

Marketing and Consumer Psychology in Digital Age: The Perspective of Digital Natives (DN) and Digital Immigrants (DI).

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Abstract

Marketing is essential to a company's success and growth since it aids in the achievement of established goals and objectives. The study looked at the impact of marketing and its psychological impact on consumers in Nigeria's leading companies in the digital age. Employees and employers at Nigeria's leading enterprises, as well as digital natives and digital immigrants, were the target population. Online marketing, direct marketing, and advertising were the marketing methods employed to influence consumer behavior in the selected top firms in Nigeria. Using the convenient sampling strategy, 250 questionnaires were sent out, and only 200 were properly filled and returned, yielding a sample of 200 people. The research technique was based on a qualitative and quantitative analysis and used a case study research design. The quantitative analysis was based on the Levene's test of equal variance and the student t-test, while the descriptive analysis was based on graphical presentations of the research. According to the findings, marketing has a very high and significant influence on consumer psychology in the selected top firms in Nigeria, with 34 of the digital natives and 79 of the digital immigrants of the total response attesting to this. Similarly, using the Levene's test and the student t-test, it was discovered that the marketing tools used in this study, which included online marketing, direct marketing, and advertising, had a significant impact on the psychology of digital natives and digital immigrants toward their consumption patterns. This is consistent with the probability values, which were all lower than the 0.05 threshold for statistical significance. In this study, digital natives gave more preference to online marketing over other marketing techniques, but digital immigrants gave higher preference to direct marketing. Using the Levene's test and the student t-test, the highest value of the mean of the digital natives in online marketing and the digital immigrants in direct marketing revealed this. Overall, the study concludes that marketing is a critical component of a company's success. As a result, it is advised that organizations should not abandon efforts to ensure effective marketing strategies for Nigeria's various consumers (digital natives and digital immigrants) in order to maximize profit, revenue, among other goals of a firm.

Keywords: Consumer Psychology, Digital Age

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Introduction

A perceptive and congruent image of a company's product, service, or brand must be developed in the minds of consumers for a successful business. Rey (2012) emphasized that consumer behavior is influenced by their desires as well as current trends. In the digital age, consumer psychology is defined as the study of how humans behave in terms of their buying patterns, customs, and preferences in relation to other items, as well as their reactions and preferences to advertising, packaging, and marketing of such things (Elliot, 2013). According to Yeo (2012), consumer behavior research is critical because it allows businesses to predict how their customers will behave at various points in time. This would assist the company in bettering their marketing strategies. Baker and Wakefield (2012) pointed out that marketing has progressed to a digital phase, which is more successful in influencing how information is given to consumers, thereby influencing their buying patterns, and hence their psychology. Even in the digital environment, a marketing strategy is effective if it raises consumer awareness of the company's product or service. Foster and Francescucci (2011) highlighted that firms should use an integrated marketing approach because it better influences consumer psychology (digital natives and digital immigrants), ensuring that all information about the firm's product or service is available across all marketing platforms. According to Interactive Advertising Bureau (2014), digital natives are individuals who were born into the digital age, whereas digital immigrants are those who digitalized later in life. Digital natives have fewer problems with technology, whereas digital immigrants have more problems (Elliot, 2013). According to research, marketing plays an important role in determining consumer psychology by establishing a relationship between brands and consumers, which includes instilling loyalty and awareness in consumers. As a result, the firm should adopt a more strategic marketing pattern in order to increase sales and profits. Ji and Lieber (2010) noted that consumer psychology is also crucial in marketing and understanding individual needs and preferences, as well as knowing what motivates certain consumers to acquire a particular product. A consumer's encounter with the quality of a product, service, or the

placement of the product space, has a big impact on how the consumer feels about the product, and this has a significant impact on the consumer's purchasing decision. Foran (2013) asserts that enterprises must first understand their target market as well as the needs of their customers before deciding on a marketing plan. As a result, the goal of this research is to give a better knowledge of marketing and consumer psychology in the digital age.

Aim of the study

The overall goal of this research is to assess the impact of marketing on consumer psychology in the digital age, which has been broken down into a number of specific goals.

Objectives

- To determine the impact of digital marketing, direct marketing, and advertising on digital natives' consumption behavior in the digital era.
- To determine the impact of digital marketing, direct marketing, and advertising on digital immigrants' consumption behavior in the digital age.

