revealed insights, addressing the three research objectives established for this study:

1. To explore the role of South African consumers' emotions in relation to these consumers' attention to the targeted in-stream advertising on Facebook delivered via mobile phones.
2. To explore the role of the interruption of video watching of South African consumers through targeted in-stream advertising on Facebook, delivered through mobile phones, in relation to the interpretation and perception of the advertisement.
3. To explore the role of South African consumers' attitudes towards brands in relation to what these consumers remember from the advertisements delivered through mobile targeted in-stream Facebook advertising.

The conclusions drawn from each of the three research objectives are explained below. This allows for an explanation of the conclusions of the research objectives.

5.3. RESEARCH OBJECTIVE 1

From the findings presented in Chapter 4, the influence and role of emotions became evident. Participants' emotions aroused by the in-stream advertisement seemed to influence the participants' attention to the targeted in-stream advertisement on Facebook delivered on the mobile. Most of the participants reacted negatively to the in-stream advertisement, with the minority reacting positively to this kind of advertisement.

The interviews showed that negative emotions such as anger, irritation and dissatisfaction may have been caused for various reasons. Firstly, there may have been a disparity recognised between the intentions that the respondents have when they use Facebook; or more specifically, they watch Facebook videos and the content in the in-stream advertisements shown on Facebook. This study found that participants may use Facebook and watched Facebook videos for a variety of reasons, including entertainment, news updates and inspiration. The respondents described having different emotions, depending on the intention with which they viewed the Facebook video. This indicated that the participants may have had different intentions; and they were in different emotional states when the advertisements appeared. As drawn from the literature review, Sheldon (2008) and Dehghani and Tumer (2015) emphasised the most common motivation for using Facebook – that is to stay connected and to interact with friends. This is in agreement with the findings in the interviews; since 11 out of 13 participants stated that staying connected with friends and family members is a major benefit of Facebook.

Furthermore, Dehghani and Tumer (2015) and Goldman (2011) claimed that people are in an entertainment mode, when they use Facebook. In the South African Facebook-user context, the interviews seemed to confirm this as most of the participants stated that their intention was to use Facebook and watch Facebook videos for entertainment and as a pastime. Other benefits of Facebook videos mentioned by the participants were to get news updates. The findings revealed that when watching a Facebook video, the participants may have had different emotions and intentions. Those participants who wished to gain news updates from the Facebook video, described their feelings of annoyance, irritation and impatience about the in-stream advertisement. The respondents who mentioned that they watch Facebook videos primarily for entertainment reasons seemed to find more frequently the advertisement to be interesting. Thus, respondents having the intention to get informed by the Facebook video may have been more negatively inclined than those participants who were just watching videos for entertainment reasons.

This is in line with that indicated by Huang and Waddell (2019) that individuals find themselves in a particular emotional state, while watching a video; and this may have an influence on what

emotions are aroused, when being exposed to the announcement of an in-stream advertisement.

Secondly, the participants who perceived the interruption as an invasion and a distraction from what they were intending to do, for example, those participants that gained a news update by watching Facebook videos, claimed to have negative emotions towards the in-stream advertisement; since they seemed to assign high importance to the content of the Facebook video. The interviews confirmed what the literature already indicates about interrupted human behavior. Kardes et al. (2010) stated that often the actions of human beings are based on pre-established plans; and a failure to follow these plans, or the interruption of actions, may evoke negative emotions.

Mikulincer (1994) already emphasised that an emotion aroused due to an interruption continues until the source of the interruption is removed, or until an alternative action permits the completion of the interrupted action. Participants are not able to skip the advertisement; and consequently, an alternative action to complete the interrupted video is not possible. Thus, according to Mikulincer (1994), such participants described emotions, such as annoyance, frustration, impatience and resignation. These may continue until the advertisement is over; and they are then able to return to their self-selected video. However, when participants see only the announcement of the advertisement, they may not yet be aware of what advertisement is coming up; and the advertisement shown may trigger new end-goals and emotions, as indicated by Blythe (2013).

Some participants mentioned that the in-stream advertisement triggered emotions, such as joy, pleasure and interest. These participants described the advertisements to match with their interests. This can be explained in relation to emotions. Lewis et al. (2008) mentioned that stimuli that are emotionally salient receive priority. Facebook advertisements may be emotionally salient, when they are tailored to individuals' interests.

The results also indicated that participants with an income of more than 12,000 rand seem to be less concerned about mobile data usage for watching Facebook videos than participants with an income of less than 12,000 rand. Participants with incomes below 12,000 rand all expressed negative emotions when exposed to in-stream advertising. Consumers with lower incomes may have an even more negative perception of in-stream advertising, as they are annoyed that the advertising uses expensive data volumes.

The role of emotions in relation to the attention to the in-stream advertisement can be described by the findings of this study; and the model presented in the theoretical framework. Hawkins and Mothersbaugh (2010) explain how exposure to the required preliminary stage of

the perception-formation process occurs, before attention can happen. Stimuli, such as advertisements on Facebook, need to be intense enough to cause a sensation. The sensation occurs in the moment that the individuals are exposed to the advertisement.

Peter and Olson (2002) claimed that attention is influenced by the emotional states. From the findings, it became evident that the emotions described by the participants may influence the attention to the advertisement. Some respondents complained of being angry and irritated about the interruption of their Facebook video by the in-stream advertisement; and as a result, they stopped watching the Facebook video. Thus, negative emotions, such as anger and discontent, seemed to lead to some participants ceasing to watch the Facebook video, as soon as the advertisement is shown.

Furthermore, these negative emotions may have led to a decreased attention to the content of the advertisement, and a stronger focus of attention on the countdown of the in-stream advertisement. Positive emotions, such as joy and pleasure, seemed to lead to an increased attention to the in-stream advertisement. The attention to the in-stream advertisement may be due to emotions, such as excitement or joy being aroused, which makes participants continue to watch the advertisement and paying attention to the content delivered by the advertisement. Thus, emotions seemed to make the participants pay attention to selected components of the advertisements, such as the content of the advertisement, or the interruption by the advertisement. Kardes et al. (2010) and Lewis et al. (2008) confirm this finding by underpinning the fact that attention to a stimulus is influenced by the individual's emotions towards the same stimulus.

The findings indicate that selective attention to in-stream advertising on Facebook was evident in the sample. As stated by Lantos (2015), Kardes et al. (2010) and Du Plessis and Rousseau (2003), selective attention refers to only paying attention to selected advertising stimuli, while ignoring others. Depending on the prevalent emotions aroused by either the interruption, or by the content of the advertisement, the participants seemed to pay attention to different components of the advertisement.

5.4. RESEARCH OBJECTIVE 2

This objective aimed to explore the role of the interruption of video watching of South African consumers through targeted in-stream advertising on Facebook, delivered through mobile phones, in relation to the interpretation and overall perception of the advertisement. The findings presented in Chapter 4 revealed the role of the interruption of Facebook activities by the in-stream advertisement in relation to the participants' exposure and attention to, as well as the individuals' interpretation of the targeted in-stream advertisement on Facebook

delivered on the mobile phones. At the same time, the interruption was also shown to play a role in relation to the retention of information given by in-stream advertisements on Facebook.

Only three of the 13 participants mentioned their refusal to consider the interruption, when interpreting the in-stream advertisement. The analysis of the data acquired in relation to the descriptive data of the participants seemed to indicate that the younger age cohort (18-25), when interpreting the advertisement, took into account the fact that they were interrupted by this advertisement. While for the age cohorts over 25, no major stand-point among the participants could be established, as to whether they always negatively interpreted the advertisement due to the interruption. This finding is explicable when relating the result to what Hawkins and Mothersbaugh (2010) claim, by saying that an increase in advertisement avoidance is due to the younger consumer group. Participants younger than 25 years described to perceive the advertisement as intrusive and annoying, due to the interruption. Hawkins and Mothersbaugh (2010) explain that younger consumers therefore try to avoid advertisements on social media.

In-stream advertisements on Facebook were found to be interpreted negatively by the participants. The main reason stated was that the participants did not like to be interrupted, while watching a Facebook video and to be involuntarily exposed to an advertisement. The participants claimed to pay less attention to the content of the in-stream advertisement; since they focused their attention on the interruption. This can be explained by referring back to the literature presented in the literature review.

Firstly, Brink et al. (2002) emphasised that people tend to alter the meaning of an advertisement, or to focus on only certain aspects of the advertisement. Here, the participants seemed to focus only on the interruption caused by the advertisement. Secondly, Blythe (2013) asserted that the impact of an interruption depends on the consumers' interpretation of the interrupting event; and that the impact of the interruption hinges on the interruption's strength. In the South African Facebook user context, the interviews confirmed this; as the participants' answers revealed that they seemed to regard the interruption by in-stream videos in a grossly negative way; and thus, they attached great importance to the interruption. Thirdly, Taylor et al. (2011) claimed that annoyance due to any advertisement can distract consumers from receiving the intended meaning of the communication, which seemed to be true for most of the participants of this study.

When the advertisement was regarded positively and deemed interesting, three participants claimed to not consider the interruption, when interpreting the in-stream advertisement. These participants said that they focused on the content of the advertisement. This phenomenon can

be linked to the emotions aroused by the advertisement. The interruption of the participant's Facebook activities by the advertising aroused negative emotions, such as anger, frustration and dissatisfaction amongst most of the participants. Those participants who mentioned their interest in an in-stream advertisement claimed to feel positive emotions, such as joy and pleasure, which in turn, seemed to make these participants focus more on the content of the advertisement than on the interruption.

Consequently, the emotions present when being exposed to the in-stream advertisement may first influence the attention, and thereafter also the interpretation of the advertisement. It has already been found by Mueller, Fritsch, Hofmann and Kuchinke (2017) and Hawkins and Mothersbaugh (2010) that a stimulus may be interpreted by individuals in relation to their emotional response. The fact that some participants regarded the interruption more negatively than others, can be explained on the basis of the considerations of Raab et al. (2016) and Lantos (2015). These authors assert that individuals assign different meanings to external stimuli, which is the result of different expectations, due to different previous experiences.

In agreement with the conclusions in these pieces of literature, the South African participants that interpreted the in-stream advertisement negatively, due to the interruption may have had more negative experiences with this type of advertising in the past than the South African participants that interpreted the advertisement positively (Raab et al., 2016; Lantos, 2015).

The findings may point to the evidence of subjective perception mentioned in Section 2.5.4.2. Firstly, the participants' statements revealed that whether the interruption played a role in the interpretation of in-stream advertisements, and how the advertisement is interpreted, is affected by the self-selected video that is interrupted by the advertisement. The interruption seemed to be described to be perceivably stronger when the content of the advertisement did not match to the content of the video.

As stated by Mialki (2018), in-stream advertisements are audience-based, which means that the advertisements are not tailored to the video being watched, but rather to the viewers' interests. According to Rodgers and Thorson (2000), the context in which an advertisement occurs provides the viewer with an indication on how to interpret the advertisement (Rodgers & Thorson, 2000). Hence, it is explicable that the video in which the in-stream advertisement is embedded would influence the way the participants interpreted the advertisement.

Secondly, the participants mentioned that they interpret the advertisement differently, depending on the importance that they assign to the selected Facebook video. This is in line with explanations made by Blythe (2013), who stated that the impact of the interruption depends on how strong the goal or willingness to finish the intended action is. The findings of

this study revealed that people may follow different intentions, when using the platform and watching videos on Facebook. Those participants who claimed to have no particular willingness to complete an action, when using the platform seemed to interpret the in-stream advertisement less negatively than the participants with a strong intention, or a willingness to follow a specific goal on Facebook.

Therefore, the participants who wanted to satisfy their social needs by using the platform, or who stated that they received up-to-date news by using the platform, seemed to be more negative towards the interruption caused by advertising; and pay less attention to the information given. This may be due to the fact that these individuals had a strong intention to complete the selected video.

The findings revealed that participants considered different factors, when interpreting the in-stream advertisement. It became evident that the interruption seemed to influence the way the in-stream advertisement was interpreted. Other influences, such as the characteristics of the advertisement and of the Facebook video, as well as the importance that the individuals assigned to the completion of the Facebook video, seemed to affect the interpretation of targeted in-stream advertising on Facebook through mobiles.

5.5. RESEARCH OBJECTIVE 3

The research objective 3 aimed to explore the role of South African consumers' attitudes towards brands in relation to what these consumers remember from the advertisements delivered through mobile targeted Facebook advertising.

The findings presented in Chapter 4, revealed the attitude towards brands that use targeted in-stream advertising on Facebook through mobiles and the role of this attitude in relation to the retention of information provided by the advertisement. The researcher investigated what people tend to remember from the advertisement; and she obtained an indication of whether they remember the interruption rather than the information given by the in-stream advertisement. Several studies found that South African consumers have a positive attitude towards marketing communications on social media (Duffett, 2017; Duffett & Wakeham, 2016; Bevan-Dye, 2013), which is contradicted by what was found in this study for in-stream advertisements on Facebook through mobiles regarding South Africans.

The findings indicated that a first encounter with brands through an in-stream advertisement on Facebook, may lead to a negative attitude towards the same brand; since the brand was introduced through an interruptive format. Furthermore, the results showed generally prevailing negative attitudes towards brands that use this form of advertising. The reason given was the

increasing frequency with which the in-stream advertising was shown. The negative attitude towards the brand being advertised through in-stream advertisements can be further explained by the cognitive and affective component of attitudes mentioned by Mpinganjira et al. (2014). The cognitive component of attitudes consists of people's knowledge and beliefs of an attitude object (Mpinganjira et al., 2014). The findings revealed that interruptions may be perceived negatively; and the role of the interrupter seem to be attributed to the brand. The affective component refers to the feelings and emotions towards the attitude object. The category "emotional response to in-stream advertisements" showed the annoyance of the South African consumers towards advertisements, due to the interruption of their Facebook video.

The prevailing negative attitude towards the brand being advertised may suggest that the participants may transfer the affective component of the attitude towards the advertisement to the brand. This supports the findings by Kaushal and Kumar (2016), who confirmed a direct relationship between consumers' attitude towards advertisements and consumers' attitudes towards the brand being advertised. The negative attitude towards the brand seem to make the participants remember the fact of being interrupted by the advertisement, rather than to retain any content that the advertisement delivers. However, the findings also indicated that consumers may unconsciously process and remember information given by the advertisement. Hence, the findings in that regard need to be tested.

The adapted model in this study suggested that individuals pass through a series of stages, when forming a perception towards targeted and interrupting advertisements on Facebook. Some participants claimed to only remember the interruption by the brand; and they were less likely to remember the content of the advertisement. This may be related to the participants' lack of attention towards the advertisement's content and the negative interpretation of the advertisement. If the participants did not pay attention to the advertisement and interpreted the advertisement as an interruption, according to the presented perception model, the conclusion may be drawn that the participants only remembered the fact that they were interrupted by the brand. This again may speak to the influence of the perceptual context, being the disruptive video, on all perception stages as illustrated in the adapted model.

The findings also revealed positive attitudes towards a brand that uses in-stream advertisements. The advertisement was regarded as enjoyable and interesting. Among these advertisements, more content seemed to be stored in the memory and less seemed to remember of being interrupted by the brand. Rössler (2017) elaborates that both a motivational and a cognitive concept explain this selective retention. The motivational concept describes how people store information that allows them to come to a preferred conclusion. The results showed that information from the advertising of preferred brands might have been easier to

remember than information from non-preferred brands. The findings can be linked to the previous results in this chapter; the positive emotion being aroused by an interesting and enjoyable in-stream advertisement, which may have led to the development of a positive attitude towards the brand. It was found that the emotion seem to lead to an increased attention to the content of the advertisement. In turn, this results in an increased likelihood of storing the information given by the advertisement.

It can be concluded that there was no clear indication, as to whether positive or negative attitudes favour the retention of the information from the advertisement. This assessment would require a longitudinal study. However, the findings gave an indication of the role of attitudes in relation to what South African consumers may remember from an in-stream advertisement on Facebook through their mobiles. The nature of emotions aroused by the in-stream advertisement seems to have a positive relationship with the nature of the attitudes towards the brand advertising on Facebook. This corresponds with the descriptions of Du Plessis and Rousseau (2003), who explained that individuals remember the information that corresponds with their attitudes.

The conclusions presented above illustrate the concept of selective retention. South African consumers, when confronted with in-stream advertising on Facebook, may remember only selective information, with the attitude towards the advertised brand seem to play an important role in this process (Du Plessis & Rousseau, 2003).

5.6. THE RESEARCH QUESTION

Based on the findings directed towards the research objectives and on the basis of participants' answers to interview Question 10, the research question: "Does in-stream advertising on Facebook through mobile phones have an influence on South African consumers' advertisement perception?" was examined. It can be concluded that in-stream advertising on Facebook through mobile phones seem to influence South African consumers' advertisement perceptions.

The findings showed that in-stream advertisements seemed to be perceived in a negative, rather than in a positive light. This was also underlined by analysing the frequency with which certain categorical values were used (see Table 4.3). The findings showed that categorical values that were associated with a negative perception were amongst the most frequently occurring categorical values. As outlined by Shareef et al. (2019), among many other researchers, the annoyance about an advertisement leads to an unwillingness of being exposed to, paying attention to, and building a positive perception towards the same advertisement. This corresponds with the findings of this study.

As the findings of research objective one showed, most of the participants described emotions, such as anger, discontent and frustration on being interrupted by the in-stream video. This finding contradicts the statement made by Mialki (2018), who emphasised that when being exposed to in-stream advertisements, people are already in a watching mood, which benefits the perception of the advertising message. This study found that the negative emotions seemed to be passed onto the advertisement and onto the brand being advertised. This confirms the findings by Campbell and Marks (2015), who found that individuals tend to be more sceptical about native advertising; because they perceive the brands advertised as being deceptive. As a result, many participants refused to pay attention to the advertisement, or to process and retain the information given by the advertisement. This in turn influenced how the advertisement was perceived.

Research objective three demonstrated that the attitude towards the brand was negatively influenced, due to the brand being advertised through an in-stream advertisement. Edwards et al. (2002) states that advertisements contradicting individuals' goals are perceived to be more intrusive. This applies to the characteristics of in-stream advertisements, which are in contrast to the actual goals of the viewers, who usually aim to complete their Facebook video.

Further reasons for a particularly strong negative perception of in-stream advertisements became evident from the findings of research objective one and research objective two. Firstly, negative emotions and interpretations and thus a negative perception were observed when the advertising seemed to not correspond with the interests of the individual. It became apparent that the participants were sometimes wondering why the advertisement was shown to them. This agrees with the explanations from Lovell (2017), who states that consumers refuse to be bombarded with irrelevant advertisements, delivered through intrusive formats. Secondly, it was found that when participants seemed to assign great importance to the Facebook video, for example when their intention was to gain a news update by the video, negative emotional reactions were expressed. This can be referred to what was said by Blythe (2013) and Kardes et al. (2010), that the more importance individuals assign to the completion of a goal or a task, the more negatively they react. Participants explained that to obtain a news update through the Facebook video may follow a very strong goal. The interruption by an in-stream advertisement may be perceived more negatively by these viewers than by viewers who watch Facebook videos for entertainment, without having any particular goal in mind. This also corresponds with Edwards et al. (2002), who indicate in their study that consumers who thoughtlessly use platforms without a specific target may consider the interruption of advertising to be less annoying.

