

An Examination of Consumer Engagement with New Media Promotion

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ABSTRACT

This study analyzed the consumer's activeness in the new media advertising, which are the common traits of the new media advertising. Methods/Statistical Analysis: After going over the theories regarding consumer's activeness in advertising, it examined specifically the consumer's motives for using the new media advertising and the interactive actions in the new media advertising, which are the key concepts regarding the consumer's activeness in the new media advertising. Findings: The concept of consumer activeness is dealt with mainly in the researches on new media advertising, such as the Internet advertising, smart phone advertising, IPTV advertising, and personal media advertising, proving that the growth in the consumer's activeness in advertising is the most representative phenomenon of today's advertising environment. Improvements: This study can contribute to understanding the paradigm change of today's advertising.

Keywords: Advertising Environment, Consumer Activeness, Interactive Action, Motives for using Advertising, New Media Advertising

Introduction

With the recent changes in media environment such as the activation of the smart media, advertising is going through as rapid changes as it has never experienced before. There are various directions of the changes, but among them, the conspicuous trend would be the growth of the new media advertising or the digital media advertising. This change includes not only the birth of the new media advertising but the changes in the previous advertising media, such as digitalization of TV. What underlies these changes in the recent media environment is the concept of consumer's activeness. The traditional advertising model tries to make the advertising exposed to the consumers with little willingness to accept it actively. However, the process in which the consumers contact and process the advertising have greatly changed in today's advertising environment. That is, the consumers are not exposed to the advertising passively anymore and instead they choose whether or not they are exposed to it, and also the time and the process of the advertising contact (Nuttey M 2002). The consumers do not take the messages of the advertising for granted passively and instead actively choose the advertising messages they want or avoid them (Tsao JC, Sibley SD 2004).

The consumers actively approach and use the advertising for various purposes (Choi MW 2015). So far, the concept of the activeness of the consumer in the advertising has been partially dealt with in the research focusing on the individual new media advertising, and it is hard to find the specific and systematic research on the consumer's activeness in the new media advertising environment with integrated approach. Now is the time to conduct integrated and systematic research on the consumer's activeness in the new media advertising environment, in order to examine the essential concepts underlying today's advertising environment and to activate the studies on advertising in the future where the consumer's activeness will grow. The most representative phenomenon that shows the growth of the consumer's activeness in advertising in the recent advertising environment is that they actively use the advertising out of various motivations. Today, the consumers use the advertising with various motivations other than getting information about the goods and services. From this point of view, just as the motivations to use the media by the media users are various and these motivations affect the behaviors of users, there can be various motivations by the consumers in contacting the advertising, and these motivations affect the behavior of the advertising users.

The other phenomenon that shows the growth of the consumer's activeness in the process of contacting and using the advertising messages is the increase of the interactive behavior. In the traditional advertising environment, consumers were exposed to the advertising messages conveyed from the media passively. However, in the new media advertising environment, the consumers can choose to be exposed to the advertising, ask for more detailed information about the products on the spot after watching the advertising, do interactive actions aggressively by participating in the events and suggesting their opinions on the advertisement, and eventually purchase the products. Therefore, in the research on the new media advertising, we need to pay attention to the interactions that the consumers do after getting the advertising messages.

In this context, this study aims to intensively analyze the consumer's activeness in the new media advertising. First, we will examine the phenomenon of the growth of the consumer's activeness in the new advertising environment and review the theories of the consumer's activeness in advertising. And then we will go over the motivations for using the new media advertising and the interactions of the consumers in new media advertising in detail. After doing this, we will analyze the motivations and the interactions of each media advertising more in detail.

New Advertising Environment and the Activeness of the Consumer

The growth of the consumer's activeness in advertising has been more stimulated by the development of the technology. The consumers can avoid advertising with remote controllers and with the development of DVR and VOD; they can watch the contents without watching advertising. Also, they can choose the advertising that they want to see with the development of the new media such as the Internet and digital TV. The consumer's activeness in advertising is also caused by the changes in the form of the advertising. With a growing tendency that consumers avoid advertising, which is made

possible by the development of technology, companies are changing the advertising messages into contents, blurring the line between advertising and contents. This tendency is named in different ways, such as branded contents, contents-type advertising and Movercial. In this kind of environment, the consumers satisfy their needs by actively contacting the messages they are interested in regardless of the forms of the messages.

