



Influences of Online Behavioural Ad Avoidance Among Sri Lankans

M. M. S. S. Manathunga

University of Kelaniya, Sri Lanka
sachinisankalpana.mm@gmail.com

S. I. Wijenayake

University of Kelaniya, Sri Lanka
shanikaw@kln.ac.lk

DOI: <http://doi.org/10.4038/sljmuok.v8i1.91>

ABSTRACT

The purpose of this paper is to explore the key determinants of online ad avoidance where the impact of goal impediment (GI), privacy concern (PC), ad irritation (AI), negative experience (NE), and retargeting (RI) on online ad avoidance (OAA) is explored. Online advertising avoidance can be an action or steps taken by viewers while they are surfing the internet. It is identified as a significant challenge for digital advertising. Literature has implications that goal impediment, privacy concern, ad irritation, and negative experience to be the key determinants of ad avoidance. There are implications that GI, PC, and AI are having an impact on NE and NE has an impact on OAA. Therefore, NE is identified as a mediator. Further RT is identified in the literature as having a moderating role between NE and OAA. To examine the impact of the key determinants and the OAA, 12 hypotheses were developed and a quantitative approach was used with a structured questionnaire for primary data collection. A convenient sample of 300 was collected from the Western province. In terms of measuring the relationships between variables, the researcher employed the Partial Least Square (PLS) structural equation modeling with SPSS and Smart PLS tools. All the direct hypotheses and the mediating hypotheses were supported by the data. Moderating the impact of RT was not supported. The findings of the study reveal valuable implications for online advertisers to consider to improve their reachability and viewership.

Keywords: *Ad Format, Ad Irritation, Advertising., Consumer Journey, Goal Impediment, Negative Experience, Online Ad Avoidance, Online Behavioral Advertising, Privacy Concern, Retargeting*

ORCID of authors: S. I. Wijenayake -  <https://orcid.org/0000-0003-3732-9937>

Copyright: This is an open access article distributed under the Creative Commons Attribution License 4.0, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.



1. INTRODUCTION

Nowadays every business whether small or large is engaged in advertising to make aware people and to promote their business. When it comes to Advertising, we can identify three main ways to do advertising. Those are ATL (Above the line) BTL (below the line) and TTL (through the line). In the past, people were more concerned about ATL and BTL than traditional media and printed media. Although, by considering the internet penetration people are more concerned about the TTL. Under through-the-line advertising, it is mainly focused on online advertising.

Online advertising is extremely important for all businesses because it has a huge influence on the consumer's purchasing decisions. In today's world, online advertising is considered the most important feature for accomplishing a desired aim of business. Online advertising is crucial for the success of an online business. Research shows that people use the internet to seek information about the product and its prices before making purchase decisions.

Online advertising is evolving rapidly with time, nearly half of the world's population uses the internet, and people of all age groups are now connecting via the web. Then advertisers easily reach their target groups. Now a day's social media has several numbers of targeting options. That is why online advertising is crucial for the success of an online business.

Companies spend a lot of money on digital advertising agencies to promote their business. When it comes to world perspective, search advertising is spending nearly 106.5 billion US dollars worldwide.

In the Sri Lankan context, there were 10.10 million internet users in Sri Lanka in January 2020. Internet penetration in Sri Lanka stood at 47% in January 2020. The number of internet users in Sri Lanka increased by 399 thousand (41%) between 2019 and 2020. (www.datareportal.com, 2020). Internet usage has grown significantly rate during 5 to 6 years Now Sri Lankan people have more concerned about online activities than traditional ways. Now people are more concerned about online retailing than traditional retailing.

Nowadays every business whether small or large is engaged with advertising to make aware people and to promote their business. Multinational companies spend millions or billions of dollars on advertising. In return, they expect to generate sales from customers. Although there are lots of issues arising in the Advertising industry such as advertisement avoidance.

Advertisement avoidance can be defined as actions or steps taken by viewers which reduce their exposure to media content. As well as, sometimes various negative perceptions can be aroused in consumers' minds due to previously been noted. These perceptions influence the formation of attitudes towards the ad and brand.

On the internet, Advertising avoidance occurs in a different way. Internet Users have the capacity to interact and control what they are viewing. Researchers explored three dimensions of advertisement avoidance such as cognitive avoidance. Here viewers do not want to think about the advertisement. In the affective dimension, viewers hate advertisements and in the behavioral or mechanical dimension viewers use different software to block advertisements. (Unni & Harmon, 2007). When we determine the key determinants of online ad avoidance we can identify Goal Impediment, Ad irritation privacy concerns and negative experiences. When consumers purpose interrupted by online behavioral ads which will make the negative experience. That is why goal impediment is taken as one of the key determinants. When it comes to privacy concern it also leads negative experience because people don't like sites which track their online behavior. And also, we can define ad irritation as consumers' perceptions towards the ad which is causing displeasure and momentary impatience. Those are the factors that I am going to study through this research study.

When considering the background of the study, personalized advertising has issues of privacy concern because most marketers used consumer databases when they are developing more relevant and targeted ads. According to marketers' perspectives, online personalized ads are cost-effective, compared with mass advertising because it has the potential to identify individuals who are in the target market. Although according to the consumer perspective, it may trigger negative responses to advertising such as online ad avoidance. Most of the time marketers used consumer information, demographic details, lifestyles, consumer behavior based on the browser history. When considering personalized ad messages may increase consumer fears about the loss of their privacy. Because personalized advertising threatens consumers' perception towards brand and advertisements. According to previous studies, consumers tend to psychologically reactance in response to highly personalized messages when they feel annoyed by the sense of being too much observable by companies. The focus of the current study is personalized online advertisements sent via social media like YouTube advertising, Facebook advertising, Instagram advertising, and web advertising. There are several types of ads we can see on the social media networks among these pop-up ads, skippable ads, video ads, banner ads, display ads, etc. Here we focused on these types of advertisements on personalized social media when identifying key determinants of online advertising avoidance.