Although the majority of participants claimed to have a negative perception towards in-stream advertisements, the results of research objective two showed that the interpretation and thus the perception of in-stream advertising can also be positive, provided the advertising is perceived to be interesting, appealing and inspiring. This result supports the findings of Sallam and Algammash (2016), who emphasised that entertainment and information are the main forces driving consumers to perceive an advertisement positively. A positive perception of the advertisement seemed to lead to a less negative reaction to the interruption of the self-selected Facebook video.

Hence, the above outlined results may indicate that the selective attention, the subjective perception, as well as the selective retention, have played a role in the formation of advertising perception. On its business website, Facebook labels in-stream videos as suitable tools to raise brand awareness, to increase the reach of the advertisement, or to strengthen the engagement with customers (Facebook, 2019a). Based on the above conclusions, it may be questionable whether brands are able to achieve these goals by utilizing in-stream videos. Suggestions on the application and usage of in-stream advertisements by brands are discussed in the next section.

5.7. MANAGERIAL IMPLICATIONS

Based on the findings and conclusions presented above, concrete recommendations for marketing managers can be derived. The previous sections revealed several important insights, which have consequences for marketers both in the advertising industry and in academia..

Adjusting advertisements to consumers' Facebook usage type

Marketing managers may benefit from exploring South African consumers' reasons for using the Facebook platform and tailoring their advertising messages in consideration of these reasons. As mentioned in Chapter 2 targeted Facebook advertising is advertising that is only shown to people who have specific common attributes, are situated in a certain context, or should view the advertisement at a particular time of the day (Tiwary, 2016; Srinival, 2015). Marketing managers should explore the possibilities of using Facebook to deliver advertising targeted at user groups with similar types of Facebook usage; the age range could provide a first indication. This study indicated that participants older than 26 years of age may tend to watch Facebook videos, in order to get a news update or inspiration; whereas younger participants may seek rather to be entertained, which can also be accomplished by the advertisements. Consequently, marketers could benefit from stronger tailoring of in-stream advertisements to the different age groups.

Precise targeting and advertising messages tailored to interests

The fact that participants complained of being shown advertising that is irrelevant to them, indicated that targeted in-stream advertising on Facebook is not yet fully optimized. When advertising on Facebook, marketing managers can choose the targeting method; but they have little control over where and to whom their advertising goes. Therefore, the marketer for his part can only influence a clear definition of the target group and a corresponding adjustment of the targeting settings on Facebook. Furthermore, reiterating previous findings in academic literature, this research demonstrated the high benefit present for marketing managers to tailor their advertisement messages according to consumers' interests.

Especially, when it comes to the use of an advertising medium with an interruptive nature, such as in-stream advertisements on Facebook, marketers should precisely speak to their viewers' interests in an engaging and catchy way. This could be achieved, for example, by using advertising techniques such as storytelling, which could increase consumers' interest in and attention to the in-stream advertisement on Facebook. This allows viewers to develop positive emotions towards the advertisement, which in turn, has a positive influence on the interpretation of the advertisement; and it positively promotes the information remembered from the advertisement. This can improve the perception of in-stream advertising on Facebook. For the academic field the results of this study underline already existing theories, which attach great importance to the successful targeting of advertising methods.

Usage of in-stream advertisements should be carefully considered

Marketing managers should rethink the used advertisement formats for South African consumers. This is in line with what Hawkins and Mothersbaugh (2010) suggested by saying that marketers need to carefully decide where to place an advertisement; and how the message in connection with the platform is most likely be perceived. Marketers may consider staying away from interruptive formats, such as in-stream videos. At the least, it has become necessary for marketing managers to think of measures to make advertisements be perceived as less interruptive. This would work better if advertisers had more control over the videos in which their advertisements are placed. As already highlighted by Campbell and Marks (2015), brands have to find a balance between being perceived as upsetting and boosting sales. This study indicates that in-stream advertising is perceived as rather negative by South African consumers. While the results need to be substantiated by additional studies, the insights gained can be used by academics to provide direction for future research areas.

There was also a tendency that lower income groups in particular may be more concerned about data usage, and marketers should carefully consider whether they want to risk consumer frustration because advertising increases consumers' data usage and data volumes are quite

expensive in South Africa (Mutsvairo & Ragnedda, 2019). Marketers should find a way to prevent in-stream advertising on Facebook from using personal Internet data volume.

Fit between in-stream advertisements and self-selected videos

When setting up an in-stream advertising campaign on Facebook, marketing managers can exclude certain video categories from those whereby their advertisement is shown. Therefore, marketers should carefully consider the categories from which to exclude their advertisements. This may decrease the number of people reached by the advertisement; however, it is necessary for brands to ensure that they are not integrated into video content with which they do not want to be associated. Nonetheless, it remains difficult for brands to gain full control over where their advertisements are placed. This may constitute a disadvantage for the use of in-stream advertisements.

Frequency of exposure to the advertisement should be controlled

It is important for marketing managers to monitor the frequency of advertising output by in-stream videos on Facebook. As previously mentioned, the degree to which sending out advertisements can be controlled, is limited; however, marketing managers may consider creating different advertisements for the same product. This allows marketing managers to still target people. However, they may be less likely to perceive the advertisement as interruptive; since they are not interrupted by the same advertisement more than once.

Targeted measures to improve the target market's attitude towards the brand

Brands using in-stream advertisements, as the means of exposing their target market to their products or services, should work to ensure that the general attitude of their target market towards the brand is positive. This is important; as this study showed that participants with a positive attitude towards a brand claimed to store the content delivered by the advertisement; and they complained of remembering less the fact that they were interrupted by the in-stream advertisement. Additionally, those participants who mentioned their attitude towards the brand to be positive, seemed to be less likely to perceive an in-stream advertisement from the same brand in a negative light. This shows the necessity of marketing managers to implement targeted measures, in order to improve consumers' attitudes towards their brand. In order to enrich the knowledge of Marketers on the usage of in-stream videos on Facebook, academics should consider conducting research projects on advertising preferences of interest, emotional arousal of content and even the preferred advertising touchpoints. This may enhance the attitude that consumers acquire when being exposed to online advertising of the brand.

As can be seen, this study gave insights for the usage of in-stream videos on Facebook in practise and provided an academic basis for targeted advertising on Facebook via in-streams.

The above-described implications may be helpful for marketers and brands; but they should be considered in the light of certain limitations.

5.8. LIMITATIONS OF THE STUDY

This study has several limitations. Firstly, the sampling technique used was a non-probability sample; and the method applied was snowball sampling. As already mentioned in Chapter 3, snowball sampling entails the risk of producing a biased sample. The sample of this study comprised South African consumers between the ages of 18 and 40; consequently, the sample may be considered to be biased towards this age range; and it may not be representative of the whole South African population.

Future research should possibly consider quota sampling, in order to generate a more representative sample. Additionally, the interviews were conducted via skype, which may have excluded people without any skype account. This could affect the generalizability of the results. Conducting face-to-face interviews with physical presence would also include participants who do not have access to Skype. This method of data collection should, therefore, be considered in future research.

Secondly, perception is a process that happens almost instantly; and most of the time without people consciously noticing it (Mpinganjira et al., 2014; Kimmel, 2012). The stages, such as exposure, attention and interpretation, might be difficult to distinguish accurately, either by the participants when answering the questions, or by the researcher when analysing the data. Even though participants gave answers to the different stages and influences, there may be processes taking place of which some individuals are not aware. This study has focused on how participants consciously experience themselves, when being exposed to in-stream advertisements. This has failed to depict unconscious processes taking place in the brain, when forming a perception. It should be noted, however, that based on the analysis and interpretation of the participants' reactions, statements and body language, the researcher was able to draw conclusions about behaviours and perspectives, which were not explicitly mentioned by the participants.

Thirdly, the model on which the study is based, is not considered to be exhaustive, which is why the results presented may not comprise all the influences that have an impact on the perception formation. As described in the literature review, the different perception stages are influenced by many different influencing factors. This study has focused on emotions, perceptual context and attitude towards the brand, as well as on the way in which these influences affect the different perception stages, when being exposed to in-stream advertisements on Facebook. Consequently, although providing a detailed picture of

consumers' perceptions towards in-stream advertisements on Facebook, this study does not address all the factors by which individuals are affected, when forming their perceptions.

The fourth limitation of this study is due to its qualitative nature. This study is not conclusive; and the findings need to be tested by using a quantitative approach (Atieno, 2009). In addition, the researcher's structured questions may have limited the information obtained from the participants. More probing questions and a more semi-structured interview approach might have led to an improved uncovering of the participants' inner processes and enriched the data obtained.

5.9. RECOMMENDATIONS FOR FUTURE RESEARCH

The discussion of the research findings and the above presented limitations have resulted in the following recommendations for future research. This study has focused on emotions, perceptual context and attitudes towards the brand, when investigating South African consumers' perceptions towards in-stream advertisements on Facebook. Future studies may explore other influences, such as experiences, needs, wants, beliefs or characteristics of the advertisement, as well as how these influences impact consumers, when forming a perception towards in-stream advertisements on Facebook. Future research may specifically focus on the video being watched before the advertisement is shown; because the findings revealed that the video being watched before the advertisement may influence how the advertisement is likely to be interpreted.

Future research could complement or improve this qualitative study by taking a more open approach to the factors influencing the perception formation process and not limiting it to specific factors and relationships. In addition, further qualitative research could ask more probing questions to obtain more detailed and insightful findings.

Emotions were found to play a major role, when one is exposed to in-stream videos. Participants described their emotions; and how they had an influence on their attention to the in-stream advertisement. To gain a more detailed and accurate picture of how consumers' emotions affect their attention to in-stream advertisements, tools of Neuromarketing, such as eye-tracking, or facial-expression coding, could be insightful (Harrell, 2019). Neuromarketing is concerned with measuring physiological and neural signals, in order to acquire knowledge on consumers' motivations, preferences and behaviours (Harrell, 2019). Neuromarketing could provide marketers with knowledge about processes in the brain, of which consumers are not aware, but which play an important role in consumers' perceptions and decision-making.

Future research may address whether in-stream videos elicit a purchasing decision. The findings from this study revealed some ambivalence with regard to whether consumers would buy a product or service after being exposed to in-stream videos. The question could also be whether people with a negative perception towards in-stream advertisements would refrain from buying the product or service being shown in the in-stream advertisement; and whether consumers with a positive perception would buy the product being shown. The findings revealed a tendency that individuals with a higher household income may be less likely to develop negative emotions towards the in-stream advertisement; this relationship could be further explored in a future study. Additionally, further research could potentially investigate how the platform is perceived, by people constantly being exposed to interruptive advertisement formats. Furthermore, future research could test the model underlying this thesis on a larger target population using a quantitative approach.

5.10. CONCLUSION

Analysing consumers' perceptions is important; as it influences consumer behaviour and decision-making (Lantos, 2015; Solomon, 2011). This study investigated the influence of targeted in-stream advertising on Facebook on South African consumers' advertising perceptions. Emotions, the interruption as perceptual context and attitudes towards the brand, have been analysed with regard to specific perceptual stages. The process of perception-formation was used as the theoretical framework to achieve the present research objectives. It was found that emotions, such as anger, discontent and irritation were the most frequently occurring emotions. These emotions seemed to negatively influence the attention to in-stream videos. Furthermore, it was found that the disturbance caused by the in-stream advertisement might have been considered in the perception stages exposure, attention, interpretation and retention in relation to the in-stream advertisement. Due to the limited attention to the advertisement and the rather negative interpretation of it, limited information was said to be remembered. The perception of in-stream videos and attitude towards brands using in-stream videos was found to be rather negative than positive. This seemed to be mainly due to the perceived intrusiveness, with which in-stream advertisements interrupt the viewer.

This chapter was introduced by a brief reiteration of the research objectives, which were followed by a discussion of the managerial implications and the limitation of the study. Thereafter, the chapter detailed the areas of potential future research, before summarizing the study.

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APPENDIX A
THE RESEARCH INSTRUMENT



**AN INVESTIGATION INTO THE INFLUENCE OF TARGETED-FACEBOOK ADVERTISING
THROUGH MOBILE DEVICES ON SOUTH AFRICAN CONSUMERS' ADVERTISEMENT
PERCEPTIONS.**

M.BSc

**MASTER'S RESEARCH INSTRUMENTS
INTERVIEW PROTOCOL**

Prepared for:
Tendai Mbumbwa

Prepared by
Alina Wicht (WCHALI001)

Interview Number: _____



For a master's degree in Business Science (Marketing) student, at the University of Cape Town (UCT), the researcher is investigating the influence of Facebook-targeted advertising through mobile devices on South African consumers' advertisement perception. Facebook advertising has become an essential tool for marketers to connect to and engage with potential, new and existing customers. There is currently limited literature on how particular mobile advertising formats on Facebook and related context, emotions and attitudes influence the different perception-formation stages that South African consumers go through, when being exposed to these advertisements.

The UCT Commerce Ethics Committee has approved this document. Your participation in the study signifies consent and agreement to participate and that this interview may be recorded. The information will only be used for the purposes of this research; and it will not be shared outside the scope of this study, nor will it be used for analysis at a personal level. Your participation will assist by enriching the academic knowledge of social media advertising in South Africa. The researcher ensures the confidentiality and the anonymity of the data. Participation in this research is voluntary; and you may withdraw from the research at any time. The interview should not require more than 15-20 minutes. Should you require verification or feedback with regard to this research, please contact Alina Wicht at WCHALI001@myuct.ac.za. Your contribution is greatly valued, and much appreciated.

OPENING INFORMATION

- a) The researcher, Alina Wicht, is currently studying for a master's degree in Marketing in the Commerce Faculty at the University of Cape Town; and she would like to ask you some questions for her master's research project.
- b) The title of the study is: "An investigation into the influence of targeted-Facebook Advertising through mobile devices on South African consumers' advertisement perception."
- c) Mobile targeted advertising on Facebook refers to advertisements shown to you on your Facebook application; and these are tailored to your individual interests, needs and desires.
- d) Perception can be defined as "the understanding or interpretation of the environmental information obtained through the senses" (Rajagopal & Castano, 2015).
- e) The researcher would like to gain some first-hand knowledge from you via this interview about the factors that influence your perception-formation towards Facebook mobile-targeted advertising.
- f) As the target population for this study is South African consumers born between 1954 and 2000, some form of official identification is needed to confirm that you are a suitable candidate. However, your identity will not be copied, captured nor documented in any manner; nor will it be shared with anyone. It is required solely for confirmatory purposes.
- g) In order to ensure the accurate and correct transcription of your responses, this interview will need to be recorded; and notes will be taken during the interview. None of the information that you will provide, in both the verbal and written forms, will be shared with anyone for any purpose beyond this study.
- h) Please sign the consent form sent to you via e-mail and send it back to the researcher (WCHALI001@myuct.ac.za) to show your free and willing agreement to participation in and recording of the interview.
- i) There are 10 questions; please take the time you need to give a detailed response. If you need any clarification in terms of the questions, please do not hesitate to ask.
- j) Before answering the interview questions, I would like you to open the Facebook app on your mobile phone, to watch a self-selected video until you experience the interrupting advertisement. Please continue to watch the interruptive advertising. When answering the subsequent questions, you are encouraged to talk about your direct experiences, perspectives, thoughts and feelings.
- k) There are no correct or incorrect answers; therefore, your honest and personal views will be greatly appreciated.

INTERVIEW QUESTIONS

SECTION A

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

Question 1 Which values do the use of the Facebook platform exemplify for you?

Question 2 What benefits do you get from watching videos on Facebook?

Question 3 An array of brands uses Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

Question 4 In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception formation.

Question 5 How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

Question 6 How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7 Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement?

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8 Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

Question 8a If so, describe how has your attitude changed towards the advertising brand changed; since you were exposed to the interruptive advertising.

Question 8b If it has not changed, describe your attitude towards the brand's interruptive advertising.

Question 9 How does your attitude towards the brand, which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision, or a response. In this study the response is in relation to the nature of the advertisement perception experienced after viewing the interruptive video.

Question 10 What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

SECTION B

1. What is your gender?

Male	
Female	
Binary	
Prefer not to answer	

2. How old are you?

18-25	
26-30	
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.
6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, such as restaurants).
7. Describe how data-provision services influence how frequently you watch videos on Facebook.

APPENDIX B
UNIVERSITY OF CAPE TOWN COMMERCE FACULTY RESEARCH ETHICS
APPROVAL



Faculty of Commerce

Private Bag X3, Rondebosch, 7701
2.26 Leslie Commerce Building, Upper Campus
Tel: +27 (0) 21 650 4375/ 5748 Fax: +27 (0) 21 650 4369
E-mail: com-faculty@uct.ac.za
Internet: www.uct.ac.za



@Commerce UCT



UCT Commerce Faculty Office

17th October 2019

Ms Alina Wicht
School of Management
Studies
University of Cape Town

Dear Ms Wicht

REF: REC 2019/10/035

AN INVESTIGATION INTO THE INFLUENCE OF TARGETED FACEBOOK ADVERTISING THROUGH MOBILE DEVICES ON SOUTH AFRICAN CONSUMERS' ADVERTISEMENT PERCEPTION

We are pleased to inform you that your ethics application has been approved. Unless otherwise specified this ethical clearance is valid for 1 year and may be renewed upon application.

Please be aware that you need to notify the Ethics Committee immediately should any aspect of your study regarding the engagement with participants as approved in this application, change. This may include aspects such as changes to the research design, questionnaires, or choice of participants.

The ongoing ethical conduct throughout the duration of the study remains the responsibility of the principal investigator.

We wish you well for your research.

Shandre Swain
Administrative Assistant
University of Cape Town
Commerce Faculty Office
Room 2.26 | Leslie Commerce Building

Office Telephone: +27 (0)21 650 2695 / 4375
Office Fax: +27 (0)21 650 4369
E-mail: sl.swain@uct.ac.za
Website: www.commerce.uct.ac.za<<http://www.commerce.uct.ac.za/>

"Our Mission is to be an outstanding teaching and research university, educating for life and addressing the challenges facing our society."

APPENDIX C
CERTIFICATE OF LANGUAGE QUALITY-ASSURANCE PRACTITIONER

LANGUAGE QUALITY-ASSURANCE PRACTITIONER



Language Quality Assurance Practitioner

Dr PJS Goldstone
22 Invicta Avenue
Musgrave
Durban
4001
South Africa

Cell: +27 73 196 0087

pat@pemail.co.za

27th May 2020

TO WHOM IT MAY CONCERN

I hereby certify that I have language-edited the master's thesis of Ms Alina Wicht titled: AN INVESTIGATION INTO THE INFLUENCE OF TARGETED-FACEBOOK ADVERTISING ON SOUTH AFRICAN CONSUMERS' ADVERTISEMENT PERCEPTIONS.

I am satisfied that, provided the changes I have made are effected to the text, the language is of an acceptable standard; and is fit for publication.

Signature removed to avoid exposure online

Dr Patrick Goldstone

BSc (Stell.)

