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THE STUDY ON SOCIAL MEDIA AD AVOIDANCE METHODS AND THEIR CORRELATION WITH AGE, GENDER AND EDUCATION LEVEL OF RESPONDENTS FROM UZBEKISTAN

Abstract:

Introduction. The article presents the analytical data of the research materials on advertising methods in social networks of respondents in Uzbekistan. In the twenty-first century, commercials have permeated almost every aspect of a person's life. According to Rob Marshall's research, the average American is exposed to roughly 4000 commercials every day.

Research methods. *The need in analysis of customer ad avoidance behavior, so as to find out the most effective way of reaching customer.*

There are limited sources on analysis of customer behavior of Respondents from Uzbekistan. Nonetheless, this topic remains topical in order to identify the most appropriate and effective way and place for advertisement and maximize the girth and involvement of Respondents from Uzbekistan.

Results and discussions. *The paper based its discussions on the quantitative analysis conducted through GOOGLE Forms and in the form of questionnaire. Overall, of 208 respondents have taken part in this research. 67% of the respondents were female and remaining 33% are male.*

Conclusion. *For the purposes of this paper the author has conducted logistic regression. In logistic regression an input variable can be used to simulate the likelihood of a discrete outcome in a probability distribution.*

Keywords: *Empirical studies, advertising methods, social networks, respondents, behavior, mechanism.*

Introduction. *The article presents the analytical data of the research materials on advertising methods in social networks of respondents in Uzbekistan.*

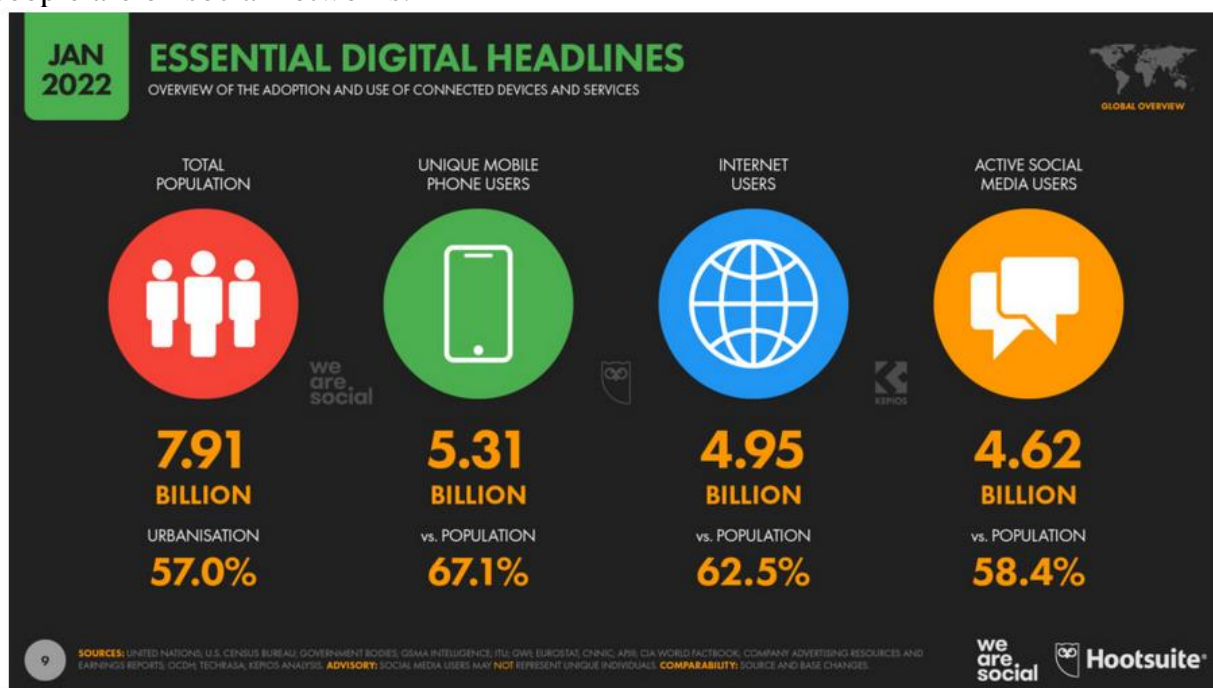
A few years ago, the pages of glossy magazines and online publications were flooded with stories about digital detox. The habit of constantly looking at a smartphone, unlocking it a hundred times a day was unequivocally interpreted as harmful, and ways to deal with addiction were described. Manufacturers helpfully offered objective control tools, smartphones counted how much time you spend and in which application, allowed you to engage in self-deception and set limits. Most people set timers to limit themselves, no more than 2 hours on a social network, and after sorting out the time, they immediately removed the limit, since they literally needed one more minute. Fighting bad habits without hard limits cannot be effective.