1.1. Significance of the Study

According to global statistics, in 2019, search advertising spending stood at nearly 106.5 billion US dollars worldwide. This amount is projected to grow to about 132 billion us dollars by 2022. Display advertising, which reached 161 billion us dollars. Accounted for the largest ad spend a share in 2019(statista.com, 2019). According to a statistic we can see there is a huge amount of money spent on online advertising but if people avoid online advertisement, it may happen a loss for the companies. Evaluating the effectiveness of re-targeting is important to further advertising developments. So, we

need to identify what are the factors affecting online avoidance. In the Sri Lankan context, it is difficult to find an investigation relating to online behavioral ads. Because of that, there is significant gap remaining, and also re-targeting is a nascent area (Brahim et al., 2017).

There were 10.10 million internet users in Sri Lanka in January 2020. Internet penetration in Sri Lanka stood at 47% in January 2020. The number of internet users in Sri Lanka increased by 399 thousand (41%) between 2019 and 2020 (www.datareportal.com, 2020). According to financial inclusion factors, there are 6.2 % make an online purchase. According to a global stat shot report in 2020 April, 42% use digital or mobile valet to make online payments. As well as according to a report there is 81% search online for a product or service to buy. And there 90% visited on the retail website but there are 74% only purchase via any device (www.datareportal.com, 2020). In here digital marketers can be do remarketing on 16 % to increase the online purchase. But the problem is remarketing can be making ad fatigue in long run and it may be unnecessary pressure towards the customer. Then they go to *ad – avoidance* while they are browsing the internet. It will gain a negative impact on the brand as well.

According to the statistic of social bakers, kapruka.com has 745756 fan base (www. social bakers.com, 2019) zigzag.lk (583016 fan base) mirror, Abans, Takas are other major e-tail platforms in Sri Lanka. Those e- taller doing retargeting online advertisements on social networking services.

When we consider online advertising now people are concerned about various adblocking software and apps apart from manually avoiding advertisements, (by clicking the close button). According to previous research, several factors affect online avoidance. That is why ad blocks software exists. Ad Block Plus has since been downloaded over one billion times and has helped drive, along with its competitors, the exponential use of ad-block software, which numbered 380 million desktop users and 235 million mobile users, worldwide Ad-block Plus, the world's leading ad-blocking browser extension that blocks ads from appearing on the screens of individual users, both on desktops and mobile devices(www.store.hbr.org,). Those types of ad-block software now became a challenge for Digital advertisers.

There are several negative perceptions aroused in consumers' minds due to the continuous advertising of the same brand on online platforms. These perceptions influence the formation of attitudes towards the ad and brand. Although digital advertisers have introduced online behavioral ads as a great way to raise brand awareness in the digital marketplace, it has both positive and negative sides. That's why people avoid online behavioral ads which perform continuously. Digital advertisers need to identify, what are the key determinants of online ad avoidance and how to avoid online ad avoidance without annoying consumers.

2. LITERATURE REVIEW

According to the present generation, online advertising plays a huge role. Now people are more familiar with online advertising methods. However, with the time passing people didn't want to pay much attention regarding online advertisement. Most of the time we became goal-oriented while surfing the internet. Then people don't like to any disturbance. In that situation, online avoidance can occur. Advertisement avoidance can be defined as actions or steps taken by viewers which reduce their exposure to media content while they are surfing the internet. The avoidance can happen in many ways.

According to previous literature, Advertisement avoidance refers to activities in which viewers indulge themselves at the time of advertisement exposure. (Ha, L., & McCann, 2008). Considering the theoretical aspects many people define Online ad avoidance in different ways, but considering all those definitions core ideas is more or less the same to each other. There are three dimensions of advertisement avoidance such as cognitive, Affective, and behavioral. Under the cognitive dimension, viewers don't want to think about the advertisement. When it comes to effective viewers hate the advertisement due to disturbance. And also viewers use different software to block advertisements under the behavioral dimension. (Unni, R., & Harmon, 2007). If cognitive and affective attitudes are negative it creates behavioral avoidance.

2.1. Goal Impediment

Perceived goal impediment is one of the significant factors that impact ad avoidance. Most of the time ads lead to aggravation, negative attitudes, and ad avoidance when they interrupt a consumer's goal (S., Lu, n.d.). People use the internet to achieve a specific task and they expect to complete their task without any disturbances. Sometimes if we go to watch automobile reviews for buying a car. Although while we watching the video, there can be display a mobile phone online advertisement disturbing on our purpose. Sometimes there are unskippable ads. This also creates a negative attitude towards the brand. Apart from that, there are skippable ads. Then we have to stay until the skip button display. This is annoying to viewers. Therefore, it can be stated that the Internet is a goal-oriented medium where users are usually engaged in pursuing specific tasks. The purpose can be interrupted by exposing online behavioral ads, which will make negative experiences and ads avoidance (W.Li & Z.Y., 2016).

Internet is a goal-oriented platform where users are connecting with a specific work that can be interrupted by appearing some useless personalization ads. Hence, there can be a high probability that the users neglect online ads to achieve their planned goals. That is why people wait for 5 seconds to press the skip button (Morimoto, M. and Chang, 2009).

