

THE ADVERTISING IMPLICATIONS OF THE DYNAMICS IN MILLENNIALS' EVALUATIVE CRITERIA: COMPARING PRINT, BROADCAST, AND THE INTERNET

ABSTRACT

Advertisers are spending huge sums of money on print, broadcast, and internet media to reach Millennials. Nevertheless, their effort to reach the cohort has been frustrated by rapidly changing communication technologies, the pandemic, and the dynamic shift in the generation's media habits. Based on online group chats (OCGs), complemented by the Delphi method, the study explores Millennials' evaluative criteria in choosing print, broadcast, and internet media. The findings suggest that Millennials are preoccupied with access, control, content, and streaming options. Their preferences are influenced by convenience, availability of content, and time shift issues.

Keywords: Millennials, changing media habits, media choice, internet platforms

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