The life of the majority was rather cloudless, which made it possible to spend endless hours, buried in a small screen. Entertainment, information, sometimes just a thoughtless filling of your life by scrolling through other people's pictures and thoughts that are given out on the mountain. Everyone tried to form their own digital world

according to their patterns, meticulously controlled who got into it, and who was closed to entry. The illusion of information management turned into a game, there were no winners and losers, but only filling every day with one or another action. Being on social networks has become a habit. We, like Pavlov's dogs, have developed a conditioned reflex, which is fairly reinforced by the algorithms of social networks, because it is beneficial for their developers that we be present there, spend our time and bring unconditional income.

The conditioned reflex trap lies in the fact that we were hooked on "communication" on the network, and it was not by chance that I put this word in quotation marks, it is devalued in our time. It is impossible to have five thousand friends on a social network, just as it is impossible to communicate with strangers and receive an ersatz of ordinary emotions. Social addiction has become the scourge of our time, it changes our physiology, and this needs to be discussed separately and in detail.

Let's take a look at how many people on Earth are Internet users and how many people are on social networks.¹

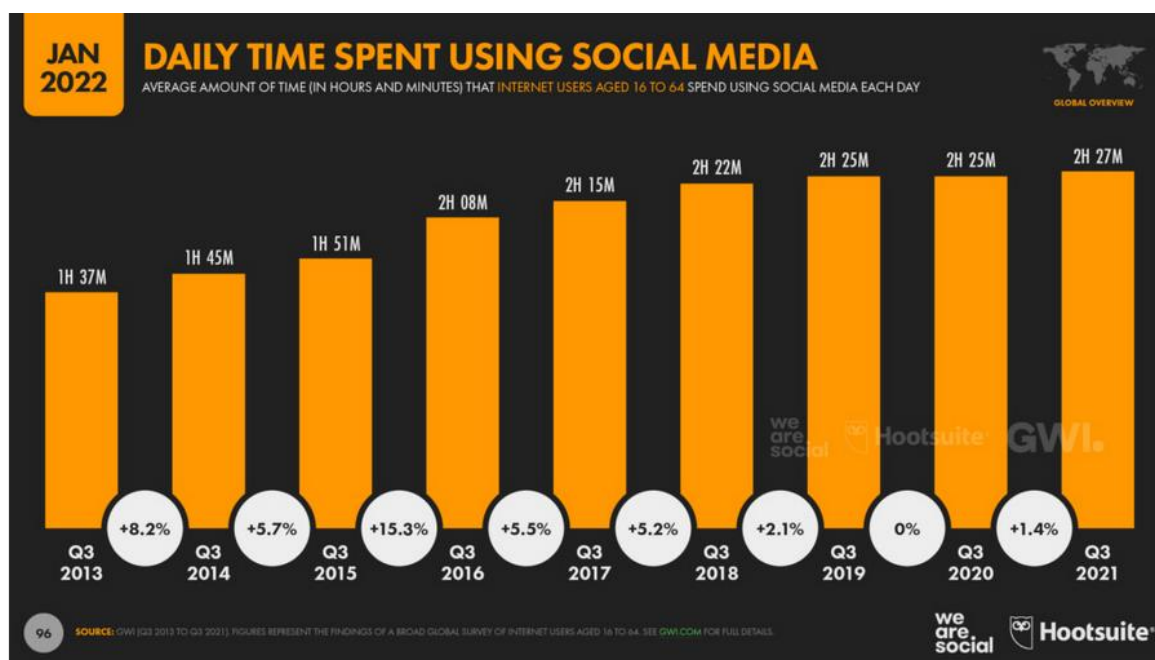


These are practically the same values, that is, most of those who have access to the network use social networks, and many simply disappear into them all the time. Look at how much, on average, people spend daily on social media.

Two and a half hours spent on social networks (total time online - just under seven hours a day! A full-time job, right?). To believe that one day people will be able to abandon real communication and completely move into the virtual space is not so difficult, looking at these numbers. But they have a certain flaw, which suggests that the situation will develop linearly and will not change in any way in the future. As if our fascination with social networks will remain exactly the same as before. But it's not! And I have good news for all of us, online communication is starting to crack at the seams, as it suddenly turns out to be a surrogate for the real world and cannot provide the same opportunities.²

¹ <https://mobile-review.com/all/articles/misc/otkaz-ot-soczialnyh-setej-vremya-prozhivat-realnuyu-zhizn/>

² <https://mobile-review.com/all/articles/misc/otkaz-ot-soczialnyh-setej-vremya-prozhivat-realnuyu-zhizn/>