The consumer's activeness in advertising is especially useful in the rapidly growing new media advertising today. For the Internet advertising, as we can see from the key word search advertising, banner advertising, and UCC moving image advertising, consumers can take a control over the time of the advertisement and the process of contacting the advertisement as well as the advertising messages they want by themselves. That is, the tendency of voluntary exposure and the selectivity of the advertising messages are getting higher. The mobile advertising, an advertising model which is based on the consumer's active acceptance of the advertising messages, obviously shows the consumer's active management of the advertising information(Vatanparast R, Asil M 2007).After the first exposure of the advertising messages through mobile phones or the wireless Internet terminal, the following exposure and the effect of the advertising messages happen through the consumer's actions to get further information.

Also in the two-way digital data broadcasting service environment, the consumer's activeness in advertising increases. In this environment, the consumers can choose the advertising they want to see, and also the amount of advertising information that they want to get. Also, they can search the detailed product information just like looking at the product catalogue if they want to, participate in the promotions related to the advertisement, and purchase them. As such, the consumers who contact advertising in the new media environment need to use advertising for different purposes, more actively than the consumers in the traditional advertising environment. Against this backdrop, it is impossible to adapt the traditional advertising paradigm, where the consumers contact the advertising passively, to the new advertising environment in general. Therefore, in the new advertising environment, the shift in the point of view is needed, from the view of the passive consumers accepting the advertising messages to that of active consumers selectively contacting and using the advertising messages. Now, we need to pay attention to what the consumers do with the advertising rather than what kind of functions the advertising do to the consumers.

Theory about Consumer's Activeness in Advertising Flow

Hoffman and Novak defined the experience of flow in the course of using the Internet as following:

1. the constant response through interaction with the computer
2. inherently pleasing
3. loss of self
4. the condition that is accompanied by self- strengthening (Hoffman DL, Novak T 1996).

The concept of flow did not first appear in the 1990s when the Internet was widely used, but it had been studied by many scholars before that time. The first scholar who introduced the concept of flow was Csikszentmihalyi, who defined it as “the emotional and physical excitement felt when people behave in complete immersion”(Csikszentmihalyi M 1988).He argued that since the breadth of recognition gets narrow in this state of mind, the unrelated perception and ideas get filtered, making the people more immersed in the action. This concept was introduced to the Internet when Ghani, Supnick and Rooney pointed out that flow is the important difference in comparing the features of computer-mediated communication and that of face-to-face communication(Ghani JA, Supnick R, Rooney P 1991).After that, Hoffman and Novak suggested that flow is the important factor in the basic conceptual model of the marketing strategy in the computer-mediated environment, which led increasing researches on this issue. Furthermore, Zinkhan emphasized that flow is the most important consumer factor in the future advertisement studies as well as the studies on the Internet advertising(Zinkhan GM 1994).

The reason why flow is studied as the important factor in the Internet using environment is that constant use of the Internet is closely related to the experience of flow. That is, flow is the process of intrinsic motivation which causes the use of the Internet, and the process of motivation happens when the use of Internet is accepted as stimulation with proper degree, and at same time when we have technology to control it. Another aspect where the concept of flow is highlighted in the study of the Internet is that the experience of flow affects various behaviors related to the Internet. First, it was verified that flow has a positive impact on the search behaviors on the Internet, such as information search before purchasing or constant information search(Hoffman DL, Novak TP, Yung YF 2000, Novak TP, Hoffman DL, Duhachek A 2003).Flow has been mainly dealt with as a factor that affects the consumer behaviors such as purchase intention, satisfaction level, and loyalty degree of consumers who use the products and the brands on the Internet.

If we take a look at the research results, we can see that flow is the important factor in terms of the effect and the use of the new media advertisement based on the Internet, which is characterized by the consumer’s activeness. In the traditional advertising environment, consumers are exposed to the advertisement and take care of the advertising information passively, in a low immersion state, but in the new media advertising environment based on the Internet, they are exposed to the advertisement and deal with the advertising information actively, in a state of high immersion.

