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Factors Affecting Consumers' Attitudes towards Advertising via Podcast Technology and their Relationship to Consumers' Behavioral Response: A Field Study on the Millennial Generation in Egypt (*)

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Abstract

The study aimed to identify the most key factors influencing the attitudes of the Millennial generation towards podcast advertisements, which are: entertainment, information, credibility, annoyance, narrative engagement, and social factors, and to compare the impact of these factors on attitudes to find out which are more influential. The study was also interested in identifying attitudes of the millennial generation in Egypt towards podcast advertising; to determine its role in shaping their acceptance, awareness, and behavioral response towards these advertisements and the advertised products. The study is descriptive research that relies on the media survey approach, both quantitative and qualitative. The researcher employed the electronic questionnaire tool and applied it to a purposive sample of the millennial generation of podcast users, which consisted of 320 respondents. The researcher used the qualitative method by conducting 3 focus groups; by applying it to (30 respondents) to use their opinions, comments, and perceptions in explaining and interpreting the quantitative study results. The study found that the availability of narrative engagement factors in podcast advertisements was the most influential factor on the attitudes of respondents from the millennial generation towards podcast advertisements, followed by the availability of credibility, entertainment, and annoyance factors. The results of testing the hypotheses of the proposed theoretical model were proven that there was no effect of informational and social factors on the respondents' attitudes, as well as There was a statistically significant correlation between the respondents' attitudes towards podcast advertisements and their behavioral response towards them and towards the advertised products.

Keywords: Podcast Ads., Millennial Generation, Advertising Attitude, Narrative Engagement, Behavioral Response.

(*)The Paper was received on October 05, 2024, and accepted for publication on December 25, 2024.