2.2. Privacy Concern

With the rise of the internet and social networking, users are more concerned about their privacy. In 2018 Hossain pointed out that privacy concern is defined as the degree to which a consumer is worried about the disclosure of personal information to others. There are plenty of social crimes that happen due to hacking personal details. Then people think twice before accepting the cookie or before giving personal information. According to Tene and Polonetsky online behavioral advertising tracks the user's data without permission. As a result, they are afraid to accept some cookies. When they see some retargeting ads they think, their personal information is tracked by the relevant sites. Then they feel some negative emotions towards the brand and the site. That is why many pieces of literatures suggest that privacy concerns have an impact on online ad avoidance. And also he explained data collecting cookies as “enhancements in the functionality of cookies provided websites and advertisers with a new means of collecting information about consumer interests and targeting advertisements”(Tene & Polonetsky, 2012). Because of high concern for privacy, people neglect to share any information asked from particular sites. That is why people install ad blocker software on their web browser to avoid behavioral advertisements.(Oger, M., Olmez, I., Inci, E., Küçükbay, S. and Emekci, 2015)

2.3. Ad Irritation

Previous studies have indicated that several factors may affect ad irritation. Among these untruthful contents, too many ads, or when the same ad appears too frequently caused online ad avoidance. Perceived ad irritation is defined here as consumers' perceptions towards the ad which is causing displeasure and momentary impatience (Aaker & Bruzzone, 1983).

Irritation refers to the state of feeling uncomfortable, pain, or distress. Another definition of irritation is situations or actions which disturb someone physically or mentally. Most of the time ad irritation impacts mentally. If we have limited time to watch some important video. Then we have to stay a few seconds to watch a particular video. This will lead to ad irritation. (Knittel, Z., Beurer, K., & Berndt, 2016). Perceived advertisement irritation can also be defined as displeasure feelings or impatience caused by advertisement (Nettelhorst, S. C., & Brannon, 2012).

2.4. Negative Experience

In digital advertising, there are more targeting options available for advertisers. When consumers are exposed to online advertising, goal impediment, privacy concern and ad irritation will affect the consumer's experience and ultimately lead to consumer's attitude and behavior. Negative experiences include unattractiveness, lack of usefulness, lack of specificity, and lack of incentives (W.Li, 2016) A prior negative experience can be indicated by Dissatisfaction, perceived lack of utility, and incentive for clicking on online behavioral ads. This negative experience leads to online ad avoidance.

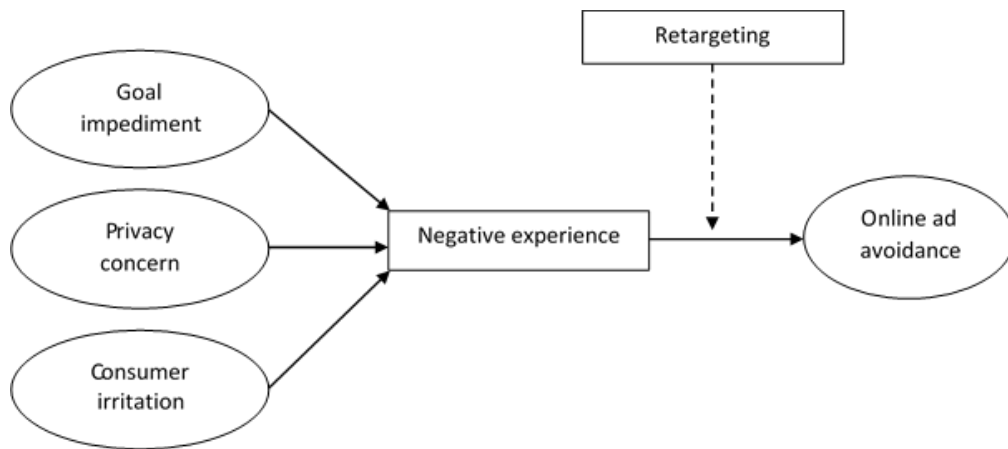
Information learned from experience is also known to have a strong and direct impact on attitudes and behavior. (Smith & Swinyard, 1983).Based on the theory of learning from experience.

2.5. Re-Targeting

Retargeting is a modern strategic tool used to track previously visited customers. Many potential customers visit your website but due to some reasons they shift to other sites or leave your sites. Retargeting is used to bring those customers to your websites. When customers see Ads related to your website or brand on different online platforms which result in returning them. Some time they track the customers using cookies. After considering previous researches we can get a clear idea about retargeting. It has both positive and negative sides. Retargeting is a form of online marketing designed to target customers based on their previously done online activities. Most of the time advertisers seek previously used keywords and search results. (Ghose & Todri, 2016). Although on the one hand, the underlying personalization of retargeting leads to higher advertising relevance for the consumers (D.Tsekouras, 2016).Although, consumers understand the accumulation of their data as a kind of attack on their privacy (N. F.Awad, 2006). This is a subjective matter and risk can happen through all the data of an individual's browsing behavior, the identity of all other confidential information. People have a fear that data will be misused or leaked. Consequences are increasing advertising avoidance (Baek & Morimoto, 2013), negative attitudes, and lead to lower purchase intentions. Many marketers go to retargeting because they assume that it would reduce their overall advertising cost. Although the customer's perspective is a little bit different. This is a significant issue. On the other hand, retargeting is risky because consumers may feel observed and constrained (White et al., 2008) which may, in turn, raise privacy and security concerns. Furthermore, according to King and Jessen "Behavioral advertising practices use profiling technologies to generate targeted advertising to consumers based on computer-generated profiles. Now that mobile phones increasingly include web browsing capability and location tracking technologies, they are well designed for use by behavioral advertisers in order to produce highly-targeted advertising" (King & Wegener, 2010). These concerns may be reflected through poor click-through rates and conversions. As we all aware sales funnel is a process that begins with more customers and ends up with converting a few. Retargeting also intends to capture more customers. Although, it damages the conversion rate by ignoring the buying cycle of consumers. That is why previous studies shown which had a risk. Retargeting seems to be a promising strategy to bring back potential customers (J, Yeo.S, Kim. E Koh, S.W Hwang and N, 2017). The over 95 % of the internet users leave an online shop without a complete purchase.(S, 2012). The customers may simply not be ready to purchase at first impression. If you opening retargeting window for a long time, potential customer is not in right spot of the buying cycle. Then they irritate that kind of re targeting ads.