Uses and Gratification Theory

The uses and gratification theory, one of the main communication theories that explain the various changing communication conditions, tries to depart from the view of the passive recipients of the media and embarks on the view of the active user of the media². The basic view of the uses and gratification theory focuses on what the users do with media instead of focusing on what the media do to the users, the view from the

previous communication studies. That is, with specific motivation, users intentionally choose and consume a certain media that can satisfy their desires(Choi MW 2015). Various scholars in the marketing and communication field mentioned the consumer's activeness and selectivity in advertising and this approach raises the need for adopting the uses and gratification theory in advertising. The background for adopting this theory needs to be examined in terms of the increase in consumer's activeness and diversified motivations to use the advertising in the recent advertising environment.

With the rapid changes in communication environment caused by the development of the media technology, the paradigms of the advertisement are changing. With the spread of DVR and VOD, consumers now can skip or avoid the advertisements that they don't want. The technological development that enables avoidance of advertising requires the changes in advertising models that are based on the advertising exposure. As we can see from the recent growth of the commercial UCC, a growing number of consumers are considering the advertising as contents and enjoying it, which requires the changes, too. The gist of the new view on advertising is to make the consumers look for, choose, and use advertising messages by themselves. The recent use of the Branded Contents and Movercial is an example of this. The main idea underlying the new advertising paradigm is the shift from the passive advertising recipient to the active advertising consumer, which makes adopting the theory of use and satisfaction to advertising more important.

O'Donohoe insisted the necessity of adopting the theory of use and satisfaction to advertising and set up the theories related to this in general(Tsao JC, Sibley SD 2004). Also as an early research on the theory of use and satisfaction in advertisement, he conducted an in-depth interview with FGI, targeting at the consumers in ages between 18 and 24 to examine the elements that consumers seek and get from the TV commercials in their everyday lives. The survey showed that the consumers had motivations such as entertainment, social bonding, environment surveillance, and self-affirmation besides the marketing motivations such as information search for products. He argued that it is effective to adopt the theory of use and satisfaction to advertisement like in other media researches. When O'Donohoe conducted the research in 1994, the commercial use of the Internet was not active yet. Therefore, today, in the time when the marketing paradigm is changing in the direction of the increase in the consumer's activeness and when the Internet advertisement is the mainstream in the market, the research on advertising in terms of use and satisfaction is much more needed.

Advertising Acceptance

In the new media advertising environment that emphasizes the consumer's activeness, the concept of advertising acceptance is highlighted. In the traditional advertising environment, the consumers are passively exposed to the advertisements, whereas in the new media advertising environment, the exposure of the advertising messages cannot happen without the consumer's active acceptance of advertising and therefore, the desired effect of advertising cannot happen. In case of the Internet

advertising, the advertising messages cannot be exposed to the consumers in full swing if the consumers do not click on the banner advertisements. Also in mobile advertising, the desired advertising effect cannot be earned without consumer's advertising acceptance to get further information after receiving the SMS messages. In the two-way advertising service environment such as IPTV, the advertising acceptance by the consumers that allows the contact with the various commercial messages is needed to move on to the next step that the advertisers want. As such, in the new advertising environment which bases itself on the consumer's control over the messages, the effect of the advertising happens through the active choice and acceptance of the commercial messages rather than the passive exposure in the previous advertisements, which makes the concept of active advertising acceptance by the consumers more important. Also, the concept will be highlighted in the future researches.

The representative type of mobile advertising is SMS, and the consumers can move on to the wireless Internet pages or get connected to the phone calls through call back function if the consumers need further information after getting SMS advertisements. Therefore, the SMS advertising acceptance by the consumers is very important in the effect of the mobile advertisement. This characteristic of the mobile advertising made the researches on the advertising acceptance by the consumers especially active in the research on the mobile advertising. The research on the factors that affect the mobile advertising acceptance targeting at the Korean mobile users shows that perceived usefulness, perceived ease of use, perceived enjoyment, and perceived monetary value were the major variables that directly affected the mobile advertising acceptance. Along with these, network factors, the convenience of the interface indirectly affected the advertising acceptance.

To sum up the research results on the mobile advertising acceptance, the variables that affect the mobile advertising acceptance are divided into industrial, media, and consumer variables. The consumer variables were the consumer's attitude toward the overall advertisement, the degree of participation, response to the stimulation, control and danger. Along with these, age, gender, education, income, and other demographic variables affected the advertising acceptance by the consumers (Hanley M, Becker M 2008).

