

RESEARCH ARTICLE

## Gen Z and TV: An Analysis of Traditional Advertising Medium and Perception

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### Abstract

Television as a medium of marketing communication has a decreasing exposure rate among generation Z due to the increasing patronage on Internet-based communication. However, marketers could not fully shift into online platforms because of television's high market reach attribute especially in the Philippines. Establishing awareness is a crucial work for unknown brands but repetition does not guarantee familiarity. A comparative analysis on the impact of energetic commercials on deactivating audiences was performed while this research aimed to identify the factors affecting Gen Z's consumer perception towards television as an advertising medium. Data collection was done through survey questionnaires distributed to 385 respondents. Data were treated with statistical tools such as measures of central tendency, measures of variability and partial least square - structural equation modelling (PLS-SEM). The results revealed that Perceived Ease of Use is an insignificant variable to consumer perception. It was discovered that watching TV news, movies, series, and more is not usually preferred by consumers; they would rather stream online. However, Information Gratification is found to significantly influence consumer perception on TV as an advertising medium. Consumers get to know new products and brands when watching TV. The results of this study will mostly benefit advertising agencies because they will further understand the current perception of the generation on television advertising. Thus, more effective strategies concerning television advertising will be implemented.

**Keywords:** TV, advertising, gen Z, consumer perception, perceived ease of use, perceived usefulness, information gratification

### 1. Introduction

The television is one of the most effective marketing communication tools that generate revenue for businesses with an average watching time of 4 hours worldwide and 61% of worldwide consumers rely on television advertising (Khuong & Nguyen, 2015). Among the media available, television has the most audience reach that increases brand awareness. Most companies could not fully abandon television advertising because of its high reach attribute that increases exposure continuously. However, the goal of TV advertising is now shifting from questions, "how many audiences have we reached" and "how many times did they watch the ad" to "what's their behavior after all we have done" (Fernandez-Alava et al., 2021). The concern of TV ad efforts now lies more in its effectiveness than mere metrics. In fact, creativity in advertising significantly results in higher level of brand recall while divergence increases consumers' intention to share the advertisement (Billore et al., 2020).

These two factors, applied to TV ads with considerable high audience reach, can relevantly affect consumer perception.

According to Mapa (2020), 79.9% of Filipino households own a television. It implies that most Filipinos are exposed to television, may it be in urban or rural areas. Study of Gomillion et al. (2017) argue that social connections through watching TV improves relationships in terms of intimacy and closeness. TV watching also provides information value regardless of the education level of its audience (Battaggion & Vaglio, 2020). Traditional TV is now being challenged in terms of customer attraction and market leadership due to the advent of TV stations and channels, as well as the increase in the number and types of media (Ewing, 2013; Schweidel & Moe, 2016). However, 79.3% of Filipinos surf the Internet for social media (Mapa, 2020). This may include exposure to different advertisements through different platforms. Consequently, Internet advertising can draw attention, improve brand salience, and ensure repeat purchase (Pettigrew et al., 2013). In line with this, Gaurus et al. (2017) revealed that ad effectiveness suffers when audiences are multitasking. It means that regardless of the audience is watching television but also surfing the Internet, the ad from the TV would not be effective enough.

The researchers identified the key factors of TV as a marketing communication medium, which affects consumer perception among generation Z. This research assessed the perception of generation Z on TV as an advertising medium such as its nature, accessibility, relevance, and importance to their generation, especially that Internet advertising is emerging nowadays. There were several pieces of research that described the impact of television commercials on the buying behavior of consumers. However, this study assessed the current impact of television as an advertising medium on the perception of the said generation whether they still appeal to consumers or not anymore. Pettigrew et al. (2013) revealed that parents could also be susceptible when exposed to advertising. The previous study showed how television advertising affects the behavior of consumers while this study discovered the generation Z's perception of TV commercials nowadays.

## **2. Discussion**

### **2.1. Audience Activity**

Audience Activity is a key concept in any media studies since it determines the media involvement of subjects (Rubin, 1993, as cited in Bondad-Brown et al., 2012). Blumler (1979, as cited in Lee et al., 2013) defined *audience activity* with the following words: (a) utility, or people's perceived usefulness (Davis, 1989, as cited in Tefertiller, 2020) of media to be used; (b) intentionality, or people's motivation for media use; (c) selectivity or people's interests influence their media use; and (d) imperviousness to influence, or unwillingness to change one's opinion or course of action.