3. CONCEPTUAL FRAMEWORK

Figure 1: Conceptual Framework



4. HYPOTHESIS DEVELOPMENT

4.1. Goal Impediment

Goal impediment can be identified as the most significant predictor of online ad avoidance. The Internet is a goal-oriented medium where people are engaged in pursuing specific tasks. If the task is interrupted by online advertisements which will make negative experience towards online advertising and make ad avoidance. People avoid internet ads because of impeding their goals. These results consist of a previous study done by Speck and Elliott in 1997 (Elliott, Michael T., 1998). According to Li, the perception of advertising interruption will result in cognitive avoidance and behavioral avoidance. (Li, H., Edwards, S.M. and Lee, 2002).

According to Kolb's theory of learning from experience, (Kolb, 2012) negative experiences may lead the online ad avoidance behavior. In 2016 Wen Li found that negative experience plays a partial mediating role between goal impediment and online ad avoidance. Based on the previous studies, we hypothesized that,

H1: Goal impediments have a significant impact on online ad avoidance.

H2: Goal impediment has a significant impact on a negative experience

H3 Negative experience mediates the relationship between goal impediment and online ad avoidance.

4.2. Privacy Concern

With the rapid development of information processing and communication technology, marketers collect consumer data about consumer purchase histories and characteristics to identify the best prospectors. As a result of privacy concerns consumers are willing to have a negative experience and ad avoidance behavior such as cancel or block ads, installed ad-block software. According to literature confirms that privacy concern has a significant impact on negative experience (W.Li & Z.Y., 2016). Companies should find ways to deliver online ads without interfering with privacy. In 1999, Sheehan and Hoy found that as privacy concerns increase, consumers are likely to have a negative experience. (Hoy, 1999).

Hence, we hypothesized

H4: Privacy concern has a significant impact on online ad avoidance

H5: Privacy concern has a significant impact on a negative experience

H6: Negative experience mediate the relationship between Privacy concern and online ad avoidance.

4.3. Ad Irritation

Ad Irritation can be identified as consumer perception of advertising which caused displeasure and impatience. Because consumers think that advertising media are irritating when they intervene in their tasks on online platforms. Apart from that People are irritated when advertisement content is untruthful, exaggerated, or confusing. Ad irritation directly influences both cognitive and behavioral ad avoidance (Li, H., Edwards, S.M. and Lee, 2002). Because the negative experience of ad irritation results in unfavorable attitudes towards the advertising. According to Brehm's psychological reactance theory, unpleasant arousal emerges when people are experiencing loss of their free behavior. These unpleasant negative experiences mediate both ad irritation and online ad avoidance. Hence, we hypothesized,

H7: Consumer irritation has a significant impact on online ad avoidance.

H8: Ad irritation has a significant impact on negative experiences.

H9: Negative experience mediate the relationship between ad irritation and online ad avoidance.

4.4. Negative experience

When consumers are exposed to online advertising, goal impediment, privacy concern, and ad irritation. will affect the consumer's experience and ultimately lead consumer's attitude and behavior. According to the theory of learning from experience, suggest that process whereby knowledge is created through

the transformation of experience (Kolb, 2012). We hypothesized that negative experiences of online ads may increase online ad avoidance. (Cho et al., 2013).

H10: Negative experience has a significant impact on online ad avoidance.

4.5. Retargeting

Digital marketers used personal recommendations and suggestions to consumers based on the browser history and search results. By using earlier browser history on the firm's websites, the firm will place online ads on other external websites and social media networks. Consumers who previously visit the firm's websites are shown that images of products they have looked at before. Retargeting has gone by several names such as targeting, personalization, online behavioral advertising. According to the theory of reactance, most the people want the freedom to think, feel and act as they choose. People possibly perceive targeted ads as both creepy and unpleasant (Brehm, 1989) Retargeting can result in less positive attitudes and decrease purchase intention and increase ad avoidance (Brahim et al., 2017). Hence, we hypothesized,

H11: Retargeting has a significant impact on online ad avoidance.

According to Doorn and Hoekstra in 2013 suggested that higher degree of customization of ads, such as prior browsing information or personal identification into the body of ad may increase the feeling of intrusiveness (negative experience) and negatively affect purchase intention (van Doorn & Hoekstra, 2013). When customized behavioral targeting ads trigger the feeling of being stalked and consumers who are more concerned about their privacy and security would avoid the advertisement. Hence, we hypothesises,

H12: Retargeting significantly moderates the relationship between negative experience and online ad avoidance.

5. RESEARCH METHODOLOGY

A Survey-based approach was followed to collect data. Surveys tend to be used in Quantitative research projects and involve sampling to represent the proportion of the population. Survey research is the collection of data obtained by asking individuals questions either in person, on paper, by phone, or online. The appropriate strategy for this research questions and objectives to be achieved is "Survey" which is a system for collecting information from or about people to describe, Compares, or explain knowledge, attitudes, and behavior. Under the survey strategy, a survey questionnaire has been adopted. The survey produced quantitative data which can be analyzed empirically.

