

**UNDERSTANDING THE DRIVERS OF ADVERTISING ELEMENTS
THROUGH DIFFERENT MEDIA AND GENERATIONS IN BUILDING
BRAND EQUITY: A NEUROMARKETING APPROACH****Ganto Novialdi¹, Sri Rahayu Hijrah Hati²**¹Universitas Indonesia, ganto.novialdi@ui.ac.id²Universitas Indonesia, sri.rahayu72@ui.ac.id

ABSTRACT

This study was designed to measure the visual attention of each generation towards the advertising elements with the Neuromarketing approach. By using the eye tracker device in a centralized location test (CLT), in this study, we compare advertising element stimulus along with three moderators: print, digital and social media to respondents from Generation X, Generation Y, and Generation Z. The research result indicate that Generation X is the most adaptive generation and emphasizes visual elements in viewing advertisements, regardless of the type of media. This can be seen from the high fixation duration in all media types. Generation Y did not significantly differ in the duration of fixation on the three media types but seemed to be more concerned with textual elements than other generations. Meanwhile, Generation Z does not prefer any media and advertising elements based on a temporary fixation duration when viewing advertisements.

Keywords: Eye Tracking, Advertising Elements, Digital Media, Traditional Media, Generation Differences.

1. Introduction

There are currently three generational cohorts in Indonesia with purchasing power and a strong influence on the market. The three generations are Generation X, Generation Y, and Generation Z, with different characteristics. These variations and differences also impact how Generation X, Generation Y, and Generation Z behave in the marketing world, in this case, their perceptions of brand advertising and media consumption. All of this happens because they have different media behavior and different ways of reacting to a type of advertisement on traditional and digital media, considering that each media has specificity in the use and placement of advertising elements (Karim, 2019).

Each generation has a unique set of values, beliefs, expectations, and behaviors that generally hold constant throughout the lifetime of that generation. These characteristics cause the formation of a generational identity (Fortunati et al., 2019). This unique identity can affect how each generation perceives the message of an advertisement in different ways—starting from using the thought patterns that have been formed in them to process the relevance of the information obtained and find ways how the information fits into their value scheme (Misra & Beatty, 1990).

In conveying a brand's advertising message, it is necessary to establish a harmonious series between advertising elements, especially in static advertising with visual elements and textual elements (Zubcevic & Luxton, 2011). In general, advertising elements in static advertising recognize visual elements that include illustrations, images containing products, or images containing emotional messages (Baumgartner, Esslen & Jancke, 2006) of the product or service. The objective is to improve visual attention while conveying the message (Pieters & Wedel, 2004).

This study will measure visual attention toward advertising elements from each generation with a neuromarketing approach. Eye Tracker device usage in this study aims to understand which advertising element stimulus in each media can get more attention in each generation. Moreover, the study intends to discover and

understand the effect of static advertising elements embedded in traditional and digital media on Generation X, Generation Y, and Z in building perceptions and purchase intentions.

2. Literature Review

2.1 Relationship between generational cohort and advertising elements

During its growth and development, Generation X was exposed to much advertising in traditional media, in this case, print media. Print media was very focused on aspects of visual and textual elements in its implementation. As previously discussed, in the AIDA model, which later transformed into AIDMA, Generation X started the process of receiving information from the attention phase. Furthermore, they will capture attention and grow their interest through the visual and textual elements of the ads they see. The habit of consuming advertisements passively also makes Generation X's attention and interest phase an essential factor which later develops into their preferences in viewing and choosing media:

H1: Generation X has a longer duration of fixation on visual and textual elements in print media advertisements compared to Generation Y and Generation Z

Whereas Generation Y and Generation Z both have specific characteristics and values that affect how they behave and consume advertisements. These two generations are generations that have grown and developed in the digital world and have their virtual worlds. This behavior causes the creation of the AISAS model. After the attention and interest phase occurs, they will conduct a searching phase to form active advertising consumption behavior. The habit of wanting to process large amounts of information in a short time also makes them keen to have flexibility in viewing and interacting with advertisements in digital media:

H2: Generation Y and Generation Z have a longer duration of fixation on the interaction element in digital media advertisements compared to Generation X

Currently, social media is one of the most used advertising mediums to reach consumers, especially Generation Y and Generation Z, who spend much time there. The characteristic of always wanting to connect specifically during the information sharing phase also became one of the factors that formed the AISAS model. Furthermore, Generation Z is the first generation born into the digital world and experiences many events in their lives virtually and interacts with their favorite brands online (Bernstein, 2015), and has access to more information than any other generation. All of these make interaction with brands and other consumers in social media advertisements necessary for Generation X and Generation Y.