Considering the definition of audience activity, viewers tend to zap when clutter and advertising triggers occur such as repeating commercials, irritating advertisements, and viewers' unpleasant moods (Dix et. al, 2017). Wilbur (2016) also discovered that advertising content has a great impact on advertising avoidance. However, there are viewers who switch channels even before the advertisement starts where ad content has no bearing (Kent, 2013). Another audience activity was discovered by some researchers that involves advertising avoidance. Although viewing increased exposure to television, audiences show little attention to the screen which reduces the effectiveness of television advertisements (Mora et al., 2011 & Bellman et al., 2012). On a positive note, a study by

Rouwenhorst & Zhao (2017) revealed that brands placed at the end of every commercial are remembered regardless of zipping speeds.

Sense of community is one of the motivations that urge viewers to watch television because it enriches the social dimension of their lives (Cha, 2016; Dhoest & Simons, 2016). Hedonic motivation (Indrawati & Haryoto, 2015) also drives people to watch television which means viewers find pleasure from it alongside the belief that it improves their lifestyle. Moreover, fear of missing out (FoMO) determines viewers' motivation to watch television, as long as intense drama is concerned where the exciting plot is followed (Conlin et al., 2016). Information seekers watch TV with high consideration to moral messages compared to entertainment viewers (Krijnen et al., 2016). However, Bilandzic et al. (2019) argue that TV narrative viewers also recognize the underlying moral messages of the story apart from its superficial content.

There is a considerable difference between online streaming audiences and television viewers about advertising. Logan (2012) found that young adults perceive online advertising as an intruder. This notion is different from traditional TV viewers who accepted advertising as part of the system (Logan, 2012). This result is supported by the findings of Roozen & Meulders (2015) that a high degree of connection is present between TV commercials and consumers. According to Tefertiller (2020), perceived ease of use and perceived usefulness of online streaming significantly impact the cord-cutting intentions of traditional TV audiences. There are more variables considered by audiences of what particular medium to utilize. Available options greatly affect the audience's attention to patronize online streaming (Bondad-Brown, et al., 2012; Lee, et al., 2018). Additionally, Lee et al. (2018) state that the adoption of online streaming is influenced by social trends while cost affects the use of television.

In their study, Young et al. (2019) discovered that emotional and physiological appeals have positive effects on consumer purchase intention compared to rational appeal. However, Lin (2011) argues that rational appeal is more effective than emotional appeal. Consequently, advertising attitudes positively influence purchasing intentions (Lin, 2011). Since emotional appeal plays a significant role, brand-related humor leads to strong brand awareness among consumers (Van Kuilenburg et al., 2011). Nonetheless, deactivated audiences avoid watching energetic commercials (Puccinelli et al., 2015). Aside from the content and appeal of TV ads, Park et al. (2014) also postulate that familiarity with the background music of a TV commercial influences consumer attitudes albeit product-related music leads to higher involvement.

Active television audiences make use of other technology simultaneously to participate in televised content (Nee & Dozier, 2016). In line with this, consumers perceive television content as credible and experience more enjoyment when there is high interactivity (Horning, 2017). This idea is supported by the findings of De Michele et al. (2017) indicating that the attention of viewers increases if TV commercials contain gamification. Lin et al. (2018) also argue that social TV audiences consider program-related online interactions as part of their TV experiences. Nonetheless, the importance of cross-platform advertising is growing, which is an opportunity for advertisers to target these involved audiences (Guo, 2018).

In the Philippines, 97.2% of Filipinos aged 10-30 years old watch television, and 69.3% of them watch every day (Mapa, 2020). In her research study, Castañeda (2018) found that Filipinos

constantly watch local broadcast television series valuing closer family ties and respect for the elderly. On the other hand, Pertierra (2017) states that television can be a source of power and wealth to audiences through reality shows such as *Eat Bulaga*, especially with the presence of poverty in the Philippines. There was also an increase in sales of television units in 2017 despite a decreasing forecast as consumers were shifting from analog to LED units (Castañeda, 2018). However, Gonzales (2015) argues that there is a decreasing usage of television among high school students from private and public schools.