The sample of the study can be identified as people who are living in the western province. The Colombo Gampaha and Kaluthara districts collectively represent 28% of the total population. The

western province's population was 6,149,000 according to the department of census & statistics 2019. The selection of a sample from the western province represents a high population in Sri Lanka. And also, the logical reason behind the selection of western provinces is the highest computer literacy. (44.1%) according to the department of census and statistics.

The survey was conducted through a google form questionnaire. The closed-ended questions were adopted in the questionnaire. It provides respondents specifically limited options and requires them to choose the best suitable response based on their own opinions. The 300 respondents were taken as the sample size of the research. Here I used the minimum sample size estimation method in PLS-SEM is the 10 times rule method (Hair, 2011). This method builds on the assumption that the sample size should be greater than 10 times the minimum number of inner and outer model links (Randall, D.M. Gibson, 2013).

6. DATA ANALYSIS PROCEDURES

6.1. Selection of the Data Analysis Software and Justification

To test the model Partial least square structural equation modeling (PLS-SEM) was used through Smart PLS 3.0 and SPSS. PLS-SEM technique is used to run a variance-based SEM for both factor-based and composite-based measurement models. In here, we need to carefully, examine and classify each construct either reflective or Formative. Based on the criteria all the constructs are operationalized as a reflective construct and those are interchangeable. As well as, the Deletion of an indicator will not change the construct.

6.2. Model Fit Analysis

Furthermore, model fit is assessed using SRMR. The value SRMR below 0.10 indicates the acceptable model fit. Table 5.16 shows SRMR values for both the saturated model and the estimated model. According to (Hu, 1998), it shows that approximately model fit.

Table 1 SRMR value

SRMR	
Saturated Model	0.064
Estimated Model	0.07

6.2.1. Measurement Model Analysis

Initially, the Measurement Model was analyzed by running the PLS algorithm by (J. H. Henseler, 2016) (Hair, 2011) observing outer loading which was above the threshold level of 0.6 or 0.5 (Chin, 1988).

According to tables 5.10 and 5.11, the validity and reliability of the measurement model were ensured by assuring the convergent and discriminant validity.

Reliability is the ability of a research instrument to give the same results or data which can be used at any time. A reliability test is a method of testing the reliability of the questionnaire which is used in the questionnaire. Cronbach's alpha is a reliability coefficient that can be used to measure reliability.

However, the questionnaire of the study reflected to be significant when alpha value results in more than 0.7. Table 5.10 shows the questionnaire of the study reflected to be significant when alpha value results in more than 0.7 (J. H. Henseler, 2016). According to statistics, all variables have significant alpha values.

Table 2 Assessing measurement model

	Items	Loadings	AVE	CR	Rho_A	Cronbach's Alpha
Goal impediment	GI1	0.855	0.715	0.926	0.902	0.900
	GI2	0.853				
	GI3	0.841				
	GI4	0.781				
	GI5	0.893				
Privacy concern	PC1	0.813	0.726	0.941	0.925	0.924
	PC2	0.861				
	PC3	0.887				
	PC4	0.87				
	PC5	0.855				
	PC6	0.822				
Ad irritation	AI1	0.895	0.77	0.93	0.903	0.900
	AI2	0.854				
	AI3	0.893				
	AI4	0.867				
Negative experience	NE1	0.83	0.645	0.9	0.88	0.860
	NE2	0.777				
	NE3	0.885				
	NE4	0.648				
	NE5	0.852				
Online ad avoidance	OAA1	0.798	0.561	0.884	0.854	0.844
	OAA2	0.809				
	OAA3	0.75				
	OAA4	0.765				
	OAA5	0.651				
	OAA6	0.708				
Retargeting	RT1	0.845	0.713	0.909	0.868	0.866
	RT2	0.88				
	RT3	0.833				

RT4	0.819
-----	-------

6.3. Convergent Validity

Subjective independence of every indicator on its latent variable. The average variance extracted is above 0.5 for all the variables which establishes the convergent validity of the measurement model. (Sarstedt, M. R., 2014)

6.4. Discriminant Validity

Discriminant validity can be identified as the degree to which the measures of different concepts are distinct. The discriminant validity of the model is assured by comparing the square root of AVE with correlation among the variables. It means that the shared variance of all the model constructs shouldn't be higher than their AVEs (Fornell, 1981). It is called Fornell – Larcker's method. According to table 3, Fornel Larcker criterion we can see all values in italic font represent the square root of AVE. All italic values are higher than other values in the relevant column.

Furthermore, the HTMT criteria indicate the discriminant validity. It was noticed that all the HTMT values and upper confidence limit values were less than 1 (J. R. Henseler, 2015). Therefore, the discriminant validity for the construct was ensured.

Table 3 Fornell Larcker Criterion

	AI	GI	NE	OAA	PC	RT
AI	<i>0.877</i>					
GI	0.785	<i>0.845</i>				
NE	0.776	0.713	<i>0.803</i>			
OAA	0.699	0.66	0.717	<i>0.749</i>		
PC	0.776	0.729	0.711	0.613	<i>0.852</i>	
RT	0.722	0.667	0.734	0.718	0.64	<i>0.845</i>

Table 4 HTMT

	AI	GI	NE	OAA	PC	RT
AI						
GI	<i>0.873</i>					
NE	0.863	<i>0.797</i>				
OAA	0.779	0.744	<i>0.826</i>			
PC	0.85	0.799	0.787	<i>0.673</i>		
RT	0.815	0.755	0.843	0.826	<i>0.713</i>	

(IV) AI- Ad irritation, GI- Goal Impediment, NE – Negative experience (Mediator), PC-Privacy concern, RT- Retargeting (Moderator). OAA- Online ad avoidance (DV)

6.5. Structural Model

The structural model reflects the paths hypothesized in the research framework. To measure the structural model, PLS bootstrapping was run with 500 bootstrap samples. The validating model first runs without the moderating effect. The structural model is assessed based on the r^2 and q^2 and the significance of the paths. The goodness of the model is determined by each structural path determined by the R^2 value for the dependent variable. The value of r^2 should be equal to or over 0.1 which signifies the proportion of variance of the exogenous variables on endogenous variables. R^2 is a measure of the model's predictive accuracy. It represents the amount of variance in the endogenous construct explained by all of the exogenous constructs linked to it. R^2 ranges between 0 and 1 with a higher value indicating higher levels of predictive accuracy. Here we got R^2 is 0.647 and adjusted r^2 of negative experience is 0.643 which represent the moderate level of predictive accuracy. The model has the predictive capability and also Q^2 above 0 shows that the model has predictive relevance.