DEd (UPE)

Language Quality Assurance – Certification Statement

APPENDIX D
LETTER OF EXPERT

HWS Ludwigshafen - Ernst-Borhe-Strasse 15 - 67069 Ludwigshafen am
Rhein

Philipp Piroth, M.A.
PhD Candidate / Lecturer
Faculty II: Marketing & HR
Ernst-Borhe-Strasse 15
Room E025
D-67069 Ludwigshafen GER
Contact:
Phone: 0049621152 03-393
Mobil: 004915116521746
philipp.piroth@hwg-lud.de

Ludwigshafen, 14. Mai 2020

Master Thesis Alina Wicht

To whom it may concern,

This letter serves to confirm that I am a qualified researcher. I hold a Master in Arts degree from the University of Business and Society Ludwigshafen. I have supervised some master theses in the last two years and published a scientific article facilitating qualitative exploration.

I also confirm that I have reviewed the analysis and approve the presentation of the results.

Best regards,

Signature removed to avoid exposure online

Philipp Piroth



APPENDIX E
THE CONSENT FORMS OF THE INTERVIEW PARTICIPANTS



AN INVESTIGATION INTO THE INFLUENCE OF TARGETED FACEBOOK
ADVERTISING THROUGH MOBILE DEVICES ON SOUTH AFRICAN
CONSUMERS' ADVERTISEMENT PERCEPTION.

The Consent Form

Around the globe, social media platforms have gained in popularity at an unprecedented speed. Young adults consume social media on a regular basis to chat, socialise, stay informed and watch videos. The high occurrence of video watching on social media on mobile phones has led to an increasing demand in mobile connectivity. Marketers have been recognising the importance of advertising on Facebook through videos that interrupt a person's video for 10-15 seconds during video viewing. This may influence consumers' advertisement perception and consumer behaviour which essentially impacts a firm's success or failure. This study aims to provide a detailed picture of South African millennials' perception formation towards advertisements that are shown via interruptive videos as a means of mobile Facebook targeted advertising.

This is a consent form which will serve to show the agreement of each respondent to willingly participate in this study. There are no known risks or dangers to you associated with this study. **Your identity will not be revealed** with the responses to the questions posed, or to name you as a participant in the study, neither will they facilitate anyone else's doing so. This research has been approved by the Commerce Faculty Ethics in Research Committee. The interview will take between 15-20 minutes to complete. Should you hold any questions about the study, please do not hesitate to contact the researcher Alina Wicht (WCHALI001@myuct.ac.za) or the supervisor of this study Tendai Mbumbwa (mssmbumbwa@gmail.com)

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

A handwritten signature in black ink, appearing to be "S. H. A.", written over a horizontal line.

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

024.12.19

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

08/12/19

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

18.10.19

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

12/01/20

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

12.01.20

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

03/12/19

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

11 November 2019

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

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6
7

Signature removed to avoid exposure online

Signature

12/11/20

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

06/14/2019

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

OB 11.19

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

Signature

30.10.2019

Date

The Participant/Respondent

I acknowledge that I am participating in this study of my own free will and agree to the recording of this interview. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature removed to avoid exposure online

04 Feb 2020

Signature

Date

APPENDIX F
THE TRANSCRIPTS OF THE INTERVIEWS

INTERVIEW 1

On mobile phones, Facebook shows advertising that is tailored to users' interests ,or online behaviour. This is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or via the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1 Which values do the use of the Facebook platform exemplify for you?

Uhm, like Staying up-to-date, entertainment, and watching funny videos. What I really appreciate about Facebook is that I can stay connected with my friends from all over the world and; uhm, I always know what they are doing.

Question 2 What benefits do you get from watching videos on Facebook?

You know, I get entertained by watching funny videos. Uhm, what else? I sometimes watch interviews from famous politicians that inform me about, uhm, current issues, or things that concern the world and the social media world.

Question 3 An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

You know, if I were a businessman, and uhm, running marketing activities for my firm, I would really love the idea of in-stream videos (chuckles), as people HAVE to watch them. You know, we cannot skip them; we are literally forced to view the ad. So, from my perspective as a means of exposure to advertising, I think in-stream videos are a good tool. Like you, I sometimes get really nice product suggestions, or even just ideas – it's nice Uhm, it is a bit like being exposed to Tv advertising that you cannot skip either. So yah, I am ok with this means of advertising.

Question 4 In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

I think, it really depends on the video that I am watching. If I am watching a video that I am super interested in and focused on, the ad annoys me. You know, I don't want to be disturbed by an annoying ad in which I am not even interested. And even yah, if I am interested in the

ad, I am so irritated about the disturbance that I am just waiting for the ad to stop. So, I always look at the countdown to check when I can finally go on watching my own video. Uhm, (pause). OK, sorry, so you asked about the emotions that are aroused... I think in my case, it is anger and uhm confusion; as I am not really expecting this disturbance, yeah.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to a communication is a component of a consumer's perception formation.

Question 5 How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

Oh, my word. It annoys me and distracts me from my video. Uhm, I am always looking at the countdown, showing how much time I have left, while I have to watch the ad.

Question 6 How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

Hmm, I think, uhm, I am forced to look at the ad; but I am not really paying attention to the content that it tries to deliver. You know, as I just said, if I am watching a really interesting video; then, uhm, the interrupting ads annoy me; as they steal my time. I am super upset then; so, I just try to ignore the ad not really looking at what is advertised or who advertises. I think, with videos that I am not really focused on and watch just because of boredom, (laughs); yes, I am still bored sometimes, I think my attention is more easily distracted then. Also, because I am not annoyed when I am interrupted; but I simply don't care. So yah, I look at the ad; and if I am interested in the product, I sometimes click on the ad to get more information.

Interpretation of communication is defined as the understanding of, and attaching meaning to, incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: How does the interruption of your video by an advertisement influence the way you interpret this advertisement?

Uh that's a tricky one. Let me quickly think, uhm. (Pause) I think if I am angry about the interruption, it is most likely that I am interpreting the ad in a negative way; as my mood influences how I see and perceive certain things. Uhm but yeah, if I am interrupted in watching my video then I'll get grumpy; and everything that is shown to me; while I am in this mood, does not really excite me; nor does it leave it a great impression.

In the perception formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8 Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

(laughs) I was just exposed to a Havana club ad. I have literally no idea why they targeted me (laughs out loud). No, (laughs) uhm I really like their rum; and I associate the brand with holidays, going out with friends and yeah just having fun. So yes, I guess I have an attitude towards Havana.

Question 8a If so, describe how your attitude of the advertising brand has changed after you were exposed to the interruptive advertising.

I do not think that my attitude has changed; as I didn't really pay attention to the ad. Uhm, I think the ad format pretty much suits the brand as, you know, I have noticed that only big recognised brands, such as Nivea, are being advertised through in-stream videos. I think I still see Havana as an excellent rum brand; and I would still associate it with spending a nice evening with my friends at my place, you know, even though the brand interrupted me in watching my video.

Question 8b If not, describe your attitude towards the brand using interruptive advertising.

Question 9 How does your attitude towards the brand, which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

Uhm, I think from the Havana club ad, I only remember the slogan "Cuba made me alive" which I find quite cool. The ad was about friends having a good time with Havana club or the rum. Uhm, I think I only remember things that are in line with my attitude. I may remember this; as it is why I associate with Havana club as well. I don't know.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study, the response is in relation to the nature of advertisement-perception present after viewing the interruptive video.

Question 10 How does the remembering of information given through in-stream videos on Facebook shape your advertisement perception?

The information that I remember from the ad is that friends are having a good time with Havana club. I perceive the ad that was shown to me as positive, even though I was

interrupted. This might differ, however, when I really watch a video that I am super interested in and that excites me. Then, I may only remember that I was interrupted by the ad and only remember this negative circumstance, which leads to me having a negative perception of the ad.

Question 11 What perception do you hold towards the advertisement that was delivered to you using interruptive, targeted advertising?

I liked the ad quite a lot; as it was entertaining; and it grasped my attention for a little while.

SECTION B

1. With which gender do you identify?

Male	X
Female	
Binary	
Prefer not to answer	

2. How old are you?

18-25	X
26-30	
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	X
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook on a mobile?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

Mostly WiFi at home, but also through cellphone service when let's say there is no WiFi available.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school, or public places that provide free WiFi connectivity, like restaurants.)

I think everywhere. Mostly at home I would say.

7. Describe how data provision service influences how frequently you watch videos on Facebook.

At home I have unlimited WiFi; so, I don't care about data usage. When I am out, I only watch videos when I really HAVE to, so let's say when my friend tells me "this video is hilarious- please watch it now" Other than that, I try to avoid using my cell-phone data.

INTERVIEW 2

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour which is called mobile Facebook targeted advertising. This can be delivered to the viewer directly via the online platform or through the Facebook application. This study focuses on Facebook targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video viewing time.

Question 1 Which values do the use of the Facebook platform satisfy for you?

Do you mean the benefits? (Interviewer says Yes) Well, then I would say staying connected to friends and family that I cannot meet in person due to the large distance between us. Other than that, uhm (Pause) I use Facebook as a pastime I would say, when I am sitting in my doctor's waiting room, waiting for the bus, or for my friends to come. Sometimes it is just relaxing to uhm you know uhm just scroll down the news feed and let the app inspire or entertain you. Sometimes I almost automatically open the Facebook app without even knowing what I am looking for. It's just... yah.

Question 2 What benefits do you get from watching videos on Facebook?

Uhm, I think, uhm (Pause) entertainment is the greatest benefit for me. I love to watch short funny videos. When watching videos, time flies and waiting times can be bypassed; and yeah, it's just fun.

Question 3 An array of brands uses Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

Oh my God it is so annoying. I hate it. It's the worst when you watch a cool video on your mobile in bed and then you get interrupted by this annoying ad. Online ads are literally getting worse than TV ads. You know, uhm, I feel like online ads have slowly taken over the internet; and as a consumer you can't escape; and I hate that. Especially this form of ads where you're literally forced to watch and pay attention. It's like you don't have a choice. On TV you at least have the choice to skip the channel; but on Facebook ,you are literally forced to watch the ad being shown to you to uhm, yah, to proceed with your video. It's really bad. Also (pause) uhm, the ads are quite irrelevant to me.

Question 4 In-stream videos are advertisements that interrupt your video-viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Definitely anger. You know, I always wonder why brands use this form of advertising; as it is so annoying; and they must know that consumers don't want to be invaded in their privacy like that. I mean, uhm, I think consumers are not keen to watch ads embedded into videos. I mean this is at least applicable to consumers like me, who know times back then when you could watch you-tube videos, even movies without any interruption. Now brands catch you everywhere; you can't even exist online without being a target of some brand.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5 How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

I feel irritated and upset. I sometimes even stop watching my video when I see the announcement of an ad. It is too much for me to be honest. We are constantly exposed to so much advertising and now even on Facebook you don't have your peace.

Question 6 How does your emotion influence your attention to the interruptive Facebook targeted advertising?

As I just tried to explain. I think my anger most of the time leads me to stop watching the video and the ad, so yah, you could say that my anger somehow casts a pall over my attention in a way. Uhm, of course, now I have to be honest, when there is a video that I am really really interested in ,or if an ad is so well made; and it catches my attention, I think my anger about being interrupted is set off by my interest in, or my curiosity about the ad.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement?

If you say that interpretation of the ad means understanding the ad, then I think the interruption does play a role when it comes to interpretation, yeah. Uhm, the thing is, that I am let's say most of the time very focused on my video and uhm, in this moment may not be ready to receive any other information. In my thoughts, I am still busy processing the content

of the video, especially when it is, for example, a serious video; or if I want to get a news update. Hence, the interruption causes me to reject the information provided by the ad. So, I will interpret the ad as an interruption without even interpreting the information given by the ad. Also, as I just said; if I am watching a video that deals with a serious issue, then the ad that is shown to me may be interpreted in a negative way. I experienced this now when you told me I should watch a video on my FB app. I watched a video about violence in high schools; and the ad that interrupted me was NIVEA. Like why? I mean I don't think it is good for a brand to advertise in such a video as I am indirectly feel that in my mind I created a bit of a negative picture on Nivea and the ad; because firstly, the brand interrupted my video; and secondly, it was shown in the context of such a serious topic.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive-targeted advertisement?

Uhm (Pause) I would say, I usually like Nivea products and the brand itself. Like for me, it stands for self-care and a good smell, so yah. I do have an attitude towards Nivea.

Question 8a; If so, describe how your attitude of the advertising brand has changed, since you were exposed to the interruptive advertising.

Hmm that's a tough one. The thing is if this brand really only interrupted me once, like now NIVEA, I'll be forgiving; and I think it doesn't change my attitude in general. Maybe in that moment I am a bit irritated; but if NIVEA for example continues to interrupt me with the same ad all the time, it would definitely change my attitude towards them. I think it also depends on the ad that is shown to you. Like the ad I have just seen was really cool and you know. Like now with this ad I think the brand left a good impression on me.

Question 8b: If not, describe your attitude towards the brand using interruptive advertising.

Question 9 How does your attitude towards the brand that is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

Hmmm, I think if you have a really good attitude towards the brand; and it is interrupting you, you will remember more information given through in-stream ads than uhm if you have a negative or neutral attitude. So, like I would definitely say that I remember more from in-stream ads by NIVEA than from instream ads by an unknown, or like by a brand that I do not really like. Or yeah maybe I will remember the fact that I was interrupted more when I am

interrupted by a brand that I do not like than when I am interrupted by a brand that I like, I think I am more forgiving there.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study, the response is in relation to the nature of an advertisement perception present, after viewing the interruptive video.

Question 10 How does the remembering of information given through in-stream videos on Facebook shape your advertisement perception?

Hmm then I should first talk about what I have remembered from the ad by NIVEA. It was a short ad about the new NIVEA Q10 Bodylotion. There were different women who said that they stood firm in their skin after using the body lotion. My advertisement perception is good when I think about what facts I have remembered. But I also think about the interruption itself. I like the ad, but I don't like the fact of being interrupted. In the end, I am not sure what overweighs my anger about the interruption, or my favour for the ad.

Question 11 What perception do you hold towards the advertisement that was delivered to you using interruptive, targeted advertising?

I like the ad, but I don't like the fact of being interrupted. If the ad had been delivered to me in a less intrusive format, I really would have liked it. Now the perception is a bit negative, just because it was interruptive.

SECTION B

1. Which gender do you identify with?

Male	
Female	x
Binary	
Prefer not to answer	

2. How old are you?

18-25	x
26-30	
31-36	

36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	X
R12.000-R30.000	
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook on a mobile?

Daily	x
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service that you use to watch Facebook videos.

Uhm, I only use WiFi to watch uhm videos on Facebook.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free wiFi connectivity like restaurants).

I usually watch videos at university or public places that provide free WiFi.

7. Describe how data provision service influences how frequently you watch videos on Facebook.

Hmm... I think it influences me quite a lot; as watching Facebook videos takes up a lot of data. Data are so expensive. But as I am at university every day and public places also offer WiFi most of the time, there is always a way to get connected.

INTERVIEW 3

On mobile phones, Facebook shows advertising that is tailored to user interests, or to online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1 Which values do the use of the Facebook platform satisfy for you?

Hmm, well, I mostly use Facebook to keep in touch with some friends from other countries, uhm, and for concerts and other events. Yeah, that's mostly it.

Question 2 What benefits do you get from watching videos on Facebook?

Well, sometimes I scroll through Facebook and stop at a video that somebody has posted, or which is recommended for me. Then, yeah, the videos I watch are mostly stories about people; or let's say about someone with a great talent. The benefits I get from watching these are like being amazed about how people live their lives even though they have big problems and you know that gives me a good feeling.

Question 3 An array of brands uses Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

In my opinion, I think they are annoying; and I often end up stopping my watching of the video; because the commercial takes too long, or it annoys me. Uhm, but yeah, I still think that some people watch it to continue with the video they originally wanted to watch; and I guess yeah some of the advertisements just stick in your head – even though you might have only heard the name of the brand.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Well, my emotions are being annoyed I would say. I don't like it, because I just quickly want to watch a video, which I am probably not even that interested in; and then I don't watch it till the end; because I think it is not worth it to wait for the advertisement to be over. You know,

nowadays, it is really so annoying that you can't even use social media anymore, without being bombarded with annoying ads.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

I get annoyed and also frustrated. I usually don't watch normal TV; so, I am not used to commercials during videos or movies anymore, I guess. The thing is you can't do anything about it, you either have to accept the fact that you get targeted with ads at any time, or you stop using Facebook.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

Well, uhm, I don't really pay attention to it, or I stop watching the video directly, or I look somewhere else until it is over. I don't want to be the target of these commercials. You know, they try to influence you at any time. It is so annoying – that's why most of the time, and especially if it is a boring ad, I do not pay attention. So, my emotion of anger and disinterest leads me to not paying attention to the ad.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

I think I don't pay enough attention to the advertisement, in order to describe the influence; but it is not positively influenced.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

Yeah, I have known the brand and have bought something from it before, but yeah I wasn't uhm aware of the product exposed to me. So yah, in general my attitude was positive.

Question 8a: If so, describe how your attitude of the advertising brand has changed after you were exposed to the interruptive advertising.

I have to admit, it didn't really change, because to me it is more like annoying that Facebook makes money with selling spots for advertisements. I do not really blame the brand for like using the opportunity of reaching their targets. You know, I rather condemn Facebook for offering brands, uhm, such advertising placements. Uhm, yeah, I mean I know that they make money out of it, but still...it's somehow weird.

Question 8b: If not, describe your attitude towards the brand using interruptive advertising.

Question 9: How does your attitude towards the brand, which is advertised to you through in-stream videos, influence the information from the advertisement you store in your memory?

Uhm, I think I just kept that the brand has a new product, but not really paid attention on what the benefits and so on were, so I yah guess if I didn't know the brand I might have not stored any information on the exposed product. So yes, I think the attitude towards a brand does influence the kind of information you store and also whether you store any information. Also the ad is very short and you know, you are exposed to very little information; hence the chance that you remember something might be higher than you know when you are exposed to ads that are long, and let's say are bombarding you with information.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision, or a response. In this study, the response is in relation to the nature of the advertisement-perception present after viewing the interruptive video.

Question 10: How does the remembering of information given through in-stream videos on Facebook shape your advertisement perception?

I think that the information from video advertisement doesn't influence my perception that much; because I don't see or look at what information I need; and this is most important; but a picture, as an ad, seems more influential to me. For example, at Clicks I sometimes catch myself standing in front of products that were advertised to me through in-stream videos. If I remember, for example, that a specific shampoo is good for my dry hair, I think it also somehow changes my ad perception. In the moment of interruption, I hate the ad; but indirectly it still influences me; and I remember the ad, or the information given when I am at Clicks; and I perceive the ad as no longer interrupting or annoying, but rather helpful for my decision in finding a good care for my hair.

Question 11: What perception do you hold toward the advertisement that was delivered to you by using interruptive, targeted advertising?

The in-stream ad just shown to me was good; and it caught the eye; and I also think that a lot of people uhm get attached to the brand or product. The only thing that worries me is the fact that you are like really forced to watch the ad. You know, I think people in general including me (chuckles) don't like the fact of being forced to do or watch something. I think the ad perception is also highly dependent on the content of the ad, or on the brand. Let's say brands that I know, like for example the ad I was just exposed to, and that I am interested, in are more likely to catch my attention and make me develop a positive perception, than uhm brands or products that I am not interested in, or uhm that I am not really associated with.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	
26-30	
31-36	X
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	X
Above R30.000	

Prefer not to answer	
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4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

I use both WiFi and cellphone service, but preferably WiFi

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school, or public places that provide free WiFi connectivity, like restaurants.)