**H1:** *Audience Activity has a significant effect on consumer perception towards television as an advertising medium.*

## **2.2. Perceived Ease of Use**

Perceived Ease of Use (PEoU) is the freedom from great effort of a certain individual in using a particular system (Davis 1989, as cited in Cha, 2013). Also, Chen et al. (2011) emphasized that ease pertains to the user's opinion that a particular system should have direct instructions and is easy to grasp and operate. Shin, (2013) affirm that the basis for determining the technology acceptance of users can be measured by Perceived Ease of Use.

Baccarne & Schuurman (2013) discovered that traditional television screens have lost their dominance on the consumption of television content because of digitalization. Every household now has access to a wide variety of screens and faster technologies which became an alternative source of audiences to watch television content (Baccarne & Schuurman, 2013). In addition, viewers have easy access to any kind of media platform which allows them to watch television programs in accordance with their convenience (Guo & Chan-Olmsted, 2015). However, when the consumers experience issues such as interruption or delays, it affects their willingness to use the system (Liou et al., 2015).

A study conducted by Park et al. (2016) in Korea shows that there is a low intention to use a smart TV due to barriers that brought inconvenience to the consumers which include poor-quality networks and complicated interfaces in the controls. Chen et al. (2011) supported that easy-to-operate product features have a positive effect on Perceived Ease of Use on television. Wang et al. (2018) identify that motion-sensing product features have a significant factor in determining the intention to use a television.

According to Behal et al. (2018), young viewers who watch television tend to acquire more material goods than those who are not exposed to television. Also, Devadas & Ravi (2013) determined that the youth prefer to watch television to be mindful of the trending fashion style as seen on television personalities. On the contrary, Adeyanju (2015) ascertains that the younger generation prefers to spend their time gathering information on the Internet rather than getting ideas from the television. In fact, people who spend time and watch online videos on the Internet have less time watching television (Cha, 2013). Singh (2019) also proved that the emerging Internet media platforms such as Netflix, Amazon Prime, and Jio TV that produce movies and other video content changed the television and cinema viewing habits in India. The reason behind the shift to Internet media platforms is the convenience of personal media and service, quality contents, and availability of international movies, series, documentaries, and more, which can only be accessed through the Internet.

**H2:** *Perceived Ease of Use positively affects consumer perception on television as a mode of marketing communication.*

### **2.3. Perceived Usefulness**

The significance of perceived usefulness derived from the TAM model (Purnawirawan et al, 2012) states that it influences the decision-making process of a person. People prefer to buy products that are advertised on television (Weerasiri & Nadeeka, 2015). Advertisements seen on TV is a factor that helps consumers in choosing or buying any type of product or brand (Saumendra & Kusumuru, 2013). However, Jayanthi (2015) states that the major problem in television advertising is the exaggerated advertising of the products, which is considered as false advertising.

According to Jayanthi (2015), consumers who mostly watch television tend to be well-informed about the products advertised in television. Moreover, television advertising is an effective marketing tool to reach potential clients and customers (Sonkusare, 2013). It is an essential tool that could draw attention and encourage consumers to try and buy new products that are offered in the market (Sonkusare, 2013 & Weerasiri et al, 2015). TV advertising can reach a huge number of people in a short period of time (Jayanthi, 2015). The goal of TV advertisements is not simply to inform consumers of what the advertiser is offering but also to persuade and encourage them to purchase the product or services being offered (Saumendra & Kusumuru, 2013).

The representation produced by the advertisers has a significant impact on the purchasing behavior of consumers (Khandare & Suryawanshi, 2016). On the other hand, Jayanthi (2015) argues that most television viewers are uncertain about the advertised products on television because not all of these products are of good quality. According to Ahmed, et al (2015), Marketers use celebrity endorsement to promote a product and brand since consumers usually trust a product or brand being endorsed by a celebrity. It is a form of advertising that can have a positive impact on consumers' buying behavior which is an effective tool to drive more sales. Moreover, this strategy is an effective way to increase attention and make a product or brand stand out. Since celebrities have a huge fan following, this could also have a positive impact on the minds of consumers.

Watching television could affect and shape the behavior of people, both directly or indirectly. The capability of a campaign to influence one's belief is mainly based on the broad-mindedness of people in the network as well as the perceived result of that media campaign (Zia & Iftikhar, 2018). Furthermore, advertising aims to influence consumers by raising product and brand recognition (Fransen et al, 2015). However, as consumers are exposed to increasing numbers of marketing communications, they have tended to shut out these messages (Petty & Andrews, 2008 as cited in Campbell et al, 2013) by not giving attention to such (Campbell et al, 2013).