Research Hypothesis

Ho1: In the digital age, digital marketing, direct marketing, and advertising have no substantial impact on the consumption behavior of digital natives.

Ho2: In the digital age, digital marketing, direct marketing, and advertising have no major impact on the consuming behavior of digital immigrants.

LITERATURE REVIEW

Conceptual Literature

Marketing and consumer psychology in the digital age have been conceptualized in a variety of ways by various authors. According to MacMillan, Hwang, and Lee (2012), marketing is concerned with the operations of organizations and businesses in order to promote the sale and purchase of their product or service. It entails activities such as market research, advertising, and home delivery of products and services to customers with the sole purpose of achieving the firm's or organization's objectives and targets, which could include increasing profit, expanding customer base, increasing market share, and so on (Vooveld, Neijens and Smit, 2011). As indicated in the diagram below, internet marketing, branding, publicity, price, strategy, social media, direct marketing, advertising, research, and public relations are among the numerous facets of marketing mentioned by Yeo (2012).



It is however important to note that marketing is targeted at the consumers of a particular product, hence, the need to incorporate the psychology of consumers. Consumer psychology according to Peters (2011) is the study of the behavior of consumer with regards to their pattern of purchasing products or services. It involves the study of consumer reactions and preferences to advertising, packaging and marketing of products. It is the study of why consumers patronize the product or services and how they respond to the influence of marketing. FAO and Biodiversity International (2010) describes consumer behavior as an act of understanding how consumers make their choices between different products and services so as to incorporate it into the firm's marketing plan.

Consumer behavior, on the other hand, is influenced by technological advancements. People can now buy things and/or services from the comfort of their own homes, thanks to the digital age, which has made all of the information they require about the products and/or services available on the internet. The digital age, often known as the information/electronic age, is defined by the widespread availability of a wide range of information via

computer technology to a large number of people (Foran, 2013). He stated that the digital age has had a significant impact on consumer behavior and that people are drawn to products whose manufacturers use cutting-edge technology approaches in their manufacturing and marketing in the twenty-first century.

However, there are two types of people who benefit from the internet age: digital natives and digital immigrants. According to Lang (2014), digital natives, often known as the millennial generation, are people who were born and/or grew up under the impact of the internet and other modern information technologies. They have spent the majority of their lives learning about computers, technological devices, and social media. People who learnt how to use these technical devices later in life, usually as adults, are known as digital immigrants (Perensky, 2001). They grew up before the internet and other digital devices were commonplace, so they had to adjust and learn how to use them. Digital natives, on the other hand, were born or were just children before the broad use of technology and internet reliance, whereas digital immigrants saw technological growth in their adulthood.

Empirical Review

In the digital age, there has been a tremendous amount of empirical study conducted on the basis of marketing and consumer psychology. Sue and Ian (2014) conducted an empirical study on the impact of marketing on consumer purchase patterns in a few companies in Lagos. His research used an ex-post facto research design, was based on a primary source of data, and used descriptive and logit probability models to assess the data. His studies revealed that marketing has a critical influence in affecting customer consumption patterns.

Researchers (Niharika, 2012; Tian and Borges, 2011; Gambetti, Graffigna, and Biraghi, 2012) also looked into the psychological effects of integrated marketing. Their research was based on data from a primary source. The Levene's test and the student t-test were used in this study. According to the findings, integrated marketing plays a significant role in determining consumer behavior. However, the findings of (Grigaliunaite and Pileliene, 2015; Hayta, 2013) support the aforesaid conclusions in the short term. Based on his findings, he stated that integrated marketing did not play a role in determining customer purchase patterns in the long run.

Given the foregoing, Elliot (2013) used Chi-square to analyze primary data acquired through a case study design approach on integrated marketing and digital transformation, as well as customer behavior. According to the conclusions of his study, corporations can better disseminate information through numerous online platforms through integrated marketing and digital transformation, which would alter customer buying patterns.

Bagozzi and Yi (2012) examined the various options for developing digital marketing strategies on user loyalty through investing in influencers and other digital strategies in order to increase engagement. They looked at a total of 11 articles on digital marketing in the fashion industry, with a focus on online user behavior. They said that one of the methods to successfully and efficiently communicate information to clients is through creativity, based on their findings. They claimed that because creativity boosts brand recognition, communication should be done on the spur of the moment and through an integrated platform.

