

Perceived advertising value of media for driving sustainable demand in emerging adults

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Abstract

This study analyses the perceived advertising value of three different media (TV, website banners and Instagram) and their relative power in driving sustainable demand in emerging adults. The research is done with the convenience sampling method, through an online questionnaire on a sample of 284 emerging adults, aged 18-29. The results show that most of the emerging adults have previous experience in communication with brands with sustainable products in the last six months through TV (86%) and Instagram (79%), while only a few had such communication through website banners (5%). Regarding the relative value of media for advertising of sustainable products, most of the respondents consider Instagram to be the more valuable media for communication, compared to TV and website banners. In terms of media usage, most of the emerging adults (93%) use Instagram every day, only half of them use TV and internet website searches every day. The perception of advertising of sustainable products shows that most of the respondents (69.7%) agree that such advertising helps people become better consumers and make better purchase decisions (58.7%). Regarding TV, 61.6% see it as a good source for information about sustainable products; the half (54.2%) are neutral about the credibility of product information on TV; 37.3% agree that information on TV has positive influence on their decision to buy sustainable products; and 31.7% are planning on buying such products advertised on TV in near future. Apropos Instagram, 58.1% agree that Instagram is a good source for information; 54.9% are neutral regarding the credibility; the half agrees that information on Instagram has positive influence on their decision to buy sustainable products; 50.7% plan to buy sustainable products advertised on Instagram in near future. For website banners, 49.3% see them as a good source of information; 53.5% are neutral towards the credibility; 31.3% agree about the positive influence on their decision to buy sustainable products; 31% are planning on buying sustainable products advertised on banners. This study can be of use to sustainable brands in creating advised communication strategies and plans, according to the perceptions and attitudes of their potential consumers.

Keywords: media, advertising, sustainable brands, emerging adults, TV, Instagram, website banners