H3: Generation Y and Generation Z have a longer duration of fixation on the interaction aspect of social media advertisements compared to Generation X

3. Research Method

3.1 Study Design

To see the effect of brand advertising on the formation of brand equity moderated by media type using Eye Tracker conducted in a laboratory with a Central Location Test (CLT) approach to respondents from 3 (three) generations; Generation X, Generation Y, and Generation Z. Experimental research methods proposed to test the effect of the independent variable on the dependent variable (Creswell, 2003; Sekaran & Bougie, 2016).

3.2 Sample

From the population in Greater Jakarta, 180 samples of research respondents were taken using the purposive sampling method, where the respondent recruitment process did not use a random process. However, recruitment had to meet several predetermined criteria (Sugiyono, 2013). Respondents were recruited using mall intercept (incepted within every 10 (ten) people met by the recruiter). After intercepting, the recruiter will ask about their willingness to participate in the research if they meet the research sample requirement. Certain respondents' criteria have to be met, such as a right-handed individual exposed to traditional and digital media at least once a week, from A, B, and C1 SES (Nielsen). In addition, respondents were born in 1966-1980 (for Generation X) or 1981-1996 (for Generation Y), or 1997-2012 (for Generation Z), healthy, and no history of mental illness.

3.3 Data Collection with Eye Tracker

Data collection for experimental research carried out using the Eye Tracker to test the hypothesis in this first study. Respondents from 3 generations (Generation X, Generation Y, and Generation Z) asked to see 3 (three) static advertisements placed on print media in the form of posters, digital media in the form of web banners, and social media in the form of ad formats on Instagram. Static ads in question are advertisements that only use visual elements and textual elements from non-audio and non-video or motion advertising elements.

The pretest was conducted using an online questionnaire to 52 Generation X and 75 Generation Y by reviewing advertisements on 3 (three) types of media from the E-commerce category. The three categories include the 3 top advertising spenders in 2020 (Nielsen Advertising Intelligence Q3, 2020), namely Tokopedia, Bukalapak, and Shopee. These brands are currently still using traditional media, digital media, and social media simultaneously. Participants were asked to rank the interesting advertising elements based on what they saw from the beginning until the end of the assessment.

Advertising manipulations are carried out by interviewing 5 (five) respondents regarding their advertising awareness of each 3 (three) largest e-commerce brands. From their input, 6 (six) advertising stimuli were designed to meet, replicate, and reviewed by a creative director, strategic planner, and media planner from the advertising industry. The recalled campaign from E-commerce is also an option considering their target audiences are very wide, representing the three generations who are the subject of this study. These advertisements were screened randomly for each respondent to prevent brand association, participants' emotions, and bias in responding.

Tobii X2-30 Eye Tracker instrument and a 17-inch Samsung TV with a resolution of 1024 x 768 pixels used as a data collection tool, where the Eye Tracker will show what is the main focus of the subject (participant) on ads shown. Before respondents began with Eye Tracker data collection, calibration was carried out between each participant's eyes with the eye tracker instrument for 1-2 minutes. After calibration, each advertisement is displayed on the Samsung TV for 5 seconds (based on the 5-second rule) with a 60 cm distance between the participant and the TV. The Tobii eye-tracking system uses a desktop camera to show participants' eye movements.

The respondent's eye movement speed sample is located at 60 Hz (i.e., every 1/60 second). Fixation duration is measured to a minimum of 100 ms, according to the requirements for processing visual stimuli (Potter, 1975; Tinker, 1958). The system will then record fixation data, fixation duration, saccades (speed of eye movement from one point to the next), scan path, and pupil dilation (pupil dilation).

In this experiment, each participant will see advertisements presented randomly to eliminate the effects caused by the previous calibration process. Participants are allowed to see what is being presented on the screen, and the advertisements will automatically change according to participants' wishes.

3.4 Analyzing data from Eye Tracker

To test the hypothesis from the first study, researchers will compare the average (compare means) total fixation duration for each advertisement in each media. Researchers also compare the average (compare means) total fixation duration for each advertising element in each advertisement and media using the ANOVA method with the SPSS program. The objective of using ANOVA is to test the significance of the difference in the mean (means) between more than two dependent variables on an interval or ratio scale. The results of the ANOVA will show whether the mean group variances differ significantly from one another by comparing these results with the F distribution table (Sekaran & Bougie, 2016).