I watch them at home using WiFi. Whenever there is a WiFi spot, I make sure I connect to it; as I don't want to use cellphone data. I only have 4 gigs a month.

7. Describe how data-provision service influences how frequently you watch videos on Facebook.

I think it only influences me to a certain extent. I try to avoid using my cell phone data; however, I don't really care when I am waiting, for instance at my doctor's waiting room; and I scroll through Facebook and see an interesting video. I just watch it then. However, when I run out of data, then I cannot watch Facebook videos anymore; so, in that respect, it influences my consumption of videos.

INTERVIEW 4

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1: Which values do the use of the Facebook platform satisfy for you?

Uhm, I use it as a pastime I would say. Facebook also inspires me when it comes to trying out new products and stuff. You know, I am following a cooking site on Facebook ;and they always make nice and yummy dishes that I can try out myself. I also often use the watch forum where you scroll through videos. Most of the time ,I watch cooking videos or videos where people sing. So yeah, I guess the main values from using Facebook are entertainment, inspiration and learning.

Question 2 What benefits do you get from watching videos on Facebook?

Hmm I think same as I just told you. I love to watch cooking videos, so most of the time the value I get from those videos is learning to cook new dishes; and I also love to watch how someone else prepares food. I love to relax in bed and watch someone prepare a nice cake. Well you shouldn't do that when you are hungry... But yeah you get so many ideas and so much inspiration. I sometimes watch some funny videos together with my kids. We then just chill on the couch and we watch funny animal videos. It's so much fun, I can tell you. Our TV remains switched off then; and we are all in front of my tablet watching these funny short videos.

Question 3 An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

Well, I think my opinion is quite ambivalent. On one side, I think it is understandable that brands use these kind of ads; as it means opportunities for them to reach people when they are in a watching mood. Also, you are already used to it; as on TV you are also exposed to ads; and I think people have quite good mechanisms to filter for ads that are relevant to them. On the other side, I also think it's a forced exposure to advertisements; as people don't have

the choice to skip it. I remember these kind of ads used to be skippable; but now you are forced to watch those videos; and you can't even escape them. So, from that perspective, I would say these kind of ads are quite annoying.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Well, I think my feelings are quite neutral; as I am used to these ads now. So yah, if you'd asked me 6 months ago, I would've told you that I am completely angry and upset about this kind of advertising; but now it's like TV ads. No one is really complaining about it anymore. And yeah, it has just become a part of the TV experience. The same with Facebook, I know that from time to time an ad is shown to me; and I can't skip it. But that's fine. I have mechanisms to just ignore the ads that I am not interested in. Sometimes very cool ads are shown to me though. Then, I even enjoy watching them.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

When I see the ad announcement, I am a bit irritated. But then I think, whatever...!

Question 6: How does your emotion influence your attention to the interruptive ad?

I think emotions definitely influence your attention to the ad. When I see the ad, I would describe my emotion as neutral; sometimes I am even a bit curious about what is advertised to you; as I found it quite interesting what Facebook thinks you are interested in. So, I would definitely say I pay attention to the ad that is shown to me. I get myself into the ad I would say. It is a different situation, when I quickly want to show a video to my kids or to my husband. If the video is shown at an inconvenient time, for example, just before the joke is told, it is so annoying ;as it ruins the whole video. Then I am quite upset and just count down the seconds, until when I can continue to view my actual video.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

Hmm I am not sure whether the fact that I was interrupted really changes the way I perceive the ad. But yes, maybe a little. When I am annoyed about the ad; because I just want to quickly show a video to someone, I would say that the interruption makes me interpret the ad only as such an interruption, uhm, without even trying to engage with the content that is shown to me. But yes, As I just said, it really depends on the purpose for which I am watching the video. Uhm, if I have time and just scrolling through some cooking videos, I think I interpret the ad the same way as a TV ad. So, not as interruptive, as when I would want to watch a specific video; and then the ad pops up.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

Yes, I did.

Question 8a: If so, describe how your attitude towards the advertising brand has changed after you were exposed to the interruptive advertising.

Hmm I think my awareness for the brand was increased; but I am not sure whether my attitude has changed. I think it also depends on the frequency you are exposed to an ad. If it is really shown to you often; then I think your attitude might change in that you might be irritated and upset about the fact that this brand is continuously interrupting your viewing.

Question 8b: If not, describe your attitude towards the brand using interruptive advertising.

Question 9: How does your attitude towards the brand which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

Well, I think (pause) uhm, from brands that I have a good attitude, I remember information given through in-stream ads more easily.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study the response is in relation to the nature of the advertisement-perception present after viewing the interruptive video.

Question 10: How does the remembering of information given through in-stream videos on Facebook shape your advertisement perception?

I don't think that I remember being interrupted by the brand, or by the ad that the product was advertised in. So, I only remember the hard facts from the ad, but not the fact that I was interrupted. But remembering things from the ad does not mean I have a good perception of the ad itself. I can still perceive it as annoying, even though I store a lot of information about it in my memory – I think we all do that subconsciously.

Question 11: What perception do you hold towards the advertisement that was delivered to you using interruptive, targeted advertising?

It was shown to me for the first time; and my perception of it is good. I liked the product that was advertised to me, and also the ad itself. Really cool engaging ad, that even inspired me to go to the gym more often (laugh).

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	
26-30	X
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	X
R6.000-R12.000	
R12.000-R30.000	

Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

It depends on what is available to me at that time. Most of the time, I watch videos at home using Wi-Fi.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity like restaurants).

I would say Wi-Fi at home. Sometimes in a restaurant even.

7. Describe how data provision service influences how frequently you watch videos on Facebook.

To me it is not a matter of the data provision service; it is a matter of time. I work during the day; so, I don't have the time to watch videos during working hours; and after work, I need to fetch my kids from school and they want to be entertained. Usually, I watch Facebook videos when I cook, or in bed, when I have some alone time. Also, data are very expensive. So, I try to avoid using it for Facebook videos.

INTERVIEW 5

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1 Which values do the use of the Facebook platform satisfy for you?

I use Facebook to entertain myself; and to bypass boring waiting times. I also use it as a messaging tool for friends that I don't have on WhatsApp or Instagram. I sometimes use it to disseminate news or topics that are important to me.

Question 2 What benefits do you get from watching videos on Facebook?

It's a format to get entertained easily and while on the go. Often, the videos are proposed, based on my profile; so that I feel that the video content fits my interest. It's for free; and you can get an idea of the opinion that others have on that video by reading through the comments and the reactions. To me, it is a good format, also because I do not watch TV; and I use Facebook videos, as well as other video formats (You-tube, Netflix, etc.) as an alternative to watching TV.

Question 3 An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

I can't remember any time that an in-stream video has caught my attention for the product that was being advertised. I was rather looking for the timer in the right corner to count down the seconds; so that I can skip the ad that disturbed my consumption. Maybe in-stream videos have an unconscious value for brands; so that the people who saw the ad have at least heard of the product or the brand, once they encounter it somewhere else. To me in-stream videos never lead to a positive perception of a product or service. It seems that I can only watch my video for free, if I also consume the ad that comes with it. On the one side, I am frustrated; but on the other side, I understand that there is a downside of sharing content for free, meaning that I have to watch ads, if I don't want to pay for my video content on Facebook.

Also, I try to understand why this ad is being shown to me; and whether I am actually the target group of the ad.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

As mentioned before, I am disturbed, and I am impatient for the countdown to allow me to skip the ad. The emotions aroused are obviously anger, annoyance and frustration. This is because it obviously keeps me from doing what I actually want to do: Watching a specific video. It frustrates me and I tend to be defiant.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

I feel disturbed, impatient, frustrated.

Question 6 How does your emotion influence your attention to the interruptive ad?

Ehm.. As I said before, my feeling towards the product, or the brand, or the service is rather negative; because I think I project the frustration into the content of the video. Instead of watching the ad, I watch the countdown to skip the ad; so, I don't really pay attention to it I would say. Therefore, I would conclude that my attention is affected in a negative way.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

OK, um, So I have to describe what meaning I attach to the information given by the ad; and how I understand them, right? Hmm OK, well, I would say the meaning that I attach to the information is that they interrupted me in what I was doing, so in the very first moment I think, then the interruption must be about something important; because it interrupted my actions; and interruptions usually take place when there is something important to notice, or to know. In the second moment I realise that it's only a stupid ad, uhm; and I don't think I understand the information given in the way the ad wants me to understand it. I just release the

interruption; and then I only look at the countdown and interpret all the information given as trash; and I put on my ad-blocking glasses. (laughs).

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand, before being exposed to the interruptive, targeted advertisement?

No, because the brand was new to me.

Question 8a: If so, describe how your attitude of the advertising brand has changed after you were exposed to the interruptive advertising.

Question 8b If not, describe your attitude towards the brand that is using interruptive advertising.

In the beginning, I am a bit angered by the brand. If I am forced to watch the video for a certain number of seconds, I sometimes listen to what is being advertised; but my attitude is negative. The format of interruptive ads is not the best to introduce a new brand; because the first impression of the brand lasts. I'd prefer to watch a few seconds of an ad before my videos starts, instead of being interrupted. If I see the product or brand advertised to me via in-stream videos, then I prefer not to buy it.

Question 9: How does your attitude towards the brand, which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

I neglect to pay detailed attention at first. But it really depends on the ad shown to me ,or the brand that is being advertised. I've observed that if I am not familiar with the brand, I do not even remember what the ad was for, or which company this brand belongs to. So, I regard ads, which show brandy, or the products that I don't know I don't remember anything, but only the fact that I got interrupted. I think with more known brands and products I am more forgiving. If the ad is attention-grabbing, or if it plays good music. or if it has some famous people in it, I think I am more prone to remembering the facts from the ad. Therefore, I do think that the attitude, or the popularity of the brand has an influence on what I remember from the ad.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study, the

response is in relation to the nature of advertisement perception present after viewing the interruptive video.

Question 11: What perception do you hold of the advertisement that was delivered to you, using interruptive, targeted advertising?

Hm, uhm, I perceive this format as being a waste. Maybe, there are studies, which prove that there is an unconscious effect that these kind of ads are benefitting brands in their marketing efforts. As mentioned before, I cannot recall detailed information from an ad, which has been shown; and I've never told a friend, or my family, about an ad which was played as in-stream. If I listen to, or watch, an ad for the second, or the third time, I know that I've seen it before; but this does not help me to recall what it was for and what the value proposition was. For sure, the perception of the ad is not positive; as it is in an interruptive format. I believe, many companies are using this format, which does not make them bad firms. But there are definitely better ways to positively shape the perception of customers than that of using in-stream ads.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	X
26-30	
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	X

R12.000-R30.000	
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service that you use to watch Facebook videos.

Uhm, I use WiFi at work. I try not to use my data.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, like restaurants).

Hm, well it depends I would say. But yeah, if I think about it, most of the time at home in bed; because this is when I have the time to watch them.

7. Describe how data-provision service influences how frequently you watch videos on Facebook.

I usually don't watch Facebook videos with my personal data. Well, Hm..let me think. sometimes I do though, if I scroll through my News feed; and there is, uhm, a video that catches my attention, I really want to watch it. But, if I've been running out of data, I usually switch off my mobile data for Facebook; so, uhm, I don't get tempted (laughs).

INTERVIEW 6

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1: Which values do the use of the Facebook platform satisfy for you?

Firstly, it's for entertainment, when I am bored. I use Facebook to just do something; it's a way to connect with friends from all over the world; and it's also a News Platform for me, you know. I follow pages that I think are relevant to me and that produce some interesting content.

Question 2 What benefits do you get from watching videos on Facebook?

Different ones. On the one side, it is also like cat videos just to entertain myself; and on the other side, it's also like news videos; so, to get information and yeah... and it's also easier to watch a video than to read a long text.

Question 3 An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

Depending on what kind of video it is; and where it interrupts, it's very annoying. (AW: Sorry, with "what kind of video" are you referring to the ad that is shown to you, or to the video that you are watching?) Yeah, I mean the kind of advertisement that is shown to me. Normally, I am really concentrated on the video; for example, if it concerns news; and I really want to get input from it; and then, uhm, the ad comes in between; and yeah, I think it's very annoying. Sometimes when it kind of fits; so if you watch a funny video; and uhm, there is a funny advertisement, then I don't mind as much; and I might care less; if it's about a topic or a product that I care about, or that I am interested in; but, if it is something like for me for example an advertisement on smoking, I'd be extremely annoyed probably yeah because it's not really targeted; and its really something I don't want to see.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Most of the time it's annoyance.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

I think about how long the video that I am actually watching is; and how important it is to me. You know, I ask myself whether I am willing to stay on for the ad or not? I am irritated because I don't know what's coming on; and how long the ad is going to be. If I don't really care about the video I watch, I won't be finishing the video; because I am too annoyed about the ad; and it's just not so important to me. If I stay on it, I'd literally waste my time.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

Quite often I am trying to just ignore it, so unless it's really as I said, a video that I really focus on, then I might have negative emotions towards that ad. I put my phone to the side or look somewhere else around me; and I try to ignore that video.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement?

If I pay attention to it, let me put it this way, if it's a good ad that I like, or if it's a brand that I like, then probably I would interpret it, as more of a neutral thing; or if it's really really a well-targeted ad, then I might still say "hm that's interesting"; but for uhm, anything that's not really on my radar that I see an ad about, I think it's more of a negative interpretation. So, yah I interpret the ad in a negative way, even though it might be a good ad that I would interpret the way it is intended to; if it was shown on TV, for example.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

No, it was a new exposure for me.

Question 8a: If so, describe how your attitude to the advertising brand that has changed, after you were exposed to the interruptive advertising.

Question 8b: If not, describe your attitude towards the brand, using interruptive advertising.

Well, I think my attitude towards it is slightly more negative, than if I would see it on TV or, uhm, on a billboard, or something else; because yah, it kind of forces me to look at it. If it's on TV, or somewhere else, I can ignore it much more easily than it being integrated into the video that I am watching on my phone. Even if I would look at it on the laptop, I could just easily decrease the size of the screen and do something else while the ad is playing; but on my phone, I just can't do it; so it's slightly more negative.

Question 9: How does your attitude towards the brand, which is advertised to you through in-stream videos, influence the information from the advertisement you store in your memory?

It could actually be that; because I am so upset about it, I am more involved. So, it is more likely that I will store information from the video in my memory. Because if I then really care, I think the memory process won't really be starting that much. I think I remember more from the interruptive ad, than I would wish to. So, before being exposed to the ad, I had a neutral attitude; because I wasn't aware of the brand. After being exposed to the brand in that interruptive manner, my attitude towards the brand is now slightly negative. But still, as I said, the fact that I was so upset made me in a way, store the ad in my memory, better than it would have been the case with something that I really like. Some advertisements and brands are so annoying, that you have to remember them.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision, or a response. In this study, the response is in relation to the nature of the advertisement perception after viewing the interruptive video.

Question 10: What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

To be honest, I have a slightly negative perception of an ad that is interrupting me several times during different video-watching sessions. When I, for example, see the ad again in another context, I choose to watch it online, or if it is coming up on TV, I remember the fact that it once interrupted me several times. I am quite irritated then. I think that if I compare my advertisement perception of an interruptive in-stream video with that of an advertisement

shown, for example, on TV, I think it is quite different, due to the fact that it was delivered with different formats. From the in-stream ad, I might only remember the fact that it interrupted me; therefore, my perception would be negative. If I have the choice between two products; and I don't know anything about the brand, I might choose the other brand that has not being advertised to me through instream videos.

Whether I remember if an ad was delivered to me through in-stream videos pretty much depends on how often it is shown to me, or how often it interrupted me. I always get shown one ad for a pregnancy test... yeah... and it came up so often, and always in French. It was so annoying, really. I didn't even know why they targeted me. So, the information that I remember from the ad is more that it annoys me; and that it is not related to something positive; and I would never ever buy this pregnancy test.

I think if it's... ehm... if the ad fits like if it's a good targeted ad, if it fits to me, as a person; and if it doesn't come up too often, it's fine; and I think I would have a good perception of it. If it doesn't fit; and if it's shown to me a lot of times, then I would get irritated; and the overall perception of the ad would be negative. Overall, it depends on what video and what context I see.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	
26-30	
31-36	X
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	
Above R30.000	X
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of Wi-Fi services (limited to unlimited), or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C, or Rain).

5. Describe the data service you use to watch Facebook videos.

I use both Wi-Fi and cellphone data

6. Describe where you watch the Facebook videos (e.g. using Wi-Fi at home, work, school or public places that provide free Wi-Fi connectivity, like restaurants).

It varies pretty much. I watch Facebook videos at home using Wi-Fi, but also by my own cellphone data, when I am on the go.

7. Describe how data provision service influences how frequently you watch videos on Facebook.

It does not influence me I would say. I have a lot of gigs a month; and at home I have unlimited Wi-Fi.

INTERVIEW 7

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour which is called mobile Facebook targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video viewing time.

SECTION A

Question 1: Which values do the use of the Facebook platform satisfy for you?

It allows me to stay in contact with family, friends and colleagues by sending them a friendly request. Also, it gives me the ability to uhm virtually keep up with what my contacts are doing. And I also share information about myself uhm with my friends' circle. Uhm, you know I can follow quite a lot of pages based on my interests, such as fashion brands to uhm keep up with the latest trends from a particular brand that I like. Yah; and I also use the Messenger, which I use as an alternative communication tool to normal SMS or call. I like the fact that Facebook is available on multiple devices, so I can access it anywhere, uhm regardless of my geographical location.

Question 2 What benefits do you get from watching videos on Facebook?

Uhm, I like to watch videos; because uhm it's a great way of visually summarising words. Complicated topics can be explained in an easy way. I tend to pay more attention to voices and visuals than to written words. I watch videos on Facebook for news and entertainment mainly. Sometimes, I just like to watch some funny stuff, as well.

Question 3 An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook as a means of exposure to advertising?

Well, I think it that it is great for brands you know, with the short duration of the video, the brand is able to increase, uhm, a high level of brand awareness for its own brand in an attempt to reach its target market. For me as a consumer, it is annoying; since I don't want to be exposed to ads on social media.

Question 4 In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

I would say it depends. Uhm, let's say that if the ad is from an area that is of great interest to me, I tend to get curious to find out more about what uhm story the brand wants to tell in the video. However, like if a random ad pops up from a brand uhm that I have no interest in, or it involves media content, which I don't necessarily consume, uhm, I get frustrated; and yah I lose my patience, while waiting for it to end, so that I can keep on watching my initial video. Or, I uhm, I uhm, might just skip it after 5 seconds, should this button become available.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5 How do you feel when you see the announcement of an in-stream video communication; whilst you are watching a video on Facebook?

Negative kind of distraction for most of the time, I would say. I find that it distracts me from my initial video, that I was concentrating on. My concentration then needs to readapt to the in-stream video communication; and as mentioned before, if it doesn't meet my interests, my concentration forcibly needs to get aligned to it in the brief moment that this video runs. It then really plays negatively on my mood.

Question 6 How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

Uhm I think I just, yah, I just tend to look away to something else, that is like I move my eyes away from my phone to something else in the room uhm. Sometimes, I uhm decide to use this time to find something else that I am interested in. For example, I am opening a different app or browsing on the internet, while the interruptive video keeps playing on the Facebook app.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7 Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

Hmm, let me think... I would say, uhm, I get a sense of disliking for the characters and what they are trying to convey in the advertisement. The ad is viewed by me in a critical light then.