Advertising Avoidance

In today's advertising environment, consumers can avoid advertising or commercial messages that they are not interested in based on the increased activeness of the consumer in the process of dealing with advertising messages. That is, the consumers are entitled to editing the advertisement information in today's advertising environment (Gritten A 2007 & Schultz DE 2006). Advertisement avoidance refers to all the actions by the media users to cut down on exposure to the advertising messages¹⁵. According to the researches on advertising avoidance conducted so far, advertising avoidance can happen in perceptual way, physical way, and mechanical way. The perceptual avoidance is done by ignoring the newspaper or magazine advertisements. The

physical avoidance happens when the consumers do something else while the advertising is being broadcasted on TV. The mechanical avoidance happens when the consumers remove the pop-up advertisements on the Internet or skip advertisements using Personal Video Recorders (PVR).

With the development in media technology in the new media advertising environment, mechanical advertising avoidance by the consumers is getting easier. The increase in mechanical avoidance shows another aspect of the expansion of the consumer's activeness, in the fact that consumers can decide advertising exposure more easily. That is, in the new media advertising environment, consumers can decide the time of their contact with advertising, the amount of advertising messages, and the management procedure of advertising messages as well as the exposure to advertising. In the recent researches on the new media advertising avoidance, advertisement avoidance happened more frequently with the new media advertising than with the traditional media advertising such as TV and newspaper (e.g. 16). This shows that the managing process of advertising information by the consumer is more active in the new media advertising environment than in the traditional one. Also, advertising avoidance can be a more serious problem for the advertiser in the future advertising environment where the consumer's activeness will be more emphasized. Therefore, in the research on advertisement concerning the advertisement effect, the area of advertising avoidance needs more attention in the future.

The Motives for Using Advertising

Today, advertising has various cultural functions as well as economical functions such as providing the product information and creating demand. Also, today's consumers use advertising out of various motives other than getting information about the goods and services. Entertainment is one of the main motives for the advertising. Especially in the age of moving images, the video commercials and animation advertising provide entertaining pleasure as itself. In the interactive new media environment, consumers can participate in the events or purchase products after being exposed to the advertisement, which makes the motives for using advertising more various. According to the research conducted by O'Donohoe, the consumers were contacting the advertising with various motives such as entertainment, social bonding, and environment surveillance as well as the marketing motives. Also, today's consumers participate actively in the process of making advertising through UCC and suggest their opinions. Now, advertising has the function of cultural contents that represent the flow of the same age. From this point of view, as media users have various motives for using media and these motives affect the behavior of the media users, the consumers can have various motives in contacting the advertising, which affect the behavior of the advertising users.

The changes in marketing paradigm with increased activeness of the consumers, changes in the media environment that enable advertisement avoidance and selective exposure to advertising, the integration of advertising and contents that reflect the changes in media environment, and active and diverse use of advertising by the

consumers, all these changes are producing the concept of active advertising consumers and also the need to conduct researches on the consumer's motives for using advertising. Especially the motives for using advertising emerge as the important concept in the new media advertisement that secures activeness of the consumers. The motives for using advertising have its significance especially in the Internet advertising. The Internet is the two-way media, which increased the media user's activeness dramatically in a way that the users can contact the messages controlling the process of contact by themselves, without any limit in time and place. Also, besides the media user's activeness, considering the characteristics of the contents provided by the Internet and complex media traits of the Internet with various patterns of use, understanding the motives for using the Internet is an important task in practical areas and also in the researches on the issues related to the Internet(Flanagin AJ, Metzger MJ 2001).

The activeness of the Internet users as a characteristic of the media also applies to the Internet advertising. Since the Internet advertising is based on the interactive and complex traits of the media, it shows bigger activeness of the consumers and diverse motives for using it, which makes understanding of the motives for using the Internet advertising more important practically and academically. According to the research conducted toward college students by Minwook Choi on the motives for using the Internet advertising such as key word search advertising, banner advertisement, and moving image advertising, the consumers' motives for using the Internet advertising showed diversities such as "convenience", "entertainment", "economy", and "information"(Cha KJ 2015).Especially, the motives for using the Internet advertisements showed difference depending on the types of the Internet advertising, proving that the complex traits of the Internet media were reflected in the Internet advertising. Also, the motives for using the Internet advertising depending on the types of the Internet advertising had differentiated impact on the behaviors of using the Internet advertising. This result implies that just as the active media users use the media out of different motives, the active consumers today also use the Internet advertising out of different motives.