Table 5 Predictive Relevance & Predictive Accuracy

	R^2	$Q^2 (=1-SSE/SSO)$
NE	0.647	0.409
OAA	0.599	0.324

Table 6 Measuring Effect Size of Direct Effect

Hypothesis Relationship	Std Beta	Std Error	t value	Decision	P value	f ²	Q ²
AI -> NE	0.453	0.085	5.317	supported	0.000	0.172	0.064
GI -> NE	0.202	0.072	2.834	supported	0.005	0.042	0.152
PC-> NE	0.216	0.060	3.513	supported	0.000	0.045	0.016

Effect size impact indicators are according to Cohen f^2 values can be ranged as follows. 0.35(large), 0.15(medium) and 0.02(small)(Cohen, 1988)

Predictive relevance (q^2) of exogenous latent variables as according to Hensler, can be ranged as follows. q^2 values 0.35(large), 0.15(medium) and 0.02(small) (Jörg Henseler et al., 2009)

According to 5.15 measuring effect size of direct effect table ad irritation has large effect size (0.172) on negative experience and small predictive relevance (0.064). When it comes to privacy concerns it also has a small effect size (0.045) and small predictive relevance (0.016) on negative experience and goal impediment has medium predictive relevance (0.152) and small effect size on negative experience (0.042) Analogous to the effect size f^2 and the effect size q^2 allows to assessing each exogenous construct predictive relevance for certain endogenous construct.

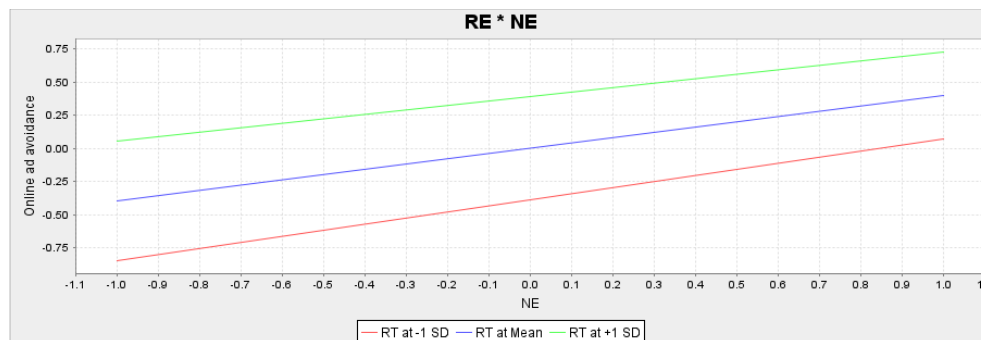
6.6. Moderation Analysis

When it comes to the next stage, moderating effect of retargeting is measured using product indicator approaches (J. a. Henseler, 2010). There are three types of methods we can see in Smartpls when measuring the moderation effects. Out of those according to (Fassott, 2016) the predict indicator approach works for a common factor construct. This approach describes the interaction effect. According to the results, the moderating effect of retargeting on the relationship between negative experience and online ad avoidance is not significant.

Furthermore, the effect size was calculated to determine the strength of the moderator. The calculation is as follows to determine the strength of moderation effects of retargeting on independent and dependent variables.

The model obtains F square is amounting 0.012. The effect size is very low and it is determined moderating effect is low in the measurement model (J. a. Henseler, 2010).

Slope analysis



The blue line represents the normal relationship. Here lower negative experience means lower online ad avoidance and higher negative experience mean higher ad avoidance. The higher level of retargeting would not strengthen the positive relationship between negative experience and online ad avoidance. The hypothesis sought to ascertain the moderating role of re-targeting between negative experience and online ad avoidance. The results revealed that retargeting is unable to moderate the relationship between negative experience and online ad avoidance.

7. DISCUSSION

The purpose of this study was to determine the key determinants of online ad avoidance. Our proposed model is established via affective, (goal impediment, privacy concern, ad irritation, retargeting), cognitive (negative experience), and behavioral (online ad avoidance). The finding of the study provides an understanding of the psychological process of online advertising avoidance. The study demonstrates the mediating role of negative experience partially plays in affecting the relationship between the online ad avoidance and independent variables called goal impediment, ad irritation, privacy concern, and

retargeting. According to the findings of this study, the negative experience created through goal impediment, ad irritation, and privacy concern has a significant impact on online ad avoidance.