Like I associate the ad and the brand with being the prime reason for my diversion from my main video.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8 Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

Yes, I did.

Question 8a If so, describe how your attitude of the advertising brand has changed after you were exposed to the interruptive advertising.

Well, seeing the brand now makes me quite resentful towards it, due to its constant interferences with my other video activities. And like before, seeing its interruptive advertisement, I would think of the brand as one worthy of being checked out for online or like physical shopping experiences of my own will. And yeah, now it feels forced onto me to check out the brand, and I don't feel positive about a forced shopping experience.

Question 8b If not, describe your attitude toward the brand using interruptive advertising.

Question 9 How does your attitude towards the brand that is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

It depends on the number of videos I view on a daily basis on Facebook. The more I view the videos, the more likely it is that I will get exposed to the in-stream videos. The higher the frequency of interaction with the advertisement, the more familiar I will be with the information that I memorised from it. So, I don't think it is about the attitude towards the brand; but it is more about the frequency of me being exposed to the ad. I think the more I get exposed to the ad via in-stream videos, the more annoyed I become towards the brand and towards the ad. Hence my attitude changes but I think I still remember a lot from the ad – purely due to me being constantly exposed to it.

According to the perception-process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, comprises a decision, or a response. In this study the response is in relation to the nature of advertisement-perception present after viewing the interruptive video.

Question 10 What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

Hm, from my perspective, like shopping comes from one's own needs and interests; it is a free lifestyle choice; thus, it should not be forced, or imposed on the person. Although it can work out when one is need of the product that is being advertised through these videos, this is not necessarily all the time the case. A good brand image can be promoted through a number of other things that do not come off as negative as the in-stream videos. My perception of the ad just shown is negative; because like it was shown to me already so many times and it's super annoying. It's an ad about Magnum ice cream. Like its upsetting me because I don't have a choice to watch it. I don't even like Magnum ice cream.

SECTION B

1. Which gender do you identify with?

Male	X
Female	
Binary	
Prefer not to answer	

2. How old are you?

18-25	X
26-30	
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	X
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

WiFi, sometimes the data

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free wifi connectivity like restaurants).

Mostly on campus or at home in my res.

7. Describe how data-provision service influences how frequently you watch videos on Facebook?

I only watch Facebook videos when I have WiFi; as I don't want to use my data. So WiFi availability definitely has an influence on how often I watch Facebook videos. In very rare cases, I use my data, when I am on the go, or when there is no WiFi.

INTERVIEW 8

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1 Which values do the use of the Facebook platform satisfy for you?

Well, you know, uhm, I would say I use it mainly to see what ,yah uhm, my friends like, what videos and photos they post. Uhm, I use Facebook to get to know about events happening in and uhm around Cape Town. Sometimes, uhm, I use it to schedule meetings with my friends, I simply invite them via Facebook to parties. It's cool because, uhm, everyone gets reminders the day before and you, uhm, even see which of your friends, uhm, is coming. I really think that's useful.

Question 2 What benefits do you get from watching videos on Facebook?

You know, I like to, uhm, chat and laugh with friends about, uhm, funny videos that we all watched on Facebook. We tag each other under these videos ;and then the next time we see each other we talk and laugh about it. My friends and I we love funny nonsensical videos. We sometimes just lie on the couch together, watching Facebook videos. It's always hilarious. And when you start watching, you can't stop.

Question 3 An array of brands uses Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

Well, I think, uhm, well I think that. for brands it's good; but like for me it's always super annoying. Especially when you watch with friends and you know, uhm, you are in a laughing mood you get disturbed by the ad coming in. The mood suffers from that, yah.
I mean it's good; because they can like be quite sure that people watch these ads. I mean you know, you can't skip them; so, you are literally forced to watch them. But yeah, I mean while I am saying this, uhm, I also realise that it may be bad, like for brands to advertise through these in-stream videos; because consumers may get annoyed about the ads, like

me. And, yah then they may transfer their annoyance about the ad onto the product being advertised. I think this is the case with me to be honest. Yes...

Question 4 In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Well, most of the time it's annoyance and frustration. So, I think it depends pretty much on the context in which I am interrupted. The worst situation where I can be interrupted is when I am watching videos on my phone together with my friends; and then an ad is coming in. It drives me up the wall; since it affects our moods.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5 How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

I see the announcement and I get impatient; as I want the ad to quickly start and finish. I start looking at the countdown then. All in all, I feel annoyed; as I also can't concentrate on the video anymore; but I would rather watch the countdown.

Question 6 How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

I think I watch the ad; but I am not sure how much attention I pay to it in the end. I mean, what else should I do? You are literally forced to watch the ad. Uhm, you know, I think like the fact that I am interrupted in the act of watching a video uhm, arouses annoyance, which uhm, in turn impacts the degree of attention. Like I think the biggest part of my brain is still somehow busy like processing the fact that I was interrupted, and with my emotion of being annoyed. So, the capacity that I would have if I watch an ad on my free will, I think I would pay more attention to the ad that is shown to me.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7 Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

Uhm, I think, yah, wait a minute, uhm, yah so, I think it depends on the ad itself and on the situation I am in; while being interrupted. For example, if it is a really good ad advertising a product that I really like and I am just like scrolling through my news feed, watching videos without a particular purpose then I think I don't think the interruption plays a role in my interpretation of the ad. Or let's put it this way, in this case I am like maybe even a bit grateful that Facebook makes me watch that ad you know what I mean, as I get exposed to a product that I am interested in. Saying that, as previously said – like uhm when I am with my friends and I want to show them a specific video on Facebook; and then this ad comes in; I think the interruption influences the interpretation of the ad negatively; since I associate the ad with something negative, and to the fact that I was interrupted.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8 Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

No, I didn't know the brand.

Question 8a If so, describe how your attitude of the advertising brand has changed after you were exposed to the interruptive advertising.

Question 8b If not, describe your attitude toward the brand using interruptive advertising.

Uhm, I think my attitude is rather negative; because I am not interested in the product or brand; and the product was delivered to me via an interruptive advertisement format.

Question 9 How does your attitude towards the brand, which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

Well, uhm, That's an interesting question. I remember last time being interrupted by an in-stream ad; and I had a negative attitude towards the brand. I thought the ad didn't influence me; and I only paid little attention to the ad. In the end, I saw a similar product in a shop and thought: hmm where have I seen this before? This situation shows that my negative attitude still had an influence on the information from the advertisement I had stored in my memory.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study, the response is in relation to the nature of the advertisement-perception present after viewing the interruptive video.

Question 10 What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

In general, I would say I have a negative perception of the ad. I would prefer ads in other formats. However, uhm I would say it depends on the ad; and how much the ad speaks to my interest; and as I said before, if it's not interrupting me while I want to show a video to my friend, then it's fine.

SECTION B

1. Which gender do you identify with?

Male	X
Female	
Binary	
Prefer not to answer	

2. How old are you?

18-25	X
26-30	
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	X
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

I use WiFi.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, like restaurants).

I watch the Facebook videos on campus; or I use WiFi spots. I don't have WiFi at home; so, I need to use cellphone data, when I want to watch a video at home. I try to avoid it though; as I am on a prepaid tariff and data is seriously expensive.

7. Describe how data-provision service influences how frequently you watch videos on Facebook?

Uhm, when I don't have the possibility to connect to Wifi, I try to like avoid watching Facebook videos. However, If I really want to watch a video at home, I just do it; but yah, it always annoys me when I see how much data are used to watch videos; so yeah, normally I try to avoid videos; and I even turn off mobile data for Facebook.

INTERVIEW 9

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1: Which values do the use of the Facebook platform satisfy for you?

Yah, uhm I think the value is to be connected, to like have an overview on upcoming birthdays; and I would also to like see the developments of friends.

Question 2: What benefits do you get from watching videos on Facebook?

Uhm, yah so they give some information regarding yah, health or general life advice.

Question 3: An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

Like for brands, it's a pretty good opportunity to like target advertising at the customer and use budgets as efficiently as possible. Uhm, I think in terms of the end-user, most of them are probably annoyed because obviously their data are going to be used for like advertising purposes. This is the case for me at least. I don't like to be targeted in that interruptive manner, to be honest.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Like as I said before, I am impatient and would like to click the advertisement away like immediately. Honestly speaking, these ads do not offer any value to me.

Attention is defined as the process of focusing on some stimuli in the environment while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

I feel irritated, in the first place. Then I realise that it's something you can't really change; and I stop being upset about it. Uhm, if the video I am watching is not as important to me, I do sometimes stop to watch the video and click it away. Because you know I uhm, know the ad is coming up.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

So, I usually first look at the brand that advertises; and then, yah, I usually have a rather negative feeling or emotion. So yah, I am not feeling good seeing the ad, because yah Facebook and the brand apparently use my data for advertising purposes, I don't like that. Uhm, I think my emotions do influence my attention; like if it's a really nice brand and the ad really catches my attention. I forget about the fact that they are targeting me, based on the data they have from me. But yah from my experience it's usually not a very well-targeted ad, to be honest. You know there are weird ads coming in.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement?

Hm, that's a difficult question. Let me quickly think. Hmm, uhm, I think I interpret this advertisement as a kind of follow-up of the content of the video; and I am trying to analyse why it is shown to me. So how do you interpret the ad. based on the interruption?

I think the interruption does not influence the way I interpret the ad. If I like the brand or the ad, I think the interruption does not influence me on how I am interpreting the ad. It's more the ad itself I would say.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

No.

Question 8a: If so, describe how your attitude towards the advertising brand has changed; since you were exposed to the interruptive advertising.

Question 8b: If not, describe your attitude towards the brand using interruptive advertising.

Like, it is kind of neutral uhm I think rather a bit negative; because I was interrupted by the advertisement.

Question 9: How does your attitude towards the brand, which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

Like if it's a brand I know; and I have a good attitude towards it. I can definitely better remember the ad. Because, normally, in some of the ads shown on Facebook, you get to see on You-tube as well. In terms of the ad just shown I think my attitude is rather negative now; but I still think I will remember a lot of information from the ad; as you are forced to look at it and automatically process the information, in order to continue watching the video. You know what, I actually like the fact that you can directly go to the website via the ad. It's pretty good for the customer journey.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study, the response is in relation to the nature of the advertisement-perception present, after viewing the interruptive video.

Question 10: What perception do you hold of the advertisement that was delivered to you by using interruptive, targeted advertising?

I don't mind actually. I mean my perception of the ad depends on the ad itself. I would say: However, I do think that my perception is slightly more negative of an ad that is delivered in a format like that. In some cases, it makes sense; because it is customer-specific. However, in most cases, I don't prefer these kind of ads, as a consumer. I think, however, that it is a good possibility for the advertiser to become visible and to spread the ads in a targeted way.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	

Prefer not to answer	
----------------------	--

2. How old are you?

18-25	
26-30	
31-36	
36-40	X
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	X
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	
Weekly	X
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited), or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

Most of the time I watch Facebook videos using WiFi.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school, or public places that provide free WiFi connectivity, like restaurants).

Uhm, I watch Facebook videos at my doctor's waiting room, for example. I use my own cellphone data then. When there is WiFi available, I try to connect to it, in order to save

data. I think most of the time when I watch a Facebook video, I am at work using unlimited WiFi.

7. Describe how data-provision service influences how frequently you watch videos on Facebook.

I only watch Facebook videos occasionally; and as I just said, normally at work when there is free WiFi. I use my personal data only occasionally for videos on Facebook. But I don't like it; because internet connectivity is poor; and videos use a lot of data.

INTERVIEW 10

On mobile phones, Facebook shows advertising that is tailored to user interests, or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

SECTION A

Question 1: Which values do the use of the Facebook platform satisfy for you?

For me, it's keeping in touch with people all over the world, and the entertainment I would say.

Question 2: What benefits do you get from watching videos on Facebook?

Uhm I think entertainment is the greatest benefit for me; and that these videos kind of provide news updates.

Question 3: An array of brands use Facebook to deliver the different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

It's a forced way to make people watch ads; so I don't really like it. Um, also you get disturbed, while watching a video; and I am shown products or brands that I am not interested in; so, I really don't like this means of exposure to advertising. It's an invasion of my private space.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

My emotions aroused are annoyance; as I am interrupted, while watching the video.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

When I see an in-stream video, I feel annoyed; and I lose my attention to the advertisement; and I try to click it away, as soon as possible. I usually don't like the product shown, due to the interruption. Uhm, so, sometimes that happens very rarely (he-he) it is an interesting product; and I feel curious. Then, I click on the button, which forwards me to the respective page.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

So, I am irritated. I usually don't really watch the video. I lose attention, when I see a brand or product, in which I am not interested.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement?

So, for me, uhm, I think I interpret it in a slightly negative way, uhm; because I get interrupted within a video I chose, to watch something that I didn't choose to watch.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

Yes. I know this brand – it's annoying.

Question 8a If so, describe how your attitude towards the advertising brand has changed; since you were exposed to the interruptive advertising.

I had a negative attitude towards the brand; as I was introduced to it by in-stream video ads. You know, this ad is always shown to me; and it really annoys me; as I am neither interested in the product uhm; nor do I like the brand. So, I don't even know why it is shown to me. I think the more I get exposed to this ad and to the product through in-stream videos uhm, like the more negative my attitude is.

Question 8b: If not, describe your attitude towards the brand that is using interruptive advertising.

Question 9: How does your attitude towards the brand, which is advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

So, since I am annoyed by the interruption uhm; I lose attention and yah; I then don't listen or watch the video too carefully. As a result, I think I don't store information as clearly and completely as I could.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision, or a response. In this study, the response is in relation to the nature of the advertisement-perception present, after viewing the interruptive video.

Question 10: What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

My perception is that the ad or the brand behind the ad is kind of like, like either linked to Facebook; or it is most probably like super popular; since it interrupts me during Facebook videos. So, I always think it has to be something special.Hm, I think my perception is negative; as it interrupts me, while I am having some fun.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	X
26-30	
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	X
R12.000-R30.000	
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

I use WiFi, sometimes a personal hotspot from my friend, who has unlimited data

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, like restaurants).

On Campus most of the time.

7. Describe how data-provision service influences how frequently you watch videos on Facebook.

Uhm, yah, so because I am on Campus almost every day, I regularly watch Facebook videos without any obstacles there. My own data package is very limited; so, I try not to use my own data to watch Facebook videos. Also, my reception is very bad most of the time.

INTERVIEW 11

On mobile phones, Facebook shows advertising is tailored to user interests, or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, this being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

Question 1: Which values do the use of the Facebook platform satisfy for you?

Hmm I think staying in touch with old friends is a value that Facebook definitely satisfies for me. Also, uhm, I like scrolling through the news feed to get entertained and to overcome boredom in certain moments.

Question 2: What benefits do you get from watching videos on Facebook?

I like Facebook videos for giving me an update on what's going on in the world. Uhm Facebook videos also provide me with like ideas and inspirations, uhm for example do it yourself videos or recipes or stuff like that. So yah, I like to watch videos.

Question 3: An array of brand uses Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

To me, it's like just too much. It feels like you are being constantly confronted with advertising, like in literally each part of your life. On Facebook it really annoys me; as I am there to be entertained, to chat to my friends, to watch funny videos, and uhm yeah to get updates on news. So yeah with in-stream videos, you are not able to skip the add; and somehow, you are forced to watch it. I really don't like that. I mean I understand brands as well – they want to reach as many people as possible; and to make as many people as possible watch the ad; and make people buy the product; but yeah, I don't know.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Hm, definitely no positive emotions. Like, I mean these interruptive ads are quite annoying; and they are not the reason why people use Facebook; so, from my perspective, they are like not satisfying any of my needs. If you want me to describe them; I would say annoyance

and irritation. I am bored, as well; and I definitely get really upset if there are multiple interruptions.

Attention is defined as the process of focusing on some stimuli in the environment while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst watching a video on Facebook?

Hmm, uhm I am annoyed; and I am wondering which ad is coming up; so, I guess I am a bit curious on the one side. On the other side, I am really impatient and I can't wait for the ad to be over, in order to return to my video.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

Hmm, uhm, I think I...I try not to make any information from these ads reach my mind. I even feel slightly negative about the company; after I have been exposed to their in-stream ads; because yah, you are forced to watch this ad. I don't like being a subject to advertisements; and that my data are being used by firms for their purposes. OK sometimes I have to admit that the targeting works; and I become exposed to really interesting products. This is when I sometimes care less about the interruption. Then my emotion is kind of positive, so I feel curious and excited about the product; and I continue to watch the ad. I even then sometimes watch the whole ad, even after being able to skip the ad. It kind of varies with the ad and the brand shown.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

Hmm that's difficult. I interpret the ad slightly negatively, I would say. It disturbs me, while I am in the act of doing something else uhm that I enjoy. When I think about the company which, like, or whose ads I am forced to watch, then I draw a negative picture of it in my mind, as well. Then. You know, I think it does depend on the ad itself and the product that is being advertised to me. Sometimes I do click on the ad, but only if it is really catchy; or if I am super thrilled about the product. I don't think that I interpret the ad itself as negative, but rather the brand.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

No, I didn't have an attitude towards the brand ;as it is new to me.

Question 8a: If so, describe how your attitude towards the advertising brand has changed, since you were exposed to the interruptive advertising.

Question 8b: If not, describe your attitude towards the brand that is using interruptive advertising.

Uhm, yah, I think my attitude is slightly negative; as the ad leaves a negative impression on me; as it has interrupted me in what I was doing. Like I think that there are less annoying and more subtle ways to place your ads – why should someone buy your stuff; if you're aggressive and interruptive?

Question 9: How does your attitude towards the brand, which is being advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

I usually don't remember what ad I've watched, or from which brand it was. If it is a really catchy ad and I like the brand; I think I tend to remember more from the ad than from ads that come from brands that I don't care about, or from those that I don't even like.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision or a response. In this study, the response is in relation to the nature of the advertisement-perception present after viewing the interruptive video.

Question 10: What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

Mostly negative and rejecting; but as I said, it really depends on the video and also how much I enjoy watching the video.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	
26-30	X
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	X
Above R30.000	
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

I use WiFi; and sometimes my mobile data; if it is in the beginning of the month.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, like restaurants).

Most of the time when I am sitting on the toilet hehehe. No kidding. I think at home and at work, sometimes in restaurants; but I try to avoid using my cell phone too much, when I am with my friends or family. So, I would say I use Facebook whenever I am alone.

7. Describe how the data-provision service influences how frequently you watch videos on Facebook.

It does not influence me I would say. Whenever I want to watch something that like speaks to my interests, I just do it.

INTERVIEW 12

On mobile phones, Facebook shows advertising that is tailored to user interests, or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

Question 1: Which values do the use of the Facebook platform satisfy for you?

Uhm, so, yah I think staying connected with friends and acquaintances. Also, uhm, I like being informed about local events; and also communicating over the Facebook messenger, I would say.

Question 2: What benefits do you get from watching videos on Facebook?

Definitely entertainment.

Question 3: An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook as a means of exposure to advertising?

Well, I find it annoying most of the time. So, I think the worst part is not the ad itself, but the timing. If they do advertisements in videos, they should do it at the beginning to not interrupt the flow of the video, so yah, my perspective is negative.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

It's anger and annoyance most of the time. It happens very rarely that, uhm an advertisement interests me, so and that I find it interesting to watch and valuable to me. In this cases I think my, uhm, I am still upset by being interrupted; but my emotions are less strong I would say because I like the ad or the brand.