With a rapidly growing number of the IPTV subscribers, the related businesses have more interest in the IPTV advertising. In IPTV advertising environment, consumers can actively control the process of using the advertising and the amount of the advertising information as well as the exposure to advertising. They can also do various activities related to the advertising such as watching traditional TV commercials, searching for the detailed product information, participating in the promotion, and purchasing the product. In IPTV advertising, a two-way interactive media where the activeness of the consumers is broadened and various types of advertisements are possible, understanding the consumer's motives for using and contacting advertising will greatly contribute to understanding the changes in the new media environment. Minwook Choi's research on the motives for using IPTV advertising targeting at 300 people aged from 20 to 45, viewers abstracted four factors as the motives for using the advertising: "economy" "information" "advertising" and "habit"(Choi MW 2013).The "economy" factor is about

using the advertisement for economical purpose, getting information about events, coupons, and discount and shopping, participating in them and also purchasing the product. The characteristic of IPTV advertisement based on active interaction is well reflected in this level. This result shows that the motives for using IPTV advertisement is clearly different from those for using the traditional TV commercials based on the passive exposure.

The second factor is “information”, which can be regarded as expected motive for using the advertising because here, the advertisement provides information and the consumers get information through the advertising. This factor has been often found in the previous researches on the motives for using media. The third motive is “advertising”, which is about consumers being interested in the advertising itself. In this level, the traits of IPTV advertising are also reflected. That is, unlike the traditional TV commercials that force the consumers to watch them against their will, in IPTV commercials consumers can control not only the exposure to the advertising but also the process after contacting the advertising, such as the amount of advertising and participation in the event. This reflects the consumer’s intent to actively use the advertising. The fourth motive factor is “habit”, which consists of the items such as “out of boredom”, “habitually”, and “out of interest”.

Among the new media, smart phones play an important role in the consumer’s everyday life, which makes the smart phone advertising more important as new media advertising. Smart phone advertising shows new and diverse forms based on the consumer’s activeness as well as its quantitative growth. Against this backdrop, the research on the motives for using the smart phone advertising is an important theme to understand the active use of new media advertising by consumers. The analysis of the motives for using the smart phone advertising has drawn motives like “information” “promotion/event”, “convenience”, and “advertising”. The abstracted motives for using the smart phone advertising shows that the motives affected the behavior of using the smart phones in a meaningful way. Also, various motives had differentiated impact on the behavior of the smart phone advertising (Kim KY 2015).

Interactive Behavior In Advertising

Before discussing the interactive behavior as an active consumer behavior in the new media advertising, we need to examine the concept of interactivity. Interactivity is a main trait of the new media and an important concept for related researches. Technically, interactivity refers to the condition where the technical communication between the providers and users can happen as upstream and downstream transmission became possible. Interactivity is understood as a media trait and also a user trait in the study on new media.

One of the characteristics in the recent researches on interactivity is the view that the focus of interactivity should be on the actual behavior of the recipients not on the cognition degree of the recipients or the characteristics of the media. Since the previous definitions of the interactivity all start their discussion with in what situation the media

and the recipients interact with each other and which functions of the media and which traits of the recipients can raise the possibility of interactivity, now the scholars argue that the definition of the interactivity should be focused on the actual behavior of the recipients, not merely on the cognition degree of the recipients or the characteristics of the media.

In the traditional advertising environment, the recipients were passively exposed to the advertising messages conveyed from the media. However, in the new media advertising environment, the consumers can not only decide the exposure to the advertisement but also they can do more interactive actions such as asking for more detailed information about the product right after watching the advertisement, participating in the events, suggesting opinions on the advertising and also purchasing the product. Therefore, in the research on the new media advertising, we need to pay attention to these kinds of active interactivity after the recipients contact with the advertising messages. In the traditional advertising environment, the consumer's exposure to the advertising messages were regarded as important, and the effect of advertising was measured in terms of the exposure of the advertising messages, consumer's recognition, and the changes in their attitude.