Table 7 Bootstrapping Direct Effect

Hypothesis Relationship	Std Beta	Std Error	t value	Decision	P value	5%	95%
GI->OAA	0.080	0.034	2.365	supported	0.018	0.061	0.318
GI -> NE	0.202	0.072	2.834	supported	0.005	0.073	0.316
PC->OAA	0.085	0.03	2.783	supported	0.006	0.27	0.535
PC -> NE	0.216	0.06	3.513	supported	0.000	0.115	0.309
AI->OAA	0.18	0.053	3.354	supported	0.001	0.324	0.582
AI-> NE	0.453	0.085	5.317	supported	0.000	0.315	0.590
NE -> OAA	0.394	0.08	4.947	supported	0.000	0.260	0.528
RT->OAA	0.388	0.083	4.655	supported	0.000	0.248	0.530
RE * NE -> OAA	-0.064	0.034	1.776	not supported	0.076	-0.121	-0.009

Analogous to the effect size f^2 and the effect size q^2 allows to assessing each exogenous construct predictive relevance for certain endogenous construct. The study suggests that people avoid online advertisements due to goal impediments. People perceive that internet ads impede their goals. The result was consistent with the previous studies. The unexpected appearance of online ads on screen disrupts the user tasks and goals. According to the findings of the results, goal impediment has a significant impact on online ad avoidance (H1). The intrusive ads formats such as pop-ups ads, banner ads, may lead the online ad avoidance. To reduce the goal impediment digital marketers might find several strategies and they might utilize less annoying ad formats. Such as advertisers can display text links of the ad with the keywords. Then the consumer can watch the advertisement if they want. As a result, negative attitudes were not generated towards the ad and the brand.

According to the literature, goal impediment has a strong positive relationship with the negative experience (W.Li & Z.Y., 2016) This is also significant in our study (H2). To minimize the negative experience ads should be placed with the right message to the right people at right time. This will make less disruption. Because advertisement messages would be highly consistent with consumers' goals on the internet. Based on the literature and research findings we conclude advertisers should not disturb consumers when they are highly goal-oriented towards their tasks.

And also negative experiences mediate the relationship between goal impediment and online ad avoidance (H3)(W.Li & Z.Y., 2016). Relationship between goal impediment and online ad avoidance accomplished through negative experience. To minimize that negative effect advertisers should identify which type of ad delivery method they should use without disturbing consumer goals. Online advertisers used three main ad types which are called pre-roll ads or mid-roll ad or post-roll ads. Pre-roll ads are placed before the video content and mid-roll ads are placed during the video content; post-roll ads are placed after the video content. I would like to suggest pre-roll or post-roll ads are better than mid-roll advertisements since they aren't disturbed video content.

According to the analysis relationship between privacy concerns and online ad avoidance is significant (H4). The study concludes that privacy concerns can influence the behavioral intention of the consumer. When consumers are using the internet, they leave online platforms by keeping their personal information without knowledge. Such as demographic data, browser history, geographical location data about physical movements etc. Most of the websites and online platforms collect consumer data via cookies without asking the permission of consumers. Therefore, advertisers should request permission from consumers before using their information. And also, advertisers should let the users know the purpose of the data collection.

This research also confirms that privacy concern has a significant impact on negative experience (H5). Although when it comes to social media platforms consumers are willing to expose some information like name, working place, age, residence, etc. Advertisers can use that information with transparency to reduce the negative experience. But when they used consumers' browser results, they should request permission from consumers. Otherwise, privacy concerns generate negative experiences.

This research also confirms that negative experience mediates the relationship between privacy concerns and online ad avoidance (H6). According to our findings, mediating relationships are also significant. Companies should find ways to without interfering with consumer privacy and irritating when consumers use the Internet. (Diffley, S., Kearns, J., Bennett, W., & Kawalek, 2011). The results suggest that people avoid advertising messages on the internet because of ad irritation. The result is consistent with the theory of psychological reactance. Consumers are likely to be irritated when ad content is annoying. The findings of the current study confirm the significant effect of ad irritation on negative experiences and online ad avoidance. We found a strong correlation between ad irritation and online ad avoidance (H7). Most of the personalized advertisements execute repetitively. This repetitive basis also creates ad irritation since they are involving cognitive tasks. Advertisers should find ways to deliver ads without irritating. They should focus more on colorful enthusiastic videos and pictures when they are making ad content than text-based content. Ad content should be fruitful attractive and truthful. And also, poorly execute ads are led to be irritating. If they are long, too loud, or too large it will generate irritation. Advertisers should focus execution of the ad without irritation.

Under the results, we can suggest there is a significant relationship between ad irritation and negative experience (H8). To minimize the negative experience advertisers should focus on three main categories. Those are ad content, ad placement, and ad execution. Ad content should be fruitful attractive and truthful. And also, poorly execute ads are led to be irritating. If they are long, too loud, or too large it will generate irritation. These types of negative experiences lead to online ad avoidance. Advertisers should focus execution of ads without generating negative experiences.

Negative experience mediates the relationship between ad irritation and online ad avoidance (H9). Negative experience was identified as a mediating variable of the study. When there are too many ads or the same ad appears frequently, consumers are likely to avoid ads because of the negative experience of ad irritation. The study demonstrates the mediating role that negative experience partially plays in the casual relationship between online ad avoidance and ad irritation. The advertiser should focus on proper mechanisms to reduce the process of the same ad appearing on the same consumer.

The study results show that the negative experience was affected by goal impediment, privacy concern, and ad irritation. According to the study, the all-independent variables caused negative experiences. That negative experience has a significant impact on online ad avoidance (H10). Advertisers can minimize negative experiences by providing incentives, increasing the attraction of the advertisement, and being more specific and fruitful.

When it comes to retarget, firms used retargeting for personalized recommendations to consumers based on their previous browser behavior. Retargeting also has a significant impact on online ad avoidance (H11)) but retargeting is not moderating the relationship between negative experience and ad avoidance (H12). It is not significant according to this study. Because whether an ad is retargeting one or not if it impedes the goal, or if it affects privacy concerns, or if it makes irritation consumer became annoyed.