In the twenty-first century, commercials have permeated almost every aspect of a person's life. According to Rob Marshall's research, the average American is exposed to roughly 4000 commercials every day. There are so many advertising bombarding us from our phones, TVs, and other electronic devices that it is nearly impossible to ignore them in this day and age. As a result, it is difficult to infer that the general audience has made a conscious decision to view so many commercials in the most inopportune moments. Thus, the importance of research into ad-blocking systems cannot be overstated. Moreover, the lack of such researches in the field of avoidance directed to examine uzbek population makes the need for such research crucial. This paper examines the ad avoidance behavioral implemented by uzbek people in their daily life and its correlations with the age, education and methods of ad avoidance.

Based on the regression and value analysis the paper has concluded that men as general are less tolerant to any kind of advertisements, although, the difference is slight. The main reason for ad avoidance was found to be hindrance from the content aimed to consume and the younger people were found to be statistically less tolerant to any kind of advertisement and more implement ad avoidance methods. However, they were no correlation detected between education level and exactly behavioral (physical) method of ad avoidance.

Advertisements have captivated all spheres of life of a person in XXI century. According to the observation of Rob Marshall (2015) general Americans see around 4000 ads per day. In the modern era of technologies, it is hard to avoid all advertisements chasing people from screens of their phones, TVs, banners stickers and etc. And it is hard to assume that the general public makes their own conscious choice to see that many advertisements in most unneeded places, but rather people try to avoid advertisements, try to block them. Thus, the cruciality of research on advertisement avoidance techniques cannot be doubted.

Moreover, Uzbekistan is only entering the sphere of active, or in some occasions aggressive marketing, although do you to the fact that YouTube is not officially represented in Uzbekistan and, thus, there is no YouTube advertisements, which is highly criticized because of aggressive advertisement, the ordinary respondent from Uzbekistan still can witness more than 1000 cases of advertisement communication in their daily life.

Advertisements except being in some occasions frustrating or annoying because of its number and ‘chasing’ of a person, sometimes, advertisements are, especially for non-legal and non-moral companies, can be misleading and harmful to those who easily believe them.

Thus, it is essential to identify and to develop the ad avoidance behavior of respondents from Uzbekistan, in order to identify what layers of population is performing the best in ad avoidance and what ad avoidance behavior is the most common to this area.

On the other hand, it can be absolutely irresponsible not to mention the other side of the coin. Many communication activities and advertisement campaigns which are directed to increase brand awareness and are not aggressive are getting lost among those who implement aggressive advertising and among large corporations who can afford more coverage of advertisement in terms of billboards, special campaigns, sponsoring events and etc.