Recognition of the advertising and the changes in the consumer's attitude are the important effect of the advertising. However, there are inherent limitations in the approach such as the incorrectness of the measurement and the possibility of behavior expectations because the recognition and the attitude are based on the consumer's memory and perception. On the other hand, in the new media advertising environment, the recipients' interactive actions are done on the spot after being exposed to the messages, which makes it easy to measure the effect of advertising. Evaluating the effect of advertising based on the consumer's actions and conducting researches on it are becoming more important in the future. Therefore, examining the interactive actions in each media advertisement is necessary in understanding the consumer's activeness in the new media.

Unlike the traditional TV environment where consumers can only be exposed to the advertising, in IPTV environment, consumers can do more interactive actions such as asking for more detailed information about the product right after watching the advertising, participating in the events, suggesting opinions on the advertisement and also purchasing the product. In this context, how the recognition and the behavior of the recipients toward the IPTV as a media affect the interactive actions related to the IPTV advertising have an important theme for the research on IP TV advertising and also on the new media advertising which focuses on the consumer's activeness.

Minwook Choi tried to understand and analyze the recipient's interactive actions toward IPTV advertising based on interactivity and the use-diffusion model. Targeting at the variables that are expected to affect the interactive actions toward IP TV advertising, he examined if there is difference between people who have done interactive actions and those who haven't before(Choi MW 2012). And he conducted logistic regression analysis in which the variables that were found to have difference became the independent

variable and the interactive action in each IPTV advertising have become the dependent variable. The research result showed that for the diversity of IPTV use, individual innovative tendency, IPTV participation degree and overall attitude toward the advertising, there was meaningful difference between people who have done interactive actions and those who haven't in each interactive action. The result of the logistic regression analysis shows that the diversity of use and individual innovative tendency turned out to be the variables from which various interactive actions related to IPTV advertisement are expected and we could confirm that the variables related to innovation-diffusion have an important impact on the new types of advertising acceptance and use.

With rapid growth in personal media recently, there are a growing number of cases inside and outside of the country in which advertisements are featured in personal media such as blog. The advertising featured in personal media such as blog and mini home pages are mainly contextual advertising and if the consumers are not interested in it, they don't even know the advertising is featured. Also, since consumers are exposed to the advertisement mostly by clicking on them, consumer's active and aggressive interactive actions toward the advertising are needed to make the advertising effect happen.

Minwook Choi examined the variables that affect the experience of clicking the advertising in personal media (a new media) to figure out what the consumer's characteristics regarding interactive actions in personal media are and what the predictive variables regarding interactive actions in personal media are. Examination of the difference between the early advertising recipients and non-recipients regarding predictive variables of interactive actions in personal media advertising, there was a meaningful difference in terms of innovation, media participation degree, and attitude toward advertising. Setting the variables that showed meaningful difference as independent variable, he conducted logistic regression analysis on the interactive actions in personal media advertising, which showed that media participation degree was the most powerful predictive variable(Azeem A, Haq Z 2012).

Conclusion

This study analyzed the consumer's activeness in the new media advertising, which is the common traits of the new media advertising, getting more importance. After going over the theories regarding consumer's activeness in advertising, it examined specifically the consumer's motives for using the new media advertising and the interactive actions in the new media advertising, which the key concepts are regarding the consumer's activeness in the new media advertising. The study result shows that the concept of consumer activeness is dealt with mainly in the researches on new media advertising, such as the Internet advertising, smart phone advertising, IPTV advertising, and personal media advertising, proving that the growth in the consumer's activeness in advertising is the most representative phenomenon of today's advertising environment.

Based on the study result, we can draw implications for the further researches on the consumer's activeness in the new media advertising. First, we need to strengthen the

research in terms of the consumer's active use of the advertising. In the early studies on the consumer's activeness in the process of managing the advertising messages, the studies on selective exposure of advertising messages such as advertising acceptance and advertising avoidance were important. But in the future advertising environment where various interactive actions such as purchasing through advertising, not merely selective exposure, are possible, the researches on the consumer's active and diverse use of advertising will be more important. Also, more various theories and models need to be adopted to the researches on the consumer's activeness in the new media advertising environment. To explain the growing phenomenon of the consumer's activeness in the new media advertising environment more abundantly, we need to develop and adopt various theories and models in the fields of advertising, communication and marketing. Activating the researches on the consumer's activeness in the new media advertising will contribute to establishing more practically-effective strategies on the new media advertising.

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