4. Results and Discussion

4.1 Eye tracker result

In the H1 hypothesis test which measures the duration of fixation on print media advertisements – posters, it can be seen that Generation X has a longer fixation duration than Generation Y in its visual elements ($M_{\text{visual-poster-x}} = 4.52$, $M_{\text{visual-poster-y}} = 1.94$, $F(1,118) = 65,747$, $p < 0.05$) where there is a significant difference, but not on the textual elements ($M_{\text{textual-poster-x}} = 2.14$, $M_{\text{textual-poster-y}} = 2.26$, $F(1,118) = 0.571$, $p > 0.05$) which is not found significant differences. Meanwhile, in the comparison of Generation X with Generation Z, it was found that Generation X had a longer fixation duration than Generation Z both in visual elements ($M_{\text{visual-poster-x}} = 4.52$, $M_{\text{visual-poster-z}} = 2.47$, $F(1,118) = 42.134$, $p < 0.05$) where there is a significant difference, as well as textual elements ($M_{\text{textual-poster-x}} = 2.14$, $M_{\text{textual-poster-z}} = 0.97$, $F(1,118) = 122.58$, $p < 0.05$) where there is a significant difference. Hence H1. is partially accepted considering that Generation X only focused longer on visual elements and not on textual elements than Generation Y. However, the comparison between Generation X and Generation Z shows the results in accordance with the hypothesis that Generation X focuses more on visual elements and textual elements in print media advertisements.– poster compared to Generation Z.

In the H2 hypothesis test, it was found that Generation Y had a longer fixation duration than Generation X on interaction elements in digital media advertisements – web banners (Mklik-webbanner-y = 0.41, Mklik-webbanner-x = 0.16, $F(1,118) = 8,695$, $p < 0.05$) and there was a significant difference. Likewise, Generation Z has a longer duration of fixation on interaction elements compared to Generation X in digital media advertising – web banners (Mklik-webbanner-z = 0.44, Mklik-webbanner-x = 0.16, $F(1,118) = 14,506$, $p < 0.05$) where there is a significant difference. Hence H2. acceptable and consistent.

H3 hypothesis test. shows that Generation Y has no difference in fixation duration with Generation X on the interaction element in social media advertising – Instagram (Mkomentar-instagram-y = 0.84, Mkomentar-instagram-x = 0.84, $F(1,118) = 0.001$, $p > 0.05$). However, something different happened to Generation Z where it was found that Generation Z had a shorter duration of fixation on interaction elements in social media ads – Instagram compared to Generation X (Mkomentar-instagram-z = 0.47, Mcomment-instagram-x = 0.84, $F(1,118) = 7.107$, $p < 0.05$) where there is a significant difference so that the hypothesis H3. inconsistent and rejected.

5. Conclusion and Implications

The research through a neuromarketing approach using an eye tracker shows how Generation X, Generation Y, and Generation Z respond to seeing advertisements (visual attention). The media are print media, digital media, and social media. The data presented and analyzed in this study supports the hypothesis that Generation X will pay more attention to advertising in traditional media, especially print media. Eye-tracking data shows that Generation X spends a more prolonged time viewing poster advertisements in print media than Generation Y and Generation Z.

It was also found that Generation X is a generation that emphasizes visual aspects (illustrations). At the same time, they are also the most adaptive in viewing advertisements, both in print media through poster ads, digital media through web banners, and social media through Instagram ads. On the other hand, although Generation X is a generation that emphasizes visual aspects (illustrations) when viewing advertisements in any media, Research 2 shows that this generation can adapt to viewing messages through active advertising elements, namely click buttons and comment fields. These interaction elements can still build perceived value and purchase intention.

This conclusion is based on the opinion that critical thinking from Generation X has helped shape global perceptions of technology and its current use (NCR, 2021). Furthermore, it also causes Generation X to enjoy a balance between traditional and digital media (Karim, 2019).

This study provides an updated picture for marketers and academics regarding consumer reactions to static advertising, especially advertising elements in the media. In addition, this study also provides an opportunity to compare 3 (three) types of media with 3 (three) generations. With so many brands competing to reach and engage with consumers, marketers must continue to look for ways to conduct multichannel advertising that is effective and positively impacts brands and businesses. So it is crucial to know which advertising elements can be used as part of advertising and plan a media mix that can optimize the attention, engagement, and memorization process when consumers view advertisements.

This research shows that marketers can measure consumer visual attention and form an understanding of how advertising is noticed. In addition, by identifying advertising elements (visual, textual, interaction), marketers can assess what elements can influence the formation of perceived value, brand awareness, brand association, and purchase intention in consumers. Thus, they can have a more detailed picture of the characteristics of the advertising element and its effect on each generation.

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