Attention is defined as the process of focusing on some stimuli in the environment, while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication; whilst you are watching a video on Facebook?

Uhm, you mean what I feel when I see this icon in the left corner coming up? Yes correct. Then, yah, uhm, most of the time I feel annoyed and consider not to watch the video until the end, in order to avoid the advertisement. Uhm, sometimes I am interested in the ad; but that happens very rarely. Then, I may continue and watch the ad. Then my feelings are quite neutral I would say.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

I think I... hm...Uhm, so, if I am feeling tired or unhappy at that specific moment, I would not like to pay attention to the ad; or I might even stop watching the video. Overall, I do not think that emotions have a high impact on my attention.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement.

Well, it depends on the advertisement. If the advertisement is from a brand that is like not relevant to me, like I don't know, I regard the advertisement ,as a desperate attempt to catch my attention, especially if the ad is shown in videos very often. If it is relevant to me, I might not really interpret the disruption.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

So, is this question now related to the ad that I just saw on Facebook? Yes exactly. Ok, then, I would say that this depends on the advertisement. For example, the ad I have just seen, like I have seen it already several times, so it starts to annoy me. I had a neutral attitude towards the brand and the product; but now this ad is shown to me again and again. In this case, I do think the interruption is likely to negatively impact my attitude towards the brand; because the interruption is so annoying.

Question 8a: If so, describe how your attitude towards the advertising brand has changed; since you were exposed to the interruptive advertising.

Attitude might be negatively impacted; unless I am really interested in the product.

Question 8b: If not, describe your attitude towards the brand using interruptive advertising.

Question 9: How does your attitude towards the brand, which is being advertised to you through in-stream videos influences the information from the advertisement you store in your memory?

If I have neutral (not interested) or negative attitude, I would likely not retain any information.

If my attitude is positive; and I am interested, I might remember the information afterwards.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision, or a response. In this study, the response is in relation to the nature of the advertisement-perception present after viewing the interruptive video.

Question 10: What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

Hmm, I think I would be likely to do nothing after watching the ad; or, if the advertisement is very relevant, check for more information online. My perception of the ads delivered through this format is rather negative; as I don't like to be interrupted in the act of doing something. I think it's very rude.

SECTION B

1. Which gender do you identify with?

Male	X
Female	
Binary	
Prefer not to answer	

2. How old are you?

18-25	
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26-30	X
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	
Above R30.000	X
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone-service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

WiFi and data.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, like restaurants).

Usually after work when I'm home. Sometimes in the car when there is traffic.

7. Describe how data-provision service influences how frequently you watch videos on Facebook.

I think it does not influence me; as I have a monthly data package and unlimited WiFi at home.

INTERVIEW 13

SECTION A

On mobile phones, Facebook shows advertising that is tailored to user interests or online behaviour, which is called mobile Facebook-targeted advertising. This can be delivered to the viewer directly via the online platform, or through the Facebook application. This study focuses on Facebook-targeted advertising on mobiles, being in-stream videos, which are advertisements that interrupt video viewing for between 5 -15 seconds during video-viewing time.

Question 1: Which values do the use of the Facebook platform satisfy for you?

So, I would say it gives me a sort of a satisfaction feeling, uhm, when I see what my friends post on Facebook; uhm it makes me feel connected to the outside world. Uhm, so yah, social value and yah the need to belong if I can say it like that to belong to see what yah, to stay connected to your friends and family.

Question 2: What benefits do you get from watching videos on Facebook?

Uhm, well I feel like I learn a lot if you look at educational videos, for example, or if there are videos that I give me some insights of topics that I didn't know of. Then, it informs me of something, which I didn't know of; and I might, if it's about a product I might go out to the market and buy the product, yah.

Question 3: An array of brands use Facebook to deliver different forms of communications and advertisements to the users of the platform. What is your perspective on the use of in-stream videos on Facebook, as a means of exposure to advertising?

I think it's a very good instrument to use for marketers to advertise their products; because I'm also myself ; and when I see these videos; I often go and buy the products. So, I think it's very beneficial. Some people might get annoyed; but I think it's a good marketing strategy. So, I understand why retailers do it.

Question 4: In-stream videos are advertisements that interrupt your video viewing on Facebook for between 5 -15 seconds during video-viewing time. What emotions are aroused towards an advertisement that is shown to you via interruptive in-stream videos?

Well, it all depends on what type of video I am looking at. If it's something I'm really interested in, then I will wait for the advertisement to show. I'll watch the advertisement; so that I can continue with my video. But, if it's a video that I'm not really interested in and I'm not paying a

lot of attention; I'll just stop watching the video and even close the Facebook app. I think in that regard if I'm liking the video and I see the advertisement popping up, I remain neutral. I don't get mad as easily.

Attention is defined as the process of focusing on some stimuli in the environment while ignoring others (Holt et al., 2012). Attention paid to communication is a component of a consumer's perception-formation.

Question 5: How do you feel when you see the announcement of an in-stream video communication, whilst you are watching a video on Facebook?

Uhm, to be honest most of the time it annoys me in the beginning; but then I just realise that it is how it is; and I calm down. The moment the video pops up, I am quite neutral I would say. If it is a video that I am really interested to see, then I would force myself to wait for the ad to be over; at other times, I may just stop watching the video. Uhm unless it's something of interest, that's interesting to me; then, I'll watch the advertisement. An if it's an ad that I'm just not very interested in; I get a feeling of frustration; and that this advertisement is wasting my time; and I can't help it; but I get sort of mad at the marketers out there like; and you just don't watch the video any further.

Question 6: How does your emotion influence your attention to the interruptive Facebook-targeted advertising?

So yah, like I said, I get annoyed if it's an ad that I'm not really interested to watch; then I'll just stop the video and not watch it any further at all. But; if it's something that I really like, I'll continue watching; but yah, it gives a sense of frustration; and yah it annoys me.

Interpretation of communication is defined as the understanding of and attaching meaning to incoming information (Hawkins & Mothersbaugh, 2010).

Question 7: Describe how the interruption of your video by an advertisement influences the way you interpret this advertisement?

OK, well I can give you an example, uhm, the other day because I really it's to do with your personality and the type of person you are because uhm, I'm a person who likes doing sports and remain active and being athletic; so the other day I was actually on Facebook; and the advertisement came up; and it was about this uhm they call it Bioplus in South Africa; its like an energy drink uhm that gives you energy throughout the day uhm and that I found very interesting because at that stage I felt like I'm going to the gym afterwards; but I don't feel like I've got energy; so this advertisement actually spoke to my needs now directly. And then

the day thereafter, I went to buy that product uhm so just coming back to your question again, I think the fact that I was interrupted didn't really make a difference in how I interpreted the ad. It may be different when it's an ad that does not speak to my needs at all.

In the perception-formation model, it is recognised that there is value in our storage of information that we are given through advertising messages (Mpinganjira et al., 2014).

Question 8: Did you have an attitude towards the brand before being exposed to the interruptive, targeted advertisement?

Yes, I was familiar with the brand, I saw it in shops already; so it wasn't really new, so I was a bit familiar with the brand; although I haven't used the brand yet. I have a positive attitude towards the brand in general.

Question 8a: If so, describe how your attitude of the advertising brand has changed; since you were exposed to the interruptive advertising.

I think my attitude didn't change really. I ended up buying the product the next day. The ad may even have re-inforced my attitude. I had a positive attitude towards the brand before; and after seeing the ad, it was even better, I think. Yah.

Question 8b: If not, describe your attitude towards the brand using interruptive advertising.

Question 9: How does your attitude towards the brand, which is being advertised to you through in-stream videos influence the information from the advertisement you store in your memory?

I definitely think that my attitude towards the brand does influence me storing information in my memory; because every time I think about the brand, I remember exactly the picture that was on the advertisement. So, especially if the ad is interruptive and very visual, uhm, so that it caught my attention; so, every time I think about the brand I think about that picture. In general, it's definitely my attitude, so if I have a positive attitude about a brand, I usually like the ad; and I think that I remember the information given through these in-stream videos more easily.

According to the perception process, the result of passing through all the perception stages: Exposure, attention, interpretation and retention, is a decision, or a response. In this study, the response is in relation to the nature of the advertisement perception present after viewing the interruptive video.

Question 10: What perception do you hold towards the advertisement that was delivered to you by using interruptive, targeted advertising?

It's actually weird, but I think my perception is positive. Uhm again, because I think the brand spoke to my needs and solved a problem I had, so yah in general quite positive; and if the ad is tailored and speaks to my needs or gives me inspiration about new exciting topics, then I would see it positively.

SECTION B

1. Which gender do you identify with?

Male	
Female	X
Binary	
Prefer not to answer	

2. How old are you?

18-25	
26-30	X
31-36	
36-40	
Above 40	
Prefer not to answer	

3. What is your monthly household income?

Below R2.000	
R2.000-R6.000	
R6.000-R12.000	
R12.000-R30.000	
Above R30.000	X
Prefer not to answer	

4. How frequently do you use Facebook?

Daily	X
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Weekly	
Monthly	

Internet access is made available through the use of WiFi services (limited to unlimited) or through cellphone service providers (Vodacom, Telkom, MTN, Cell C or Rain).

5. Describe the data service you use to watch Facebook videos.

I use both WiFi and my personal data.

6. Describe where you watch the Facebook videos (e.g. using WiFi at home, work, school or public places that provide free WiFi connectivity, like restaurants).

Most of the time at home; because I am quite busy at work. So, yah most of the time when I'm home chilling.

7. Describe how the data-provision service influences how frequently you watch videos on Facebook.

It does not influence me; as I don't care.

APPENDIX G
EXTRACT CODING GUIDELINE AND CODING RESULTS

EXTRACT OF CODING GUIDELINE

Structuring Dimension	Category	Nr	Sub Category
Benefits of Facebook usage	Values satisfied by Facebook	A1	Entertainment
Benefits of Facebook usage	Values satisfied by Facebook	A2	Organising
Benefits of Facebook usage	Values satisfied by Facebook	A3	Being Connected
Benefits of Facebook usage	Values satisfied by Facebook	A4	News Update
Benefits of Facebook usage	Values satisfied by Facebook	A5	Pastimes
Benefits of Facebook usage	Values satisfied by Facebook	A6	Curiosity
Benefits of Facebook usage	Values satisfied by Facebook	A7	Relaxation
Benefits of Facebook usage	Values satisfied by Facebook	A8	Inspiration
Benefits of Facebook usage	Values satisfied by Facebook	A9	Disseminating News
Benefits of Facebook usage	Values satisfied by Facebook	A10	Self-presentation
Benefits of Facebook usage	Benefits of Facebook videos	B1	Entertainment
Benefits of Facebook usage	Benefits of Facebook videos	B2	Pastimes
Benefits of Facebook usage	Benefits of Facebook videos	B3	News Update
Benefits of Facebook usage	Benefits of Facebook videos	B4	Inspiration
Benefits of Facebook usage	Benefits of Facebook videos	B5	Relaxation
Benefits of Facebook usage	Benefits of Facebook videos	B6	Curiosity
Benefits of Facebook usage	Benefits of Facebook videos	B7	Alternative to watching TV
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C1	Positive perspective on exposure
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C2	Neutral perspective on exposure
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C3	Negative perspective on exposure
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C4	Perspective not inferable
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C5	In-stream videos do not catch attention of viewer
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C6	Viewer cannot wait to skip the ad/for the ad to be over
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C7	Viewer sees understands the benefits of in-stream videos for brands and advertisers
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C8	Viewer does not like the fact of being interrupted
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C9	Viewer does not buy the product or brand after being exposed to in-stream videos on Facebook
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C10	Viewer cares less when the ad fits the interests
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C11	Viewer finds it even more annoying when the ad does not fit the interests.
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C12	Viewer thinks this means of advertising is not good for brands
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C13	Viewer does not like advertisements on Facebook
Perspective on advertisement exposure	Perspective on exposure to in-stream videos	C14	Viewer does not like the fact of not being able to skip the ads

Structuring Dimension	Category	Nr	Sub Category
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D1	Angry
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D2	Joyful
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D3	Curious
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D4	Confused
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D5	Disinterested
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D6	Impatient
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D7	Amused
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D8	Attentive
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D9	Inspired
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D10	Interested
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D11	Bored
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D12	Defiant
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D13	Sceptical
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D14	Overwhelmed
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D15	Feeling not inferable
Perspective on advertisement exposure	Feeling when seeing the announcement of an in-stream advertisement	D16	Resigned
Selective Attention	Emotional response to in-stream videos	E1	Anger
Selective Attention	Emotional response to in-stream videos	E2	Apathy
Selective Attention	Emotional response to in-stream videos	E3	Joy
Selective Attention	Emotional response to in-stream videos	E4	Surprise
Selective Attention	Emotional response to in-stream videos	E5	Discontent
Selective Attention	Emotional response to in-stream videos	E6	Optimism
Selective Attention	Emotional response to in-stream videos	E5	Emotion not inferable
Selective Attention	Emotional response to in-stream videos	E10	Depends on the video being watched
Selective Attention	Emotional response to in-stream videos	E7	Depends on fit between the advertisement and the interests
Selective Attention	Emotional response to in-stream videos	E8	Depends on familiarity with brand and ad
Selective Attention	Emotional response to in-stream videos	E9	Depends on the context in which viewer is interrupted
Selective Attention	Role of emotions in relation to attention	F1	High influence of emotions on attention
Selective Attention	Role of emotions in relation to attention	F2	Average influence of emotions on attention
Selective Attention	Role of emotions in relation to attention	F3	Low influence of emotions on attention
Selective Attention	Role of emotions in relation to attention	F4	Influence not inferable
Selective Attention	Role of emotions in relation to attention	F5	Influence of emotion on attention depends on context
Selective Attention	Role of emotions in relation to attention	F6	Influence of emotion on attention depends on ad itself
Subjective Perception	Role of interruption in relation to interpretation	G1	High influence of interruption on interpretation
Subjective Perception	Role of interruption in relation to interpretation	G2	Average influence of interruption on interpretation
Subjective Perception	Role of interruption in relation to interpretation	G3	Low influence of interruption on interpretation
Subjective Perception	Role of interruption in relation to interpretation	G4	Influence not inferable
Subjective Perception	Role of interruption in relation to interpretation	G5	Influence depends on the video being watched
Subjective Perception	Role of interruption in relation to interpretation	G6	Influence depends on the context/intention
Subjective Perception	Role of interruption in relation to interpretation	G7	Influence depends on the ad being shown

Structuring Dimension	Category	Nr	Sub Category
Selective Retention	Attitude towards the brand	H1	Positive attitude
Selective Retention	Attitude towards the brand	H2	Neutral attitude
Selective Retention	Attitude towards the brand	H3	Negative attitude
Selective Retention	Attitude towards the brand	H4	Attitude not inferable
Selective Retention	Change of attitude	I1	Change in attitude
Selective Retention	Change of attitude	I2	No change in attitude
Selective Retention	Change of attitude	I3	Change in attitude not inferable
	Change of attitude	I4	Change in attitude depends on frequency of ad occurrence
Selective Retention	Role of attitude in relation to retention	J1	High influence of attitude on retention
Selective Retention	Role of attitude in relation to retention	J2	Average influence of attitude on retention
Selective Retention	Role of attitude in relation to retention	J3	Low influence of attitude on retention
Selective Retention	Role of attitude in relation to retention	J4	Influence not inferable
Selective Retention	Role of attitude in relation to retention	J5	Retention depends on frequency of exposure to the same ad
Selective Retention	Role of attitude in relation to retention	J6	Retention depends on the ad format (in-stream video)
Selective Retention	Role of attitude in relation to retention	J7	Retention depends on whether attitude is positive or negative towards the brand/product
Advertisement perception	Advertisement perception	K1	Positive advertisement perception
Advertisement perception	Advertisement perception	K2	Neutral advertisement perception
Advertisement perception	Advertisement perception	K3	Negative advertisement perception
Advertisement perception	Advertisement perception	K4	Perception not inferable
Advertisement perception	Advertisement perception	K5	Perception dependent on ad and brand itself
Advertisement perception	Advertisement perception	K6	Perception dependent on frequency of interruptions
Data provision	Data Service used to watch Facebook videos	L1	Only Wifi
Data provision	Data Service used to watch Facebook videos	L2	Only Cellphone Data
Data provision	Data Service used to watch Facebook videos	L3	Both WiFi and cellphone Data
Data provision	Data Service used to watch Facebook videos	L4	Data Service used not inferrable
Data provision	Place of watching Facebook videos	M1	Public places (e.g. malls, restaurants etc.)
Data provision	Place of watching Facebook videos	M2	Home
Data provision	Place of watching Facebook videos	M3	On the go
Data provision	Place of watching Facebook videos	M4	University
Data provision	Place of watching Facebook videos	M5	Other
Data provision	Place of watching Facebook videos	M6	No place in particular
Data provision	Place of watching Facebook videos	M7	At Work
Data provision	Influence of data provision on frequency of watching Facebook videos	N1	High influence of data provision service on frequency of watching Facebook videos
Data provision	Influence of data provision on frequency of watching Facebook videos	N2	Partial influence of data provision service on frequency of watching Facebook videos
Data provision	Influence of data provision on frequency of watching Facebook videos	N3	Low influence of data provision service on frequency of watching Facebook videos
Data provision	Influence of data provision on frequency of watching Facebook videos	N4	Influence of data provision service on frequency of watching Facebook videos not inferrable