While aggressive advertising is gaining that level of critic from the side general consumer, who seems, even not consciously implementing ad avoidance behavior, some minor businesses with not comprehensive advertisement are also being blocked, ignored or negative sided in overall flow of general non acceptance of any advertisement, because of aggressive ones.

Taking into account the lack of researches on this sphere among Uzbek population and lack of any empirical studies, which are in the most appropriate way true for Uzbek population, the companies or individual entrepreneurs do not possess any understanding and, as consequence, mechanism to confront to total ad avoidance behavior of consumers (which the author believes should not be ‘total,’ as reasonable amount of advertisement in the lives of people of XXI century is rational), which make the company’s communication to them absolutely non effective.

Hence, the problem this paper is going to bring for discussion is rather directed in identifying the ad avoidance behavior of the Uzbek population and render the understanding of consumer ad avoidance behavior which is are in the most appropriate way true for Uzbek population.

Research methods. The paper based its discussions on the quantitative analysis conducted through GOOGLE Forms and in the form of questionnaire. Overall, of 208 respondents have taken part in this research. 67% of the respondents were female and remaining 33% are male. The respondents were asked to answer the question mainly divided into two types of variables:

- 1) demographic: age, gender, education level;
- 2) behavioral: tolerance to ads, ad avoidance methods used

As the main type of analysis for this research hypothesis testing was chosen. Depending on the literature review and in-depth analysis of secondary data, as well as, based on several previous researches several hypotheses which were found true for other countries and some hypotheses which were not examined before were evaluated.

For the analysis the research had implemented the logistic regression and value test. The value test was implemented due to the inability of MS Excel to check logistic regression without binary outcome, or in other word when the dependent variable is categorical data with more than 2 options.

Before evaluating the hypothesis the author has identified several theories from recent researches, which were conducted in UK, Australia, USA and India. For instance, the researches referred in literature review has elaborated on theories that according to Shavitt all males are more optimistic than women when it comes to advertisements. As

shown by Bush et al. (1999), the only other social structure factor other than race that correlates with attitude toward advertising is gender; nonetheless, women scored significantly higher on the positive attitude scale than men. According to Dutta-Bergman (2006)'s research, addiction to advertising regulation is more damaging to women than it is to men. According to a research conducted by Manrai and Manrai (1995), women are more polychronic (performing many activities at the same time), which suggests that they are more likely than men to multitask when viewing advertisements. To vary one's attentional focus on a frequent basis is useful and productive for polychronic people (also known as polychronic).

Moreover, Younger respondents, according to some studies including the studies of Shavitt et al., (1998), are more likely to have a positive attitude towards advertising. They are less offended and insulted by advertising and are less often misled. Furthermore, according to Zufryden et al., (1993) the zapping level or how he called it mechanical avoidance is higher among households, while with the education level increases the possibility of implementing behavioral (physical) net job, such as just taking the eyes off the screen. Also, using data from a study including 266 participants, Cho and Cheon (2004) discovered that people are more likely to dismiss internet advertising messages because they believe them to be too distracting.

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What are the methods most frequently used by Respondents from Uzbekistan to avoid advertisements in social media? How this methods and ad avoidance strategies as whole correlate with age, gender and education level groups?

- 1) To identify most frequently used methods of ad avoidance among respondents;
- 2) To identify the correlation which method of ad avoidance is common for educated people;
- 3) To identify which gender is more sensitive to social media advertisements;
- 4) To identify the main reasons for ad avoidance of Respondents from Uzbekistan;
- 5) To identify which age group is more sensitive to social media advertisements;

Results and discussions.

HYPOTHESIS ANALYSIS

H1: Men are more tolerant to advertisements than women;

H2: More educated people more often use behavioral method of ad avoidance;

H3: People mostly avoid advertisements due to the fact that they are a hindrance to one's aims of using social media.

H4: Younger people tend to use more ad avoidance strategies than older.