Methodology

Research Design

Case study research design was used in this study. The case study research design, according to Trochim, Donnelly, and Arora (2015), is one of the most commonly used research methods for examining the relationship between variables using descriptive analysis such as graphs and inferential statistics.

Research Approach

The study used a qualitative and quantitative research approach to empirically assess marketing and consumer psychology in the digital age. The qualitative research was supported by graphical illustration. The use of graphical representations of respondents' responses improved qualitative reasoning, whilst the use of Levene's test and student t-test aided the quantitative research approach.

Target Population

The target demographic is a group of people who share similar traits and has been identified as such (Adewole, 2012). All members of the group or environment from whom the research data is extracted are referred to as the target population. The target market comprises of consumers (digital natives and digital immigrants) aged 20 and above who patronize top firms, as well as the employees and employers of these organizations in Nigeria. Consumers between the ages of 20 and 40 are digital natives, while those aged 40 and up are digital immigrants. This is done to ensure that the research is free of bias. Overall, this is done in order to effectively investigate the effect of marketing on consumer psychology in the digital age.

Sampling Technique

The convenient sampling approach was used to determine the sample size in this study. A total of 250 people were included in the study. A total of 125 digital natives and 125 digital immigrants participated in the study. This was

accomplished by utilizing a well-designed and structured questionnaire titled "A questionnaire on marketing and consumer psychology in the digital era." The questionnaire was created in such a way that ethical issues were taken into account. Only 105 of the 125 questionnaires sent to the digital natives were completely filled out and returned. This indicates an 84 percent return rate. In a similar vein, just 95 of the 125 questionnaires sent to digital immigrants were correctly filled out and returned. This indicates a 76 percent return rate. In total, 200 of the 250 questionnaires distributed were properly filed and delivered. This indicates an around 80% return rate. The table below illustrates this.

Table 1: Analysis on Questionnaire Recovery for Digital Natives

Particulars	Frequency	Percent (%)
Returned	105	84%
Not returned	20	16%
Total	125	100

Source: Field Survey, 2022

Table 2: Analysis on Questionnaire Recovery for Digital Immigrants

Particulars	Frequency	Percent (%)
Returned	95	76%
Not returned	30	24%
Total	125	100

Source: Field Survey, 2022

Table 3: Analysis on Questionnaire Recovery overall

Particulars	Frequency	Percent (%)
Returned	200	80%
Not returned	50	20%
Total	250	100

Source: Field Survey, 2022

Method of Data Analysis

The method used to analyze the data collected from respondents was based on what was available in the literature. The study used descriptive statistics, such as graphs, as well as inferential statistics, such as Levene's test and the student t-test of estimate. This approach of analysis was chosen because it is well suited to estimate models involving discrete data.

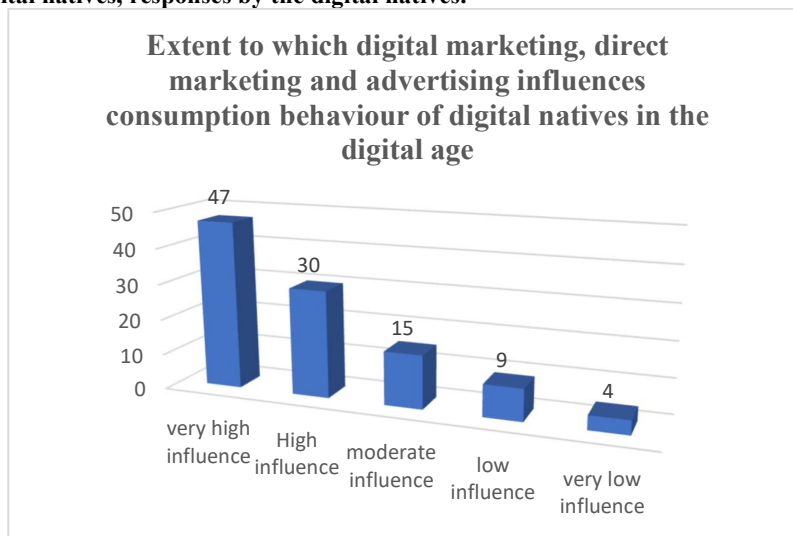
Descriptive Analysis of Marketing and Consumer Psychology in Digital Age.