EXTRACT OF CODING RESULTS

Gender	Age	Income	Interview	Que	Statement	Code
Male	18-25	12.000-30.000	I1	Q1	Uhm, I think keeping up with the latest news	A4
Male	18-25	12.000-30.000	I1	Q1	Entertainment, so watching funny videos	A1
Male	18-25	12.000-30.000	I1	Q1	I always know what they are doing.	A6
Male	18-25	12.000-30.000	I1	Q2	I get entertained by watching funny videos	B1
Male	18-25	12.000-30.000	I1	Q2	I sometimes watch interviews from famous politici	B3
Male	18-25	12.000-30.000	I1	Q3	I were a business women and, uhm, running marke	C1
Male	18-25	12.000-30.000	I1	Q3	You know, we cannot skip it, we are literally forced	C4
Male	18-25	12.000-30.000	I1	Q3	So from my perspective as a means of exposure to	C1
Male	18-25	12.000-30.000	I1	Q3	It is a bit like being exposed to Tv advertising that	C4
Male	18-25	12.000-30.000	I1	Q3	So yah, I am ok with this means of advertising.	C2
Male	18-25	12.000-30.000	I1	Q4	I think, it really depends on the video that I am wat	E10
Male	18-25	12.000-30.000	I1	Q4	hes get really nice product suggestions or even just	E3
Male	18-25	12.000-30.000	I1	Q4	If I am watching a video that I am super interested	E1
Male	18-25	12.000-30.000	I1	Q4	You know, I don't wanna be disturbed by an annoy	E1
Male	18-25	12.000-30.000	I1	Q4	You know, I don't wanna be disturbed by an annoy	E2
Male	18-25	12.000-30.000	I1	Q4	And even if I am interested in the ad I am so irrita	E1
Male	18-25	12.000-30.000	I1	Q4	So, I always look at the countdown to check when I	D5
Male	18-25	12.000-30.000	I1	Q4	I think in my case, it is anger and uhm confusion, a	D1
Male	18-25	12.000-30.000	I1	Q4	I think in my case, it is anger and uhm confusion, a	D4
Male	18-25	12.000-30.000	I1	Q5	It annoys me and distracts me from my video.	D1
Male	18-25	12.000-30.000	I1	Q5	I am always looking at the countdown showing hov	D6
Male	18-25	12.000-30.000	I1	Q6	Hmm, I think, uhm, I am forced to look at the ad bu	F2
Male	18-25	12.000-30.000	I1	Q6	You know, as I just said, if I am watching a really ir	D1
Male	18-25	12.000-30.000	I1	Q6	I am super upset then so I just try to ignore the ad	F1
Male	18-25	12.000-30.000	I1	Q6	I think, with videos that I am not really focused on	F2
Male	18-25	12.000-30.000	I1	Q6	also because I am not annoyed that I am interrupte	E2
Male	18-25	12.000-30.000	I1	Q6	I look at the ad and if I am interested in the produc	F2
Male	18-25	12.000-30.000	I1	Q7	I think if I am angry about the interruption, it is mo	G1
Male	18-25	12.000-30.000	I1	Q7	I think if I am angry about the interruption, it is mo	F1
Male	18-25	12.000-30.000	I1	Q7	If I am interrupted in watching my video then I'll ge	F1
Male	18-25	12.000-30.000	I1	Q8	I was just exposed to a Havana club ad.	H4
Male	18-25	12.000-30.000	I1	Q8	I have literally no idea why they targeted me.	H4
Male	18-25	12.000-30.000	I1	Q8	I really like their rum and I associate the brand wit	H1
Male	18-25	12.000-30.000	I1	Q8	I do not think that my attitude has changed as I did	I2
Male	18-25	12.000-30.000	I1	Q8	I think the ad format pretty much suits the brand ad	I3
Male	18-25	12.000-30.000	I1	Q8	I think I still see Havana as an excellent rum brand	I2
Male	18-25	12.000-30.000	I1	Q8	and would still associate it with spending a nice ev	I2
Male	18-25	12.000-30.000	I1	Q9	I think from the Havana club ad, I only remember th	J1
Male	18-25	12.000-30.000	I1	Q9	The ad was about friends having a good time with	J1
Male	18-25	12.000-30.000	I1	Q9	I think I only remember things that are in line with	J1
Male	18-25	12.000-30.000	I1	Q9	I may remember this as it is what I associate with	J1
Male	18-25	12.000-30.000	I1	Q10	I liked the ad quite a lot as it was entertaining and	K1
Male	18-25	12.000-30.000	I1	DQ5	Mostly WiFi at home but also through cellphone se	L3
Male	18-25	12.000-30.000	I1	DQ6	I think everywhere. Mostly at home I would say.	M6
Male	18-25	12.000-30.000	I1	DQ6	I think everywhere. Mostly at home I would say.	M2
Male	18-25	12.000-30.000	I1	DQ7	At home I have unlimited WiFi so I don't care abou	N1
Male	18-25	12.000-30.000	I1	DQ7	When I am out I only watch videos when I really HA	N1
Male	18-25	12.000-30.000	I1	DQ7	Other than that I try to avoid using my cell phone c	N1
Female	18-25	2.000-6.0000	I2	Q1	Well, then I would say staying connected to friends	A3
Female	18-25	2.000-6.0000	I2	Q1	I use Facebook as a pastime I would say, when I ar	A5
Female	18-25	2.000-6.0000	I2	Q1	Sometimes it is just relaxing to uhm you know uhm	A7
Female	18-25	2.000-6.0000	I2	Q1	Sometimes I almost automatically open the Facebc	A5
Female	18-25	2.000-6.0000	I2	Q2	Hmmm I think entertainment is the greatest benefi	B1
Female	18-25	2.000-6.0000	I2	Q2	When watching videos time flies and waiting times	B2
Female	18-25	2.000-6.0000	I2	Q2	and yeah it's just fun.	B1
Female	18-25	2.000-6.0000	I2	Q3	Oh my god it is so annoying. I hate it. It's the worst	C3
Female	18-25	2.000-6.0000	I2	Q3	Especially this form of ads where you're literally fo	C3
Female	18-25	2.000-6.0000	I2	Q3	Also (pause) uhm, the ads are quite irrelevant to m	C3
Female	18-25	2.000-6.0000	I2	Q4	Definitely anger.	E1

Gender	Age	Income	Interview	Questi	Statement	Code
Female	18-25	2.000-6.0000	I2	Q4	it is so annoying and they must know that consume	E1
Female	18-25	2.000-6.0000	I2	Q5	I feel irritated and upset.	D1
Female	18-25	2.000-6.0000	I2	Q5	I sometimes even stop watching my video when I s	D12
Female	18-25	2.000-6.0000	I2	Q5	It is too much for me to be honest. . We are consta	D14
Female	18-25	2.000-6.0000	I2	Q6	I think my anger most of the time leads me to stop	F1
Female	18-25	2.000-6.0000	I2	Q6	when there is a video that I am really really interes	F1
Female	18-25	2.000-6.0000	I2	Q7	If you say that interpretation of the ad means unde	G1
Female	18-25	2.000-6.0000	I2	Q7	Also as I just said if I am watching a video that dea	G5
Female	18-25	2.000-6.0000	I2	Q8	Yes, I usually like Nivea products and the brand its	H1
Female	18-25	2.000-6.0000	I2	Q8	if this brand really only interrupted me once, like n	I2
Female	18-25	2.000-6.0000	I2	Q8	but if NIVEA for example continues to interrupt me	I1
Female	18-25	2.000-6.0000	I2	Q8	but if NIVEA for example continues to interrupt me	I4
Female	18-25	2.000-6.0000	I2	Q8	I think it also depends on the ad that is shown to y	I1
Female	18-25	2.000-6.0000	I2	Q9	I think if you have a really good attitude towards th	J1
Female	18-25	2.000-6.0000	I2	Q10	I like the ad, but I don't like the fact of being interr	K1
Female	18-25	2.000-6.0000	I2	Q10	I like the ad, but I don't like the fact of being interr	K3
Female	18-25	2.000-6.0000	I2	Q10	If the ad had been delivered to me in a less intrusiv	K3
Female	18-25	2.000-6.0000	I2	DQ5	I only use WiFi to watch videos on Facebook.	L1
Female	18-25	2.000-6.0000	I2	DQ6	I usually watch videos at university or public places	M1
Female	18-25	2.000-6.0000	I2	DQ7	Hmm... I think it influences me quite a lot as watch	N1
Female	31-36	12.000-30.000	I3	Q1	I mostly use Facebook to keep in touch with some	A3
Female	31-36	12.000-30.000	I3	Q1	(...) and for concerts and other events.	A2
Female	31-36	12.000-30.000	I3	Q2	Sometimes I scroll through Facebook and stop at a	B1
Female	31-36	12.000-30.000	I3	Q2	The benefits I get from watching these are being a	B1
Female	31-36	12.000-30.000	I3	Q3	In my opinion I think they are annoying and I often	C3
Female	31-36	12.000-30.000	I3	Q3	In my opinion I think they are annoying and I often	D5
Female	31-36	12.000-30.000	I3	Q3	In my opinion I think they are annoying and I often	D6
Female	31-36	12.000-30.000	I3	Q3	I still think that some people watch it to continue v	J3
Female	31-36	12.000-30.000	I3	Q4	Well my emotion is being annoyed I would say.	E1
Female	31-36	12.000-30.000	I3	Q4	I don't like it, because I just quickly want to watch	E5
Female	31-36	12.000-30.000	I3	Q4	You know, nowadays, it is really so annoying that y	E1
Female	31-36	12.000-30.000	I3	Q5	I get annoyed and also frustrated.	D1
Female	31-36	12.000-30.000	I3	Q5	I usually don't watch normal TV so I am not used to	D3
Female	31-36	12.000-30.000	I3	Q5	The thing is you can't do anything about it, you eit	D16
Female	31-36	12.000-30.000	I3	Q6	I don't really pay attention to it or stop watching th	F1
Female	31-36	12.000-30.000	I3	Q7	I think I don't pay enough attention to the advertis	G2
Female	31-36	12.000-30.000	I3	Q8	Yeah, I have known the brand and have bought som	H1
Female	31-36	12.000-30.000	I3	Q8	I have to admit, it didn't really change, because to	I2
Female	31-36	12.000-30.000	I3	Q9	I think I just kept that the brand has a new product	J1
Female	31-36	12.000-30.000	I3	Q10	In general I think advertisements through in-stream	K1
Female	31-36	12.000-30.000	I3	Q10	The only thing that worries me is the fact that you	K2
Female	31-36	12.000-30.000	I3	Q10	I think the ad perception is also highly dependent	K5
Female	31-36	12.000-30.000	I3	DQ5	I use both WiFi and cellphone service, but preferab	L3
Female	31-36	12.000-30.000	I3	DQ6	I watch them at home using wifi. Whenever there i	M2
Female	31-36	12.000-30.000	I3	DQ6	I watch them at home using wifi. Whenever there i	M1
Female	31-36	12.000-30.000	I3	DQ7	I think it only influences me to a certain extent. I tr	N1
Female	26-30	2.000-6.0000	I4	Q1	I use it as a pastime.	A5
Female	26-30	2.000-6.0000	I4	Q1	Facebook also inspires me when it comes to trying	A8
Female	26-30	2.000-6.0000	I4	Q1	Most of the time I watch cooking videos or videos	A1
Female	26-30	2.000-6.0000	I4	Q2	I love to watch cooking videos, so most of the time	B4
Female	26-30	2.000-6.0000	I4	Q2	I love to relax in bed and watch someone prepare a	B5
Female	26-30	2.000-6.0000	I4	Q2	I sometimes watch some funny videos together wit	B1
Female	26-30	2.000-6.0000	I4	Q3	I think my opinion is quite ambivalent. On one side	C2
Female	26-30	2.000-6.0000	I4	Q3	So from that perspective I would say these kind of	C3
Female	26-30	2.000-6.0000	I4	Q4	I think my feelings are quite neutral as I am used to	D15
Female	26-30	2.000-6.0000	I4	Q4	So yah, If you'd asked me 6 months ago I would've	E2
Female	26-30	2.000-6.0000	I4	Q4	The same with Facebook, I know that from time to	E2
Female	26-30	2.000-6.0000	I4	Q4	I have mechanisms to just ignore the ads that I am	E2
Female	26-30	2.000-6.0000	I4	Q4	I have mechanisms to just ignore the ads that I am	F1

Gender	Age	Income	Interview	Questi	Statement	Code
Female	26-30	2.000-6.0000	14	Q4	Sometimes very cool ads are shown to me though.	E3
Female	26-30	2.000-6.0000	14	Q5	When I see the ad announcement I am a bit irritated	D1
Female	26-30	2.000-6.0000	14	Q5	But then I think, what ever	E2
Female	26-30	2.000-6.0000	14	Q6	I think emotions definitely influence your attention	F1
Female	26-30	2.000-6.0000	14	Q6	It is a different situation when I quickly want to sho	F1
Female	26-30	2.000-6.0000	14	Q6	It is a different situation when I quickly want to sho	F5
Female	26-30	2.000-6.0000	14	Q7	Hmm I am not sure whether the fact that I was inte	F2
Female	26-30	2.000-6.0000	14	Q7	But yes maybe a little. When I am annoyed about t	F1
Female	26-30	2.000-6.0000	14	Q7	But yes As I just said it really depends on the pupo	G6
Female	26-30	2.000-6.0000	14	Q8	Hmm I think my awareness for the brand was incre	I3
Female	26-30	2.000-6.0000	14	Q8	I think it also depends on the frequency you are ex	I4
Female	26-30	2.000-6.0000	14	Q9	I think from brands that I have a good attitude, I re	J1
Female	26-30	2.000-6.0000	14	Q10	It was shown to me for the first time and my perce	K1
Female	26-30	2.000-6.0000	14	DQ5	It depends on what is available to me at that time.	L3
Female	26-30	2.000-6.0000	14	DQ6	I would say Wi-Fi at home. Sometimes in a restaura	M2
Female	26-30	2.000-6.0000	14	DQ6	I would say Wi-Fi at home. Sometimes in a restaura	M1
Female	26-30	2.000-6.0000	14	DQ7	To me it is not a matter of the data provision servic	N1
Female	18-25	6.000-12.000	15	Q1	I use Facebook to entertain myself	A1
Female	18-25	6.000-12.000	15	Q1	and to bypass boring waiting times	A5
Female	18-25	6.000-12.000	15	Q1	I use it as a messaging tool like for friends that I d	A3
Female	18-25	6.000-12.000	15	Q1	I sometimes use it to, uhm, disseminate news or u	A9
Female	18-25	6.000-12.000	15	Q2	It's a format to get entertained easily and on the g	B1
Female	18-25	6.000-12.000	15	Q2	the video content fits my interest.	B4
Female	18-25	6.000-12.000	15	Q2	and you can get an idea of the opinion that others	B6
Female	18-25	6.000-12.000	15	Q2	I do not watch TV and I use Facebook videos, as we	B7
Female	18-25	6.000-12.000	15	Q3	I can't remember any time that an in-stream video	C5
Female	18-25	6.000-12.000	15	Q3	I think I was rather, uhm, looking for the timer in th	C6
Female	18-25	6.000-12.000	15	Q3	Like, maybe in-stream videos have an unconscious	C7
Female	18-25	6.000-12.000	15	Q3	To me in-stream videos never lead to a positive pe	Other (future
Female	18-25	6.000-12.000	15	Q3	On the one side, I am frustrated but on the other s	C7
Female	18-25	6.000-12.000	15	Q3	On the one side, I am frustrated but on the other s	C3
Female	18-25	6.000-12.000	15	Q4	I am disturbed, and I am impatient for the countdo	E5
Female	18-25	6.000-12.000	15	Q4	The emotions aroused are obviously anger, annoy	E1
Female	18-25	6.000-12.000	15	Q5	I would say I feel disturbed, impatient, frustrated, a	D6
Female	18-25	6.000-12.000	15	Q6	my feeling towards the product or the brand or ser	E5
Female	18-25	6.000-12.000	15	Q6	Instead of watching the ad, I watch the countdown	F4
Female	18-25	6.000-12.000	15	Q7	I would say the meaning that I attach to the inform	G1
Female	18-25	6.000-12.000	15	Q7	In the second moment I realise that it's only a stup	G1
Female	18-25	6.000-12.000	15	Q7	I just release the interruption and then I only look a	G1
Female	18-25	6.000-12.000	15	Q8	No, because the brand was new to me.	H3
Female	18-25	6.000-12.000	15	Q8	In the beginning I am a bit angered by the brand.	H3
Female	18-25	6.000-12.000	15	Q8	If I am forced to watch the video for a certain amou	H3
Female	18-25	6.000-12.000	15	Q8	If I am forced to watch the video for a certain amou	C8
Female	18-25	6.000-12.000	15	Q8	I'd prefer to watch a few seconds of an ad before r	Other (future
Female	18-25	6.000-12.000	15	Q8	If I see the product or brand advertised to me via ir	H3
Female	18-25	6.000-12.000	15	Q9	I neglect to pay detailed attention at first. But it re	C9
Female	18-25	6.000-12.000	15	Q9	If the ad is attention grabbing or if it plays good m	J3
Female	18-25	6.000-12.000	15	Q9	I think with more known brands and products I am	J1
Female	18-25	6.000-12.000	15	Q10	I perceive this format as waste.	K3
Female	18-25	6.000-12.000	15	Q10	Maybe there are studies, which proof that there is	C7
Female	18-25	6.000-12.000	15	Q10	As mentioned before, I cannot recall detailed infor	K4
Female	18-25	6.000-12.000	15	Q10	If I listen to or watch an ad for the second or third	J3
Female	18-25	6.000-12.000	15	Q10	For sure, the perception of the ad is not positive as	K3
Female	18-25	6.000-12.000	15	Q10	I believe, many companies are using this format w	K3
Female	18-25	6.000-12.000	15	DQ5	Uhm, I use Wifi at work. Try not to use my data.	L1
Female	18-25	6.000-12.000	15	DQ6	most of the time at home in bed because this is wh	M2
Female	18-25	6.000-12.000	15	DQ7	I usually don't watch Facebook videos with my pers	L3
Female	18-25	6.000-12.000	15	DQ7	I usually don't watch Facebook videos with my pers	N1
Female	31-36	above 30.000	16	Q1	First of all, it's for entertainment, when I am bored	A1