**H3:** *Perceived Usefulness impacts consumer perception regarding television as an advertising tool.*

### **2.4. Information Gratification**

A study conducted by Logan et al. (2012) found a high level of informativeness on television as regards advertising despite irritation as an attitude towards it. Synonymous to information, knowledge has a positive influence on consumer attitude towards television (Bhatt & Bhatt, 2015). Liaukonyte et al. (2015) state that information-focus elements on TV advertising positively affect sales

on most brands. Furthermore, information-spread TV ads have a stronger and positive effect on online chatter (Tirunillai et al., 2017). Exposure to repetitive ads through television, the Internet, and mobile TV also makes the consumers perceive ad messages and brands as credible (Liukonyte et al., 2015). However, the findings of Sama (2019) revealed that magazines and newspapers effectively influence purchase and post-purchase behaviors.

Traditional advertising, where television belongs, has a positive influence on consumers' awareness, consideration, and customer acquisition (De Vries et al., 2017). Bruce et al. (2020) postulate that salience and association cues positively affect TV ads. Additionally, explicit cues are more effective compared to implicit ones (Bruce et al., 2020). According to Djambaska et al. (2016), humor also increases memorability of advertising and long-term positive feelings are felt.

Advertisements seen on television are regarded as one of the effective media that capture the attention, interest, and create desire which influences the consumers' purchasing decision. (Hassan, 2015 & Ebrahimian et al., 2011). Deng et al. (2018) also mentioned that television is still the main and largest form of advertising medium. Weerasiri and Nadeeka (2015) affirm that television advertisements intensified their involvement when it comes to product selection and purchase. This implies that TV ads are beneficial to consumers because these could help them in buying new products. Likewise, with television advertisements, people will be aware of the new or existing products available in the market (Weerasiri & Nadeeka, 2015). Thus, TV advertisements increase online shopping engagement where content plays an important role (Liukonyte et al., 2015).

A study conducted by Khuong & Nguyen (2015) states that marketers and commercial makers should also consider the repetition of TVC on-air, building trust in customer's minds and perceptions as well as creating meaningful advertising messages to have a high customers' purchasing power. Moreover, the customer's purchase intention was directly influenced by the customer's trust and interest as well as the length of time (Khuong & Nguyen, 2015).

According to Blasco-Arcas, et al., (2013), the convergence and growth of technology have resulted in interactive technologies that benefit both businesses and customers. On the contrary, Gen Z members spend most of their time using mobile devices resulting in less exposure to television (Southgate, 2017). To develop profitable partnerships with the channel, organizations must add interactive tools to enhance consumer dialogue. Customers' knowledge and familiarity with the brand would improve due to this information exchange, as would their involvement with the service purchased and their plans to continue purchasing the product. (Blasco-Arcas, et al., 2013).

**H4:** *Information Gratification influences consumer perception on television advertising.*

### **3. Method**

This study made use of a descriptive-causal method to describe the impact of television as an advertising medium on consumer perception. The causal design sought to explain how each independent variable influences consumer perception of television advertising among Generation Z. Sreejesh et al. (2014) argue that scientifically, causal linkages are frequently impossible to establish. Therefore, researchers formulated hypotheses and tested them to gain a better understanding of the causal relationship. In this study, self-made survey questionnaires with 30 items were utilized as the data gathering tool. Moreover, the statements described the relationship between each independent

variable with the dependent variable. A five-point frequency scale from (1) never to (5) always; and six-point Likert scale ranging from strongly disagree (1) to strongly agree (6) were used as a quantitative response for each statement. The questionnaire underwent 2 major tests: Validity and Reliability tests. For the validity test, the survey questionnaire was examined and evaluated by 3 experts. Using Cronbach Alpha, the tool was tested for its reliability. Further, Cochran's formula was applied to calculate the sample size and research instruments were distributed to 385 respondents nationwide. The sampling method used was the Convenience Sampling technique, a method where researchers select respondents and collect data from the participants that are often readily and easily available to participate in the study (Taherdoost, 2016). Partial Least Square - Structural Equation Modelling (PLS-SEM) was employed to test the hypotheses of the study. The data was processed using WARP PLS version 6.0 and Statistical Packages for Social Sciences (SPSS) version 20.

#### 4. Results

The researchers performed Partial Least Squares Structural Equation Modelling (PLS-SEM) to test the hypotheses. The PLS-SEM results underwent reflective measurement models to test the measurement quality. Then, structural model evaluation followed where hypotheses were tested, and relationships of latent variables were assessed.