For the proof of hypothesis 1, In order to assess the first hypothesis, the author has chosen to do a value test analysis. As a result of the fact that logistic and probit regression analysis are unable to accommodate the analysis of categorical data with five options as a dependent variable, this decision has been reached. Because of this, the author has completed a type of data classification. As a starting point, it was necessary to establish the number of female and male responders for each tolerance level, with tolerance levels ranging from 1 (I'm completely intolerant of the ad) to 5 (I'm fine with most of the ad).

Using both genders' responses, the average was determined by taking the tolerance level as a value for each response and multiplying it by the indicator for which it was given.

For the proof of hypothesis 2, the paper has conducted logistic regression analysis. Unlike, linear regression logistic regression allows to make analysis when the categorical data (indicatory variable) is used as dependent variable. The logistics regression implied has the formula of binary outcome logistics with coefficient analysis implied. Some other logistic or probity analysis also may provide odds ratio analysis. For the hypothesis 2 the ad avoidance methods implemented by the respondents will be taken as dependent and education level (also categorical data) as independent variable. Due to the fact that in the questionnaire the respondents were asked to choose one from three of ad avoidance methods (cognitive, mechanical or behavioral (physical)) and due to the fact that implemented regression analysis are of binary outcome the most important method being analyzed (behavioral method) was codified as 1 and other methods as two.

For the proof of hypothesis 3, the work has conducted the same logistic regression analysis was applied. The ad avoidance attitude or the answer to the question: 'Due you try to avoid ads most of the time, including ignoring, skipping and closing?' was taken as dependent variable when the answer yes was codified as 1, and no as 0. The respondents were asked to choose the reasoning for ad avoidance which best suits them from Hinders from needed content, Annoying, Contains viruses or bag, which were respectively codified as 1,2,3, were put as dependent variable. However, in this model the regression analysis are only able to show if the ad avoidance can be predicted from the variety of reasoning used, but cannot show the impact of one, thus, the author has calculated the most popular reasoning from the set to identify if the hindrance the content is the most valuable reason. Though, the regression analysis is still crucial as it shows if there is a correlation between reasoning and ad avoidance.

For the proof of hypothesis 4, the work was logistics regression analysis where the two of categorical age data were divided into two "younger" including 0 from 15 years old and from 15 to 35 years old; and the "older" 36 to 50 years old and 51 year old and over. The age variable was taken as independent variable and ad avoidance as dependent variable.

Regression analysis will be conducted using Microsoft Office Excel. For analysis of the correlation, the work will examine R square, p value, coefficient, as well as, standard error and in-depth analysis of classification table. Although structural equation modeling (SEM) could be more effective using measurement model and structure model, however, SEM software are mainly directed to analysis of large scale of data and requires specific programs and understanding of it.

Some links were discovered between home demographics and the frequency with which advertisements are zapped by Zufryden and colleagues (1993), but no such links were discovered by Siddarth and Chattopadhyay (1998).

Rojas-Méndez et al. (2009) had also introduced ad avoidance approaches analysis on a cross-cultural scale, which they had done previously.

Several studies have been undertaken on the ad avoidance technique and the elements that influence it. Using a regression analysis, for example, Evert Van den Broeck and Karolien Poels (2018) conducted research with 253 respondents (Mage: 39.4 SD: 8.7; 50.2 percent female) and used the ad placement condition as an independent variable, ad avoidance intent as the dependent variable, and multiple moderation of product engagement as a moderation for the regression. According to the findings of this study, both message stream and sidebar adverts on Facebook were evaluated to determine whether

they had an impact on people's intents to avoid Facebook advertising. The intention to avoid commercials was significantly higher for message stream advertising than it was for sidebar advertising.

The findings of another study, Ferreira et al. (2017), revealed that consumers are more satisfied with their purchases when they are experiencing good emotions. The study used a questionnaire to gather data from 273 participants, which led to the conclusion that H1 was the primary reason for ad avoidance, or, in other words, 'social media users avoid ads on social media because they consider them to be useless clutter and a hindrance to their social media goals.'

