

A Consumer Neuroscience Approach to Instagram Advertising Features and Consumer Attention for Generation Z

Pragasen Pillay

University of Cape Town

Rebecca Perrot

University of Cape Town

Innes De Ferry

University of Cape Town

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Abstract

Fast-paced dynamics and the constantly evolving technology of the 21st century have led to a shift in consumer attention, in terms of gaining it and maintaining it. Consequently, brands have had to focus on how their consumers perceive them online to market more effectively. Therefore, the purpose of this study was to investigate the salience of various Instagram features, which are used in advertising, with regards to gaining consumer attention within the Generation Z population in the Cape Town. Two types of data collection techniques were used, a questionnaire and an eye-tracking test, making use of an Instagram simulation. The results of the study showed that Generation Z in Cape Town were active Instagram users and paid the most attention to a brand's mutual followers, their brand description, and their video content. These features captured the most attention, thus providing insight into areas of focus for brand advertisements and marketers.

Subject Areas: *Consumer Behavior; Digital & Mobile Marketing; Social Media*