To investigate the impact of marketing on consumer psychology in the digital age in the selected top organizations in Nigeria, the researchers used the Likert scale statistical technique. The respondents were asked to indicate how much they agree that marketing has an impact on consumer psychology in the digital age in Nigeria. This Likert scale technique was designed so that respondents could choose from one to five alternatives, such as very high influence (VHI) = 5, high influence (HI) = 4, moderate influence (MI) = 3, low impact (LI) = 2, and very low influence (VLI) = 1. According to this structure, respondents who believe that marketing has a very high impact on consumer psychology chose option (5), while those who believe that marketing has a low impact on consumer psychology chose option (1). Respondents who believe that marketing has a significant impact on consumer psychology, on the other hand, chose the second choice (4). Similarly, those who believe that marketing has a moderate impact on consumer psychology chose the third choice (3). Finally, those who believe that marketing has little impact on consumer psychology chose the fourth choice (2).

Objective One: To examine the influence of digital marketing, direct marketing and advertising on the consumption behavior of the digital natives in digital age in Nigeria.

The first objective is tackled using the graphical representation below:

Figure 1: Extent to which digital marketing, direct marketing and advertising influence the consumption behavior of digital natives, responses by the digital natives.



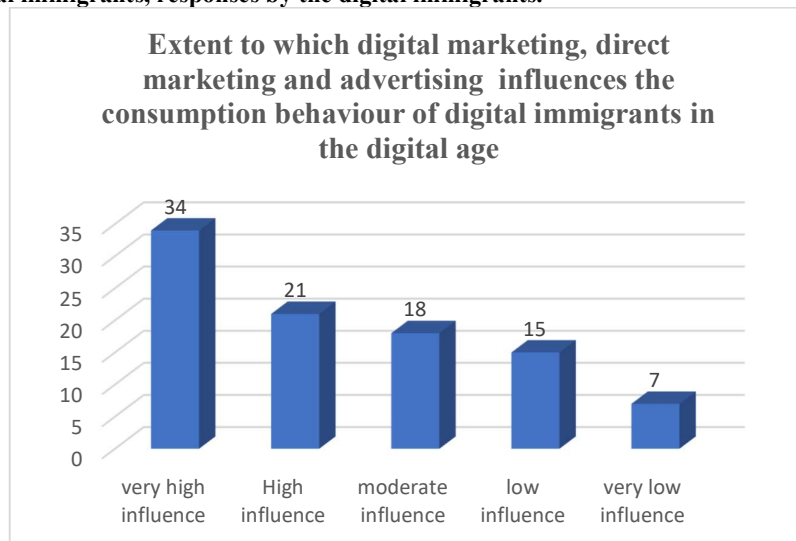
Source: Researcher's Computations

According to the graph above, 4 digital natives, or around 4 percent of the total response, chose the very low influence option. In addition, 9 digital natives chose the low option, accounting for roughly 9 percent of all responses. Similarly, 15 people, or 14 percent of all digital natives who responded, chose the moderate influence option. Thirty participants chose the High Influence option, accounting for 29 percent of the digital native responses. Finally, 47 persons chose the extremely high influence option, accounting for 45 percent of the digital native respondents. Overall, we believe that marketing has a significant impact on digital natives who patronize Nigeria's top businesses. This is based on the fact that a larger percentage of the population chose the very high influence option.

Objective two: To examine the influence of digital marketing, direct marketing and advertising on the consumption behavior of the digital immigrants in digital age in Nigeria.

In order to tackle the second objective, we resort to using the graph below:

Figure 2: Extent to which digital marketing, direct marketing and advertising influence the consumption behavior of digital immigrants, responses by the digital immigrants.