Using data from a study including 266 participants, Cho and Cheon (2004) discovered that people are more likely to dismiss internet advertising messages because they believe them to be too distracting. Another factor in ad avoidance on the Internet, according to this study, is a previous negative experience with a product.

In their study, Rojas-Mendez et al. (2009) came to the conclusion that H3 is fully supported for behavioral avoidance, which suggests that the more educated a person is, the less tolerant he is of being exposed to commercials. Furthermore, Rojas-Méndez et al. (2009) discover that women choose to avoid advertisements on a more frequent basis.

Conclusion. For the purposes of this paper the author has conducted logistic regression. In logistic regression an input variable can be used to simulate the likelihood of a discrete outcome in a probability distribution. One of the most common forms of logistic regression models is one that has a binary outcome; something that can either be true or false in the outcome. A large number of discrete outcomes can be described using multinomial logistic regression. Logistic regression is a powerful technique for categorizing data and assessing whether or not a new sample belongs in a certain group of people. When dealing with classification issues, such as detecting cyberattacks, logistic regression is a crucial analytic tool to have at your disposal. In contrast to linear regression the logistic regression is the best appropriate to the cases when dependent variable is dummy variable presented by categorical data, which is discontinuous. In all hypothesis the dependent variable is presented in two scale data and codified as 1 or 0.

Overall, three of four hypotheses has showed statistically significant based on which the author can reject the null hypothesis, which state that independent variable cannot correlate and predict the dependent. Thus, it may be stated that three out of four hypotheses are true.

For the first hypothesis the author has decided to conduct value test analysis. The reasoning behind such choice is that logistics and probate regression analysis conducted in MS Excel was not able to provide the analysis in categorical data consisting of 5 options as dependent variable. Thus, the author has conducted the sort of classification data analysis. The first step was determining the number of female and male respondent for each tolerance level, where 1 - I am not tolerant at all; 5 - I feel comfortable with most of the ad. After the tolerance level where taken as value for each responses and multiplied by the each indicator the average for both genders where found. The average tolerance level for all respondents of female gender is 2,97, while for male it is 2,84. The difference is slight, though it shows that as general male are less tolerant to advertisements, as the lowest value 1 was the less tolerance answer, compared to women. Thus the hypothesis one which states that Men are more tolerant to advertisements than women is found within this research as true. The null hypothesis is rejected to the favor of this hypothesis.

The research conducted in this paper has uphold most of the researches presented above. The research has made the same conclusion about the age and int influence to ad

avoidance. Male are found to be more tolerant to the ads compared to women. Moreover, the research also upholds the correlation between the reasoning of ad avoidance, popularity of the one and the attitude of respondents to ads based on the reasoning. The analysis has concluded that the ad avoidance attitude of particular person also depends on the reasons for ad avoidance. However, the research has concluded contradicting to scholar's findings in the field of the correlation between education level and behavioral ad avoidance, as in this regression the data was found to be statistically insignificant.

Moreover, the case is one of the first researches in this sphere among Uzbek population, which makes the research highly essential for further paper on this topic by different scholars.

The paper was limited to the number of respondents who initially aimed to be around 400. However, 208 respondent is still significant sample to assuming certain conclusion on the topic and the features common for Respondents from Uzbekistan. The research was also limited by the research tools used. Unfortunately, the analysis was conducted only with one independent variable which cannot be sufficient enough to make predictions. As can be obvious, the ad avoidance behavior, as well as, any other variables are under influence of several factors which also influence each other. For instance, if the age had found to have influence on ad avoidance behavior, age analyzed with the education level may demonstrate different results.

Moreover, the ad avoidance behavioral is believed to be data more concerning about personal attitude and opinion which requires not only quantitative, but also, qualitative data. This means that for future researches it could be better also conduct interviews and observations. Also, the research was limited to the hypothesis it has initially elaborated, however, with the assistance of qualitative research the paper could elaborate on the features not discussed by other scholars.