##### *Evaluation of Measurement Model and Structural Model*

**Table 1**  
**Measures of Convergent Validity and Reliability**

| <b>Variables</b>          | <b>Cronbach's Alpha</b> | <b>Composite reliability</b> | <b>Ave. Variances Extracted</b> | <b>R<sup>2</sup></b> | <b>Q<sup>2</sup></b> |
|---------------------------|-------------------------|------------------------------|---------------------------------|----------------------|----------------------|
| Audience Activity         | 0.705                   | 0.825                        | 0.376                           |                      |                      |
| Perceived Ease of Use     | 0.782                   | 0.857                        | 0.475                           |                      |                      |
| Perceived Usefulness      | 0.857                   | 0.896                        | 0.560                           |                      |                      |
| Information Gratification | 0.821                   | 0.882                        | 0.490                           |                      |                      |
| Consumer Perception       | 0.714                   | 0.824                        | 0.429                           | 0.568                | .572                 |

The coefficients in Table 1 were used to examine the sets of indicators' reliability, internal consistency, and convergent validity. Table 1 likewise shows that all Cronbach's alpha reliability coefficients are better than 0.700; and all composite reliability coefficients are greater than 0.800, indicating good reliability and internal consistency (Fornell & Larcker, 1981). Additionally, the results indicate that the latent variables have sufficient convergent validity, as all AVEs are greater than 0.50 (Hair et al., 2011).

The R-squared values and the level of significance of the path coefficients are the major evaluation criteria for the structural model. R-squared values of 0.25, 0.50, and 0.75 for endogenous latent variables were considered weak, moderate, and considerable, respectively (Hair et al., 2011). According to Table 1, the R-squared coefficient, which represents the percentage of explained variation associated with the various latent variables, is greater than 0.25. Aside from the R-squared

values, Q-squared coefficients greater than zero imply that the exogenous constructs are predictive of the endogenous construct under consideration.

**Table 2**  
**Latent Variable Correlations**

| Latent Variables          | Audience Activity | Perceived Ease of Use | Perceived Usefulness | Information Gratification | Consumer Perception |
|---------------------------|-------------------|-----------------------|----------------------|---------------------------|---------------------|
| Audience Activity         | <b>0.753</b>      | 0.231                 | 0.155                | 0.276                     | 0.318               |
| Perceived Ease of Use     | 0.231             | <b>0.797</b>          | 0.511                | 0.600                     | 0.385               |
| Perceived Usefulness      | 0.155             | 0.511                 | <b>0.863</b>         | 0.743                     | 0.501               |
| Information Gratification | 0.276             | 0.6                   | 0.743                | <b>0.790</b>              | 0.606               |
| Consumer Perception       | 0.318             | 0.385                 | 0.501                | 0.606                     | <b>0.828</b>        |

Note: Square roots of average variances extracted (AVE's) are shown on diagonal

The latent variable correlations are shown in Table 2. The values along the main diagonal (in bold) are greater than the values along the off-diagonal. These results suggest that the latent variables have good discriminant validity. Discriminant validity is demonstrated by evidence that measures of constructs that theoretically should not be highly related to each other are, in fact, not found to be highly correlated to each other (Hubley, 2014, p. 1664).