Source: Researcher's Computations

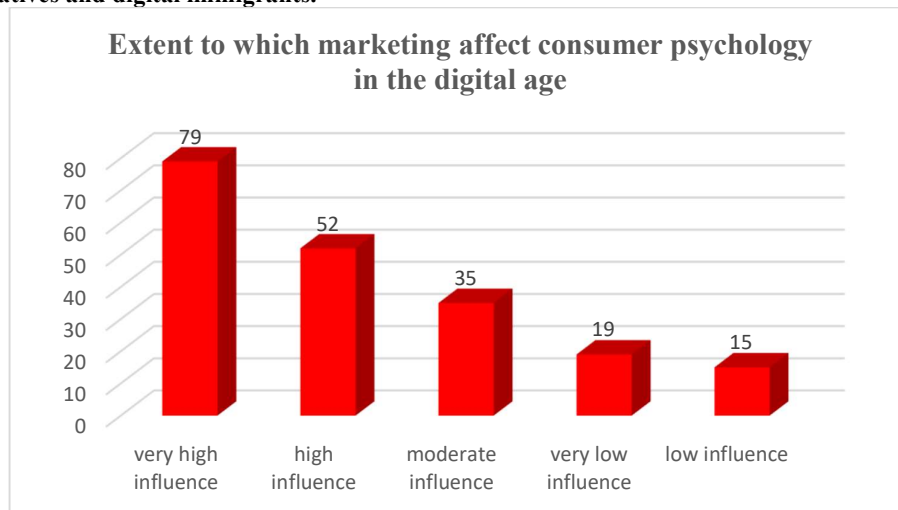
According to the graph above, 7 digital natives, or around 7% of the total response, chose the very low influence option. In addition, 15 digital immigrants chose the low choice, accounting for roughly 16% of all responses. Similarly, 18 people, or 19 percent of the total number of digital immigrants who responded, chose the

option of moderate influence. Twenty-one people chose the High Influence option, accounting for 22% of all digital immigrant responses. Finally, 34 people chose the extremely high influence option, accounting for 36% of the digital immigrant respondents. Overall, we conclude that marketing has a significant impact on digital immigrants who shop Nigeria's top businesses. This is due to the fact that a higher percentage of the population selected the very high influence option.

The broad objective: To determine the influence of marketing on consumer psychology in the digital age

We also use the figure below to address the broad objective, which is a conglomerate of the specific objectives.

Figure 3: Extent to which marketing influence the consumption psychology in the digital age, a response by the digital natives and digital immigrants.



Source: Researcher’s Computations

The graph above reveals that 15 people, or around 16 percent of the total response, chose the choice with very low influence. In addition, 19 people chose the low option, accounting for around 10 percent of the total responses. In a similar vein, 35 persons, or 18 percent of the total respondents, chose moderate impact. A total of 52 respondents chose the High Influence option, accounting for 26 percent of all replies. Finally, 79 respondents chose the extremely high influence option, accounting for 40 percent of all responses. Overall, we conclude that marketing has a significant impact on digital immigrants who shop Nigeria's top businesses. This is due to the fact that the extremely high influence option was chosen by a bigger percentage of the population.

Recall the Hypothesis

Ho1: In the digital age, digital marketing, direct marketing, and advertising have no substantial impact on the consumption behavior of digital natives.

Ho2: In the digital age, digital marketing, direct marketing, and advertising have no major impact on the consuming behavior of digital immigrants.

Table 4: test of hypothesis one, two and three

Tool	Nationality		Statistics	Levene’s test		Students t-test			Decision
				F	Sig value	T	Gl	Sig value	
Online Marketing	Digital natives	N	105	0.312	0.564	1.532	148	0.035	Reject
		Mean	2.14						
	Digital immigrants	N	95						
		Mean	3.25						
Direct Marketing	Digital natives	N	105	3.224	0.773	0.491	148	0.006	Reject
		Mean	1.08						
	Digital immigrants	N	95						
		Mean	3.27						
Advertising	Digital natives	N	105	0.643	0.556	1.917	148	0.001	Reject
		Mean	1.25						
	Digital immigrants	N	95						
		Mean	2.98						

Source: Researcher’s computation

Given the table above, we reject the null hypothesis. The fact that all of the probability values were less than 0.05 significance level justifies this. In Nigeria's top companies, there is a lack of consistency in consumer and marketer behavior. Given the above-mentioned mean values, it's also obvious.