Gender	Age	Income	Interview	Questi	Statement	Code
Female	31-36	above 30.000	16	Q1	I use Facebook to just do something it's a way to c	A3
Female	31-36	above 30.000	16	Q1	it's also a News Platform for me to	A4
Female	31-36	above 30.000	16	Q1	I follow pages that I think are relevant to me and th	A8
Female	31-36	above 30.000	16	Q2	it is also like cat videos just to entertain myself	B1
Female	31-36	above 30.000	16	Q2	news videos so to get information and yeah	B3
Female	31-36	above 30.000	16	Q3	Depending on what kind of video it is and where it	C3
Female	31-36	above 30.000	16	Q3	Normally I am really concentrated on the video for	C8
Female	31-36	above 30.000	16	Q3	Sometimes when it kind of fits so if you watch a fu	C10
Female	31-36	above 30.000	16	Q3	But if it is something like for me for example an ad	C11
Female	31-36	above 30.000	16	Q4	Most of the time ehm it's annoyance.	D1
Female	31-36	above 30.000	16	Q5	I think about how long the video that I am actually	D15
Female	31-36	above 30.000	16	Q5	I am irritated because I don't know what's coming	E1
Female	31-36	above 30.000	16	Q5	If I don't really care about the video I watch I won't	D1
Female	31-36	above 30.000	16	Q6	Quite often I am trying to just ignore it, so ehhm ex	F6
Female	31-36	above 30.000	16	Q6	Quite often I am trying to just ignore it, so ehhm ex	F1
Female	31-36	above 30.000	16	Q7	way if it's, uhm a good ad that I like or if it's a brar	G3
Female	31-36	above 30.000	16	Q7	if it's really really well targeted ad, then I might st	G3
Female	31-36	above 30.000	16	Q7	but for uhm, anything that's not really on my radar	G1
Female	31-36	above 30.000	16	Q8	No it was a new exposure for me.	H3
Female	31-36	above 30.000	16	Q8	Well, I think my attitude towards it is slightly more	H3
Female	31-36	above 30.000	16	Q8	If it's on TV or somewhere else I can ignore it much	H3
Female	31-36	above 30.000	16	Q9	I could actually be that because I am so upset abou	J1
Female	31-36	above 30.000	16	Q9	So before being exposed to the ad I had a neutral a	I1
Female	31-36	above 30.000	16	Q9	But still, as I said uhm the fact that I was so upset	J1
Female	31-36	above 30.000	16	Q10	I have a slightly negative perception of an ad that	K6
Female	31-36	above 30.000	16	Q10	When I for example see the ad again in another co	K6
Female	31-36	above 30.000	16	Q10	I think I, uhm, if I compare my advertisement perce	K4
Female	31-36	above 30.000	16	Q10	From the instream ad I might only remember the fa	K3
Female	31-36	above 30.000	16	Q10	If I have the choice between two products and I do	K4
Female	31-36	above 30.000	16	Q10	I always get shown this one ad for pregnancy test..	K3
Female	31-36	above 30.000	16	Q10	I would never ever buy this pregnancy test.	K4
Female	31-36	above 30.000	16	DQ5	I use both Wifi and cellphone data	L3
Female	31-36	above 30.000	16	DQ6	It varies pretty much. I watch Facebook videos at h	M2
Female	31-36	above 30.000	16	DQ6	It varies pretty much. I watch Facebook videos at h	M3
Female	31-36	above 30.000	16	DQ7	It does not influence me I would say. I have a lot of	N4
Male	18-25	6.000-12.000	17	Q1	It allows me to stay in contact with family, friends	A3
Male	18-25	6.000-12.000	17	Q1	Also, It gives me the ability to uhm virtually keep u	A6
Male	18-25	6.000-12.000	17	Q1	And I also share information about myself uhm wit	A10
Male	18-25	6.000-12.000	17	Q1	Uhm, you know I can follow quite a lot of pages ba	A8
Male	18-25	6.000-12.000	17	Q1	Yah and I also use the Messenger which I use as a	A3
Male	18-25	6.000-12.000	17	Q2	I watch videos on Facebook for news and entertain	B3
Male	18-25	6.000-12.000	17	Q2	I watch videos on Facebook for news and entertain	B1
Male	18-25	6.000-12.000	17	Q3	Well, I think it that it is great for brands you know,	C7
Male	18-25	6.000-12.000	17	Q3	For me as consumer it is annoying as I don't want t	C3
Male	18-25	6.000-12.000	17	Q4	I would say it depends. If the advertisement is fron	E7
Male	18-25	6.000-12.000	17	Q4	However, if a random, ad pops up from a brand tha	E7
Male	18-25	6.000-12.000	17	Q5	Negative kind of distraction for most of the time, I	E5
Male	18-25	6.000-12.000	17	Q5	It really plays negatively on my mood. I find that it	D1
Male	18-25	6.000-12.000	17	Q6	Uhm I think I just, yah, I just tend to look away to s	F4
Male	18-25	6.000-12.000	17	Q7	Hmm, let me think... I would say, uhm, I get a sens	G1
Male	18-25	6.000-12.000	17	Q8	Yes, I did. (Have an attitude)	H4
Male	18-25	6.000-12.000	17	Q8	Seeing the brand now makes me quite resentful to	I1
Male	18-25	6.000-12.000	17	Q9	It depends on the number of videos I view on a dai	J5
Male	18-25	6.000-12.000	17	Q9	But I think the more I get exposed to the ad via in-s	J5
Male	18-25	6.000-12.000	17	Q9	But I think the more I get exposed to the ad via in-s	I4
Male	18-25	6.000-12.000	17	Q10	; thus, it should not feel forced or imposing on the	K2
Male	18-25	6.000-12.000	17	Q10	; thus, it should not feel forced or imposing on the	C7
Male	18-25	6.000-12.000	17	Q10	A good brand image can be promoted through a nu	K3
Male	18-25	6.000-12.000	17	Q10	Other advertising methods such as an independent	K3

Gender	Age	Income	Interview	Questi	Statement	Code
Male	18-25	6.000-12.000	17	DQ5	WiFi sometimes data	L3
Male	18-25	6.000-12.000	17	DQ6	Mostly on campus or at home in my res.	M4
Male	18-25	6.000-12.000	17	DQ7	I only watch Facebook videos when I have Wifi as I	L3
Male	18-25	6.000-12.000	17	DQ7	I only watch Facebook videos when I have Wifi as I	N1
Male	18-25	6.000-12.000	18	Q1	I would say I use it mainly to see what ,yah uhm, m	A6
Male	18-25	6.000-12.000	18	Q1	I use Facebook to get to know about events happen	A2
Male	18-25	6.000-12.000	18	Q1	I use it to schedule meetings with my friends, I sim	A2
Male	18-25	6.000-12.000	18	Q2	I like to, uhm, chat and laugh with friends about, u	B1
Male	18-25	6.000-12.000	18	Q3	so for brands it's good but like for me it's always s	C7
Male	18-25	6.000-12.000	18	Q3	. Especially when you watch with friends and you k	C8
Male	18-25	6.000-12.000	18	Q3	. Especially when you watch with friends and you k	C3
Male	18-25	6.000-12.000	18	Q3	But yeah I mean while I am saying this, uhm, I also	C12
Male	18-25	6.000-12.000	18	Q4	Well, Most of the time it's annoyance and frustrati	E1
Male	18-25	6.000-12.000	18	Q4	Yeah so I think it depends pretty much on the conte	E9
Male	18-25	6.000-12.000	18	Q5	I see the announcement and I get impatient as I wa	D6
Male	18-25	6.000-12.000	18	Q5	All in all I feel annoyed as I also can't concentrate	D1
Male	18-25	6.000-12.000	18	Q6	I think I watch the ad but I am not sure how much a	F4
Male	18-25	6.000-12.000	18	Q6	Yes. I think the fact that I am interrupted in the act	F1
Male	18-25	6.000-12.000	18	Q7	I think it depends on the ad itself and on the situat	G6
Male	18-25	6.000-12.000	18	Q7	when I am with my friends and I want to show ther	G1
Male	18-25	6.000-12.000	18	Q8	Uhm, I think my attitude is rather negative, becaus	H3
Male	18-25	6.000-12.000	18	Q8	I remember last time being interrupted by an in-str	I3
Male	18-25	6.000-12.000	18	Q9	I remember last time being interrupted by an in-str	J1
Male	18-25	6.000-12.000	18	Q10	In general I would say I have a negative perceptio	K3
Male	18-25	6.000-12.000	18	Q10	In general I would say I have a negative perceptio	K5
Male	18-25	6.000-12.000	18	DQ5	I use WiFi.	L1
Male	18-25	6.000-12.000	18	DQ6	I watch the Facebook videos on campus or I use wi	M1
Male	18-25	6.000-12.000	18	DQ6	I watch the Facebook videos on campus or I use wi	M4
Male	18-25	6.000-12.000	18	DQ7	. I don't have Wifi at home so I need to use cellpho	N1
Male	18-25	6.000-12.000	18	DQ7	When I don't have the possibility to connect to Wifi	L3
Female	36-40	12.000-30.000	19	Q1	I think the value is to be connected	A3
Female	36-40	12.000-30.000	19	Q1	to like have an overview on upcoming birthdays	A4
Female	36-40	12.000-30.000	19	Q1	to like have an overview on upcoming birthdays	A2
Female	36-40	12.000-30.000	19	Q1	to like see developments of friends	A6
Female	36-40	12.000-30.000	19	Q2	They give some information regarding yah, health	B4
Female	36-40	12.000-30.000	19	Q3	Like for brands, it's a pretty good opportunity to lik	C7
Female	36-40	12.000-30.000	19	Q3	Uhm, I think in terms of the end user, most of the	C3
Female	36-40	12.000-30.000	19	Q3	Uhm, I think in terms of the end user, most of the	C8
Female	36-40	12.000-30.000	19	Q4	I am impatient and would like to click the advertis	E5
Female	36-40	12.000-30.000	19	Q4	I am a bit impatient	D6
Female	36-40	12.000-30.000	19	Q4	Honestly speaking, these ads do not offer any valu	D12
Female	36-40	12.000-30.000	19	Q5	I feel irritated, in the first place.	D1
Female	36-40	12.000-30.000	19	Q5	Then I realise that it's something you can't change	D16
Female	36-40	12.000-30.000	19	Q5	If the video I am watching is not as important to m	F1
Female	36-40	12.000-30.000	19	Q6	I usually have a rather negative feeling or emotion	F1
Female	36-40	12.000-30.000	19	Q7	I think the interruption does not influence the way	G3
Female	36-40	12.000-30.000	19	Q8	No.	H2
Female	36-40	12.000-30.000	19	Q8	I think rather a bit negative, because I was interrup	I1
Female	36-40	12.000-30.000	19	Q9	Like if it's a brand I know and I have a good attitud	J1
Female	36-40	12.000-30.000	19	Q9	In terms of the ad just shown I think my attitude is	J6
Female	36-40	12.000-30.000	19	Q10	I mean my perception of the ad depends on the ad	K5
Female	36-40	12.000-30.000	19	Q10	I do think that my perception is slightly more negat	K3
Female	36-40	12.000-30.000	19	Q10	I think, however, that it is a good possibility for the	C7
Female	36-40	12.000-30.000	19	DQ5	Most of the time I watch Facebook videos using W	L3
Female	36-40	12.000-30.000	19	DQ6	Uhm, I watch Facebook videos at my doctor's waiti	M7
Female	36-40	12.000-30.000	19	DQ7	I only watch Facebook videos occasionally and as I	N1
Female	18-25	6.000-12.000	110	Q1	For me it's keeping in touch with people all over th	A3
Female	18-25	6.000-12.000	110	Q1	For me it's (...) and entertainment	A1
Female	18-25	6.000-12.000	110	Q2	Uhm I think entertainment is the greatest benefit f	B1
Female	18-25	6.000-12.000	110	Q2	Uhm I think entertainment is the greatest benefit f	B3

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Female	18-25	6.000-12.000	I10	Q3	It's a forced way to make people watch ads so I do	C3
Female	18-25	6.000-12.000	I10	Q3	It's a forced way to make people watch ads so I do	C8
Female	18-25	6.000-12.000	I10	Q3	It's a forced way to make people watch ads so I do	C11
Female	18-25	6.000-12.000	I10	Q4	My emotions aroused are annoyance as I am interr	E1
Female	18-25	6.000-12.000	I10	Q5	When I see an in-stream video I feel annoyed and	D1
Female	18-25	6.000-12.000	I10	Q5	When I see an in-stream video I feel annoyed and	F1
Female	18-25	6.000-12.000	I10	Q5	Sometimes but that happens very rarely (hehe) it is	E7
Female	18-25	6.000-12.000	I10	Q6	So, I am irritated. I usually don't really watch the vi	F1
Female	18-25	6.000-12.000	I10	Q7	So for me, uhm, I think I interpret it in a slightly neg	G1
Female	18-25	6.000-12.000	I10	Q8	Yes. I know this brand – it's annoying	H3
Female	18-25	6.000-12.000	I10	Q8	I had a negative attitude towards the brand as I wa	I1
Female	18-25	6.000-12.000	I10	Q8	You know, this ad is always shown to me and it rea	I1
Female	18-25	6.000-12.000	I10	Q8	You know, this ad is always shown to me and it rea	I4
Female	18-25	6.000-12.000	I10	Q9	So, since I am annoyed by the interruption uhm I lo	J1
Female	18-25	6.000-12.000	I10	Q10	My perception is that the ad or the brand behind th	K5
Female	18-25	6.000-12.000	I10	Q10	Hm, I think it is negative, as it interrupts me while	K3
Female	18-25	6.000-12.000	I10	DQ5	I use WiFi, sometimes a personal hotspot from my	L1
Female	18-25	6.000-12.000	I10	DQ6	On Campus most of the time.	M4
Female	18-25	6.000-12.000	I10	DQ7	As I am on Campus almost everyday I regularly wa	N1
Female	26-30	12.000-30.000	I11	Q1	I think staying in touch with old friends is a value t	A3
Female	26-30	12.000-30.000	I11	Q1	I like scrolling through the news feed to get enterta	A1
Female	26-30	12.000-30.000	I11	Q1	I like scrolling through the news feed to get enterta	A5
Female	26-30	12.000-30.000	I11	Q2	I like Facebook videos for giving me an update on v	B3
Female	26-30	12.000-30.000	I11	Q2	Uhm also Facebook videos provide me with ideas a	B4
Female	26-30	12.000-30.000	I11	Q3	To me it's like just too much. It feels like you are c	C3
Female	26-30	12.000-30.000	I11	Q3	To me it's like just too much. It feels like you are c	D14
Female	26-30	12.000-30.000	I11	Q3	On Facebook it really annoys me as I am there to b	C13
Female	26-30	12.000-30.000	I11	Q3	On Facebook it really annoys me as I am there to b	C14
Female	26-30	12.000-30.000	I11	Q3	I mean I understand brands as well – they want to	C7
Female	26-30	12.000-30.000	I11	Q4	Hm, definitely no positive emotions. Like, I mean th	E1
Female	26-30	12.000-30.000	I11	Q4	Hm, definitely no positive emotions. Like, I mean th	E5
Female	26-30	12.000-30.000	I11	Q4	I am bored as well and I definitely get really upset	D1
Female	26-30	12.000-30.000	I11	Q4	I am bored as well and I definitely get really upset	D11
Female	26-30	12.000-30.000	I11	Q5	I am annoyed	D1
Female	26-30	12.000-30.000	I11	Q5	and I am wondering which ad is coming up so I gue	D3
Female	26-30	12.000-30.000	I11	Q5	On the other side I am really impatient and can't w	D6
Female	26-30	12.000-30.000	I11	Q6	I try not to make any information from these ads re	F1
Female	26-30	12.000-30.000	I11	Q6	I even feel slightly negative about the company aft	H3
Female	26-30	12.000-30.000	I11	Q6	Ok sometimes I have to admit that the targeting w	E4
Female	26-30	12.000-30.000	I11	Q6	Ok sometimes I have to admit that the targeting w	E3
Female	26-30	12.000-30.000	I11	Q6	It kind of varies with the ad and the brand shown.	F6
Female	26-30	12.000-30.000	I11	Q7	I interpret the ad slightly negative I would say. It d	G1
Female	26-30	12.000-30.000	I11	Q7	You know, I think it does depend on the ad itself an	F6
Female	26-30	12.000-30.000	I11	Q7	I don't think that I interpret the ad itself as negativ	G3
Female	26-30	12.000-30.000	I11	Q8	No, I didn't have an attitude towards the brand as	H2
Female	26-30	12.000-30.000	I11	Q8	My attitude is slightly negative as the ad leaves a	I1
Female	26-30	12.000-30.000	I11	Q8	I think that there are less annoying and more subt	C12
Female	26-30	12.000-30.000	I11	Q9	I usually don't remember what ad I've watched or f	J4
Female	26-30	12.000-30.000	I11	Q9	If it is a really catchy ad and I like the brand I think	J2
Female	26-30	12.000-30.000	I11	Q10	Mostly negative and rejecting but as I said it really	K5
Female	26-30	12.000-30.000	I11	Q10	Mostly negative and rejecting but as I said it really	K3
Female	26-30	12.000-30.000	I11	DQ5	I use Wifi and sometimes my mobile data if in the	L3
Female	26-30	12.000-30.000	I11	DQ6	I think at home and at work, sometimes in restaura	M2
Female	26-30	12.000-30.000	I11	DQ6	I think at home and at work, sometimes in restaura	M7
Female	26-30	12.000-30.000	I11	DQ6	I think at home and at work, sometimes in restaura	M1
Female	26-30	12.000-30.000	I11	DQ7	It does not influence me I would say. Whenever I w	N3
Female	26-30	above 30.000	I13	Q1	So I would say it gives me a sort of a satisfaction f	A3
Female	26-30	above 30.000	I13	Q2	Uhm, well I feel like I learn a lot if I, if you look at e	B4
Female	26-30	above 30.000	I13	Q2	Uhm, well I feel like I learn a lot if I, if you look at e	B3

Gender	Age	Income	Interview	Questi	Statement	Code
Female	26-30	above 30.000	113	Q3	I think it's a very good instrument to use for marke	C7
Female	26-30	above 30.000	113	Q3	Some people might get annoyed but I think it's a g	C1
Female	26-30	above 30.000	113	Q4	Well it all depends on what type of video I am look	F6
Female	26-30	above 30.000	113	Q4	I think in that regard if I'm liking the video and I se	E2
Female	26-30	above 30.000	113	Q4	I'm also myself when I see these videos I often go	E3
Female	26-30	above 30.000	113	Q5	Uhm, to be honest most of the time it annoys me in	D1
Female	26-30	above 30.000	113	Q5	The moment the video pups up I am quite neutral I	F6
Female	26-30	above 30.000	113	Q5	Okay and if it's an ad that you just not very interes	D1
Female	26-30	above 30.000	113	Q6	So yah like I said I get annoyed if it's an ad that I'm	F6
Female	26-30	above 30.000	113	Q7	I think the fact that I was interrupted didn't really r	G3
Female	26-30	above 30.000	113	Q8	Yes I was familiar with the brand, I saw it in shops	H1
Female	26-30	above 30.000	113	Q8	I think my attitude didn't change really. I ended up	I1
Female	26-30	above 30.000	113	Q9	In general it's definitely my attitude, so if I have a	J2
Female	26-30	above 30.000	113	Q10	It's actually weird, but I think my perception is pos	K1
Female	26-30	above 30.000	113	Q10	It's actually weird, but I think my perception is pos	K5
Female	26-30	above 30.000	113	DQ5	I use both WiFi and my personal data.	L3
Female	26-30	above 30.000	113	DQ6	Most of the time at home because I am quite busy	M2
Female	26-30	above 30.000	113	DQ7	It does not influence me as I don't care.	N3
Male	26-30	above 30.000	112	Q1	I think staying connected with friends and acquaint	A3
Male	26-30	above 30.000	112	Q1	I like being informed about local events and also c	A4
Male	26-30	above 30.000	112	Q1	I like being informed about local events and also c	A2
Male	26-30	above 30.000	112	Q1	I like being informed about local events and also c	A8
Male	26-30	above 30.000	112	Q2	Definitely Entertainment	B1
Male	26-30	above 30.000	112	Q3	So, I think the worst part is not the ad itself but the	C8
Male	26-30	above 30.000	112	Q3	I find it annoying most of the time.	E1
Male	26-30	above 30.000	112	Q3	So, I think the worst part is not the ad itself but the	C3
Male	26-30	above 30.000	112	Q4	It's anger and annoyance most of the time. It happ	E1
Male	26-30	above 30.000	112	Q4	In this cases I think my, uhm, I am still upset of bei	E7
Male	26-30	above 30.000	112	Q4	In this cases I think my, uhm, I am still upset of bei	E7
Male	26-30	above 30.000	112	Q5	most of the time I feel annoyed and consider not to	D1
Male	26-30	above 30.000	112	Q5	Uhm, sometimes I am interested in the ad, but tha	E3
Male	26-30	above 30.000	112	Q6	so if I am feeling tired or unhappy at that specific	F1
Male	26-30	above 30.000	112	Q7	Well, it depends on the advertisement. If the adver	G1
Male	26-30	above 30.000	112	Q7	If it is relevant to me, I might not really interpret th	G7
Male	26-30	above 30.000	112	Q8	Ok, then, I would say that this depends on the adv	I1
Male	26-30	above 30.000	112	Q8	For example the ad I have just seen, like I have see	H2
Male	26-30	above 30.000	112	Q9	If I have neutral (not interested) or negative attitud	J1
Male	26-30	above 30.000	112	Q9	If I have neutral (not interested) or negative attitud	J7
Male	26-30	above 30.000	112	Q10	My perception of the ads delivered through this for	K3
Male	26-30	above 30.000	112	DQ5	Wifi and data.	L3
Male	26-30	above 30.000	112	DQ6	Usually after work when I'm home. Sometimes in th	M2
Male	26-30	above 30.000	112	DQ6	Usually after work when I'm home. Sometimes in th	M3
Male	26-30	above 30.000	112	DQ7	I think it does not influence me as I have a monthly	N3