**Figure 2**  
**The PLS-SEM Model**

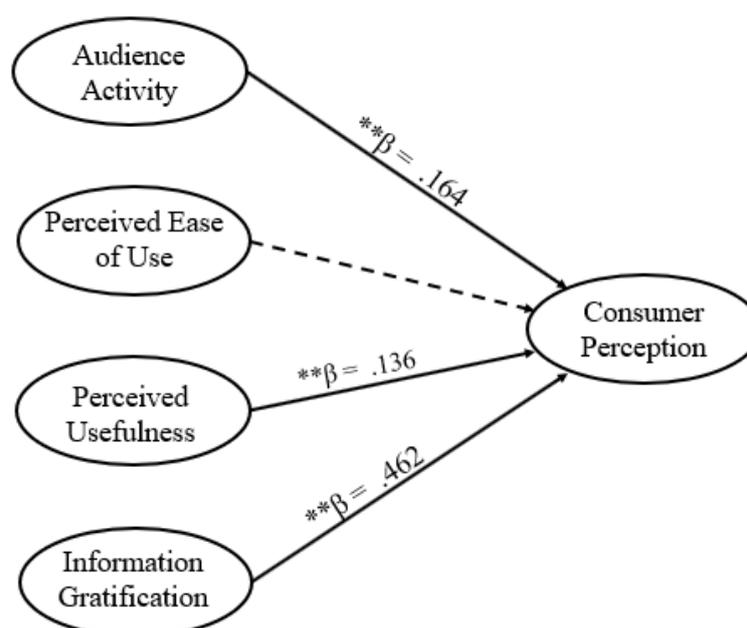


Figure 2 presents the emerging model of the study. The relationship ( $\beta = 0.164$ ,  $p < 0.001$ ) between Audience Activity and Consumer Perception is significant. However, Perceive Ease of Use is insignificant to Consumer Perception ( $\beta = 0.002$ ,  $p = 0.486$ ). The relationship ( $\beta = 0.136$ ,  $p < 0.05$ ) between Perceived Usefulness and Consumer Perception is also significant. Likewise, the relationship ( $\beta = 0.462$ ,  $p < 0.001$ ) between Information Gratification and Consumer Perception is significant.

**Table 3**  
**Path Coefficients and P-Values**

| Path      | Path coefficients | P - values | Effect Sizes | Effect Size Interpretation (Cohen, 1988)** |
|-----------|-------------------|------------|--------------|--------------------------------------------|
| AA → CP   | 0.164             | <0.001     | 0.052        | Small                                      |
| PEoU → CP | 0.002             | 0.486      | 0.001        | Small                                      |
| PU → CP   | 0.136             | 0.003      | 0.068        | Small                                      |
| IG → CP   | 0.462             | <0.001     | 0.282        | Medium                                     |

\*\*0.02 – small, 0.15 – medium, 0.30 – large

Table 3 explains the emerging model's values. Based on the data, Audience Activity has a significant positive effect on Consumer Perception of Gen Z ( $\beta = 0.164$ ,  $p < 0.001$ ), supporting Hypothesis 1. It suggests that an increase in Audience Activity will enhance the respondents' Consumer Perception. Correspondingly, Cohen's (1988) scale suggests a significant small effect size ( $f^2 = 0.052$ ). It proved the fact that positive audience activity with TV positively impacts the consumers perception. This supported the studies (Cha, 2016; Conlin et al., 2016; Dhoest & Simons, 2016; Indrawati & Haryoto, 2015; Krijnen et al., 2016) about increased audiences' motivation results to favorable consumer perception on the said medium. Moreover, television content is perceived credible, and consumers experience more enjoyment when there is high interactivity (Horning, 2017). On the other hand, audience inactivity weakens consumer perception on TV. Dix et. al's (2017) identified triggers: repeating commercials, irritating advertisements, and viewers' unpleasant moods deteriorates consumer perception towards TV as an advertising medium. The result also affirms the fact that consumers' exposure to different media (Bondad-Brown, et al., 2012; Lee, et al., 2018) means that their use of TV is greatly affected. Since consumer perception is sensitive to audience activity, online streaming stimulates cord-cutting intentions of traditional TV audiences (Tefertiller, 2020).

However, results revealed that Perceived Ease of Use has no significant effect on Consumer Perception of Gen Z ( $\beta = 0.002$ ,  $p = 0.486$ ), rejecting hypothesis 2. It suggests that the path coefficient (total effect) from Perceived Ease of Use to Consumer Perception is negligible since it has no significant effect with a small effect size ( $f^2 = 0.001$ ), according to Cohen's (1988) scale. The result rejects the findings of Beccarne & Schuurman (2013) that television is losing dominance on consumption due to the rise of alternative technologies, which are more convenient. Also, the findings that TV consumption still leads to increased consumption of material goods due to exposure through advertisements, may not hold true based on the results of the study. Nonetheless, the gathered results

revealed that other available media comparatively more convenient to use has no bearing with the declining consumption of television. The findings also corroborate with the studies (Behal et al., 2018; Devadas & Ravi, 2013) that the young demographic who consumes television content are more inclined to material consumption. With the stated related literature, it can be deduced that Perceived Ease of Use has neither positive nor negative effects on Gen Z's perception of TV as a mode of marketing communication.