Discussion of Findings

The Levene's test and the student t-test reveal that there is a lack of homogeneous behavior among digital natives and digital immigrants, based on the numerous marketing communication tools across different cultures employed in this study: internet marketing, direct marketing, and advertising. When it comes to marketing tools, there are a lot of options. Variability, according to Hayta (2013), has become the norm rather than the exception. This is due to the role of heterogeneity and segmentation in representing a rational and more precise marketing effort adjustment to meet the needs of consumers, as well as a strategy to reach specific groups (in this case, digital natives and digital immigrants) who share similar behavior and consumption characteristics and are more likely to choose a specific brand (Baker and Wakefield, 2012)

According to the conclusions of this study's analysis, the marketing tools described above have a significant impact on the psychology of Nigerian customers. This is explained by the probability values in table 4, which are less than the traditional criterion of significance of 5%. This finding can also be explained using the student t-test. The student t-test had a significance level of less than 0.05 for all categories, according to the results. This is in line with Vega's predictions (2013). He justified his findings in his research by demonstrating that marketing methods have a substantial impact on people's consumption habits.

However, when it comes to the perspectives of digital natives and digital immigrants, the findings demonstrate that both groups rated internet marketing and direct marketing as the most effective marketing tools. For online marketing, direct marketing, and advertising, digital natives offered an average of 2.14, 1.08, and 1.25, meaning that they awarded online marketing the highest ranking because it had the highest mean. In addition, for internet marketing, direct marketing, and advertising, the digital immigrants have an average of 3.25, 3.27, and 2.98, respectively. Their highest mean for direct marketing also implies that digital immigrants rate direct marketing as the most effective marketing tactic. This implies that majority of the customers in the top selected firms in Nigeria gave advertising the lowest rating as a marketing tool. Furthermore, based on the averages, digital immigrants favor direct marketing as a marketing method. According to Yeo (2012), this is due to the difficulties people have accessing information on internet platforms. The fact that digital immigrants put advertising a higher priority than online marketing is also clear from their perspective. This is also in line with the idea that advertising can be very powerful because it is easy to reach through simple displays on billboards, television, newspapers, and other forms of media. This could be owing to some digital immigrants' incapacity to obtain pricey and difficult technological devices that aid internet marketing. As a marketing tool, online marketing has proven to be less important. Digital natives, on the other hand, favored internet marketing due to their capacity to quickly and readily obtain information online.

Similarly, the majority of respondents, both digital natives and digital immigrants, chose the extremely high choice in the descriptive data in this research. On 105 of the 125 questionnaires that were properly finished and returned, a larger percent of digital natives chose the extremely high influence option, accounting for nearly 45 percent of the overall population. Digital immigrants were also handed 125 questionnaires, but only 95 were completed and returned correctly, with 34 respondents selecting the extremely high option, accounting for roughly 36% of the total respondents. This suggests that marketing tactics (online marketing, direct marketing, and advertising) have a significant influence on consumer psychology in Nigeria's top sectors.

Overall, the descriptive analysis revealed that 79 people, or nearly 40% of the total respondents, chose the very high influence option, confirming earlier findings that marketing has a very high and significant impact on customer behavior.

Conclusion

With the perspective of digital natives and digital immigrants in top selected firms in Nigeria, this study has adequately and appropriately assessed the effects of marketing on consumer psychology. Online marketing, direct marketing, and advertising were all utilized as proxies for marketing. This research used a case study research approach and included both qualitative and quantitative data. The digital natives and digital immigrants who were born into the digital age were the target demographics. They are well-known for keeping up with digital technologies over time. All employees and employers in Nigeria's top-selected industries were also included in the target group. A total of 250 surveys were distributed, however only 200 were completed and returned correctly. The respondents were chosen using a practical sampling method. The study employed graphs and the Levene's test for the descriptive analysis and the student t-test for the quantitative analysis. In the selected top organizations in Nigeria, a bigger percentage of respondents thought that marketing plays a significant impact in determining consumer purchasing patterns. Also, in the digital age, there is no homogeneous behavior across consumers, as evidenced by the Levene's test. The significance level is likewise displayed in the student t-test. This is due to the

fact that the results of the student t-test were less than 0.05. Similarly, the likelihood values were less than 0.05, demonstrating that marketing had a significant impact on consumers' purchasing patterns in the digital age. Overall, the study concludes that a firm should use the numerous marketing methods described above to better communicate information about their brand in order to expand their market and survive, resulting in increased profit and revenue.

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