Results also revealed that Perceived Usefulness has a significant positive effect on Consumer Perception of Gen Z ( $\beta = 0.136$ ,  $p < 0.05$ ), supporting hypothesis 3. It suggests that an increase in Perceived Usefulness will enrich the respondents' Consumer Perception. Correspondingly, Cohen's (1988) scale suggests a significant small effect size ( $f^2 = 0.068$ ). It agrees with the fact that watching TV influences the decision-making process of consumers to select any product category or any brand type (Jayanthi, 2015; Saumendra et al., 2013; Zia & Iftikhar, 2018). Watching television can influence consumers in different ways, specifically their buying behavior. It validated that people are influenced by product advertisements they usually see on TV which affects their buying behavior. In line with this, consumers prefer to buy products advertised on television (Weerasiri & Nadeeka, 2015). Moreover, the presence of celebrity endorsers can change and influence the perception of the viewers when it comes to a specific brand (Ahmed, et al., 2015 & Khandare and Suryawanshi, 2016).

Lastly, Information Gratification has a significant positive effect on Consumer Perception of Gen Z ( $\beta = 0.462$ ,  $p < 0.001$ ) supporting hypothesis 4. It suggests that an increase in Information Gratification will improve the respondents' Consumer Perception. Correspondingly, Cohen's (1988) scale suggests a significant small effect size ( $f^2 = 0.282$ ). It means that consumer perception towards TV is affected by the level of information it offers. This confirms the argument that informativeness and a great amount of knowledge obtained from TV leads to positive consumer perception (Bhatt & Bhatt, 2015; Logan et al., 2012). Additionally, the presence of information-focus elements on TV advertising contributes to its effectiveness (Liaukonyte et al., 2015). The medium effect of information gratification corroborates the findings of De Vries et al. (2017) whereas traditional advertising media influence consumers' awareness. Hence, salience and association cues shown in TV positively affects consumer perception (Bruce et al., 2020). The result also verified that TV plays a vital role in making consumers aware of the new or existing products available in the market (Weerasiri & Nadeeka, 2015).

## 5. Conclusion

The results show that among the four independent variables, only three are significant to the dependent variable. It was found that Audience Activity, Perceived Usefulness, and Information Gratification directly impacts Consumer Perception. Any changes in the three significant variables will relatively affect Consumer Perception albeit both Audience Activity and Perceived Usefulness have small effect while Information Gratification has medium effect. Audience activity such as paying attention to TV programs implies favorable consumer perception towards TV. Therefore, including programs that grab the attention of viewers suggests medium effectiveness. Considering the wide audience reach of TV, advertisers maximize its use in exposing the brand. Consumers are made aware of the brand because of TV advertisements. Consequently, the use of television to advertise products is still effective; the audience also get updated by the current happenings or trends through TV. Hence, television is a vital mode of marketing communication. Another exogenous variable of the study is Perceived Ease of Use that is found to be insignificant. Thus, Consumer Perception is not influenced

by Perceived Ease of Use. Regardless of how convenient or easy to use other technologies are, it does not concern television. The reason of which is, television as an advertising medium is not at all affected by the said variable. Hence, Ease of Use does not determine Consumer Perception of Gen Z towards TV.

The present study on the impact of television as an advertising medium on consumer perception among Gen Z affirm that advertising through TV will benefit stakeholders who use it as their promotional tool. TV advertising has considerable audience reach compared to other media available. High interactivity advertisement leads to a positive result in consumer perception. In line with this, the researchers suggest that using TV as their promotional tool is still suitable to large companies even though there is a rise of alternative technology. Most large companies can still consider television advertising because of its high audience reach that increases brand awareness. Therefore, this study will benefit large companies in assessing the level of acceptance by a particular generation on television nowadays.

## 6. Recommendations

Considering the effectiveness of TV ads, third-party agencies will benefit from this study by understanding consumer perception which could help in developing effective advertising strategies concerning television. Third-party agencies should take into consideration the values of the concerned generation which are relatable. Likewise, TV as a brand-exposing medium could be useful for advertising agencies to understand the preferences of Gen Z and other relevant information towards TV advertising. Furthermore, advertising agencies should consider creating advertising contents rather than relying on how easy or convenient a medium is to grab the attention of the target audience. To boost audience activity, advertisements should stimulate emotions of viewers and increase engagement especially since generation Z is proactive.

Exploring more contents that could grab the attention of Gen Z towards TV advertising is another study that may be conducted in the future. Other researchers could conduct another study with other demographic considerations such as gender. The proponents also challenge future researchers to study other generations.

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