Although according to findings retargeting has a significant impact on online ad avoidance because people believe that retargeting is risky because consumers may feel observed and constrained (White et al.). Which may in turn raise privacy and security concerns.

8. MANAGERIAL IMPLICATION

The results have managerial relevance for Advertisers in general and marketing managers who are involved in promotional activities. When constructing the managerial implication of the study, it depicts more realistic and practical implications, therefore the online advertisers can use this study to determine what are the factors behind online ad avoidance and how to minimize the impact of those factors by improving the productivity of the advertising.

Due to the heavy competition in the advertising field, most of the promotional activities go through social media. Nowadays people are more concerned about online platforms more than offline. But at the end of the campaign, most of them could not get the expected outcome. Therefore, advertisers should focus on building new strategies to get ROI to align with the budget.

As a suggestion, I would like to show a new direction for future research. If an advertiser can identify customer journey before displaying the ads for someone, they can avoid ad avoidance somewhat. The journey consisted of six steps which are Trigger, Initial consideration set, zero movements of truth, first movement truth, second movement truth, the third movement of truth.

According to research findings, we found goal impediment, privacy concern, ad irritation, negative experience, and retargeting have a significant impact on online ad avoidance. Although retargeting has not made that much moderation effect between negative experience and online ad avoidance. But when it takes as an independent variable, we can find it has a significant impact on online ad avoidance. So, we can make a conclusion retargeting is not much good when considering online advertising. Although, the problem is how to find the most suitable time for online retargeting. Here we can suggest a solution. It is the identifying consumer journey on the online platforms are better than only focusing on search results. Because sometimes people search interesting items as a hobby or as a time spending works. They don't have purchase intention on their mind due to some restrictions like financial problems. If we intentionally follow the consumer journey, we can identify who is very near to purchase intention (zero movements of truth and above). After identifying real prospectors, we can target them for advertising. Most of the time final two steps in the consumer journey may contribute to that decision.

Future research will be needed to obtain a deeper understanding of online ad avoidance for the future growth of the ad industry. As well as online ad avoidance reasons may vary with different user situations. As an example, if people who search specific information for a limited amount of time may have different reasons for their avoidance behavior. Some people used the internet for entertainment purposes or the internet to pass time. According to them, reasons may include "online ads are not fun, not creative, they are time-wasting, not exiting, etc." And also, ad format affects online ad avoidance. Future researchers should identify various reasons various user situations and various ad formats of online advertisements.

And also, nowadays usage of ads block software to play a somewhat impact on online ad avoidance. As an indicator, it obtains a considerable loading value (0.651). Furthermore, future researchers can go ahead with intention of ads blocking software on online advertising.

9. CONCLUSION

According to the previous literature and study findings, we can make conclusions. The study says that when consumers are highly goal-oriented, the advertisers should not distract the consumers by playing online advertisements. Otherwise, consumers avoid online advertisements. When consumers are overloaded with the advertisement, they get irritated. Therefore, we can conclude goal impediment has a significant impact on negative experiences.

As well as according to the analysis, there is a significant relationship between privacy concerns and negative experiences. Privacy concern mostly depends on terms and conditions which advertisers are followed. Companies should find ways to deliver online ads without interfering with consumers' privacy. And also, when they used cookies, they should reveal the purpose of data collecting. As a solution for this, data transparency is a must. However, based on literature, the ads which used

personalized information have more ad relevance but it should do with transparency. When it comes to ad irritation, it also has a significant impact on negative experiences. It increased online ad avoidance. As a solution advertisers should understand the consumer journey before placing the advertisement. Otherwise, after watching the same ad consumers will be annoyed. And also retargeting has a significant impact on online ad avoidance. According to findings retargeting increased online ad avoidance. Here also advertisers can use consumer journeys to avoid that problem. If the consumer has buying intention. Retargeting will not be always bad. Otherwise, when consumers are interacting same ads, they will be irritated.

10. LIMITATION OF THE RESEARCH

The current study has a few limitations which also provide valuable research direction. The research follows a cross-sectional design. Although if we can follow longitudinal research design, we can measure time to time changes. As well as the study population is only limited to Western provinces. Therefore, to generalize the results further investigations need to be done. The current study only contains 300 samples. This is not an accurate outcome. To get a more accurate outcome the sample should include a large number of respondents.

Furthermore, when it comes to studying it was conducted based on quantitative aspects. It would be more fruitful to conduct both quantitative and qualitative research methods which can generate more accurate results. When it comes to the context it only focuses on the Sri Lankan context. And also, here only focus on five factors related to online ad avoidance. But there are several factors caused to ad avoidance. Future researchers should focus on other factors related to ad avoidance.

11. REFERENCE

- Aaker, D. A., & Bruzzone, D. E. (1983). *Causes of Irritation in Advertising*. 49, 47–57.
- Baek, T. H., & Morimoto, M. (2013). *Examining the Determinants of Consumer Avoidance of Personalized Advertising*. October, 37–41. <https://doi.org/10.2753/JOA0091-3367410105>
- Brahim, Z., Koen, P., & Michel, W. (2017). *Do you like cookies?" Adolescents' skeptical processing of retargeted Facebook-ads and the moderating role of privacy concern and a textual debriefing*. 69, 157–165.
- Brehm, J. W. P. R. (1989). *Psychological Reactance: Theory and Applications*. *Advances in Consumer Research*, 16(1), 72–75.
- Chin, W. (1988). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, Vol. 295 No. 2, pp. 295–336.
- Cho, C., Cho, C., & Cheon, H. J. (2013). *WHY DO PEOPLE AVOID ADVERTISING ON THE INTERNET?* November 2014, 37–41. <https://doi.org/10.1080/00913367.2004.10639175>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.).

- D.Tsekouras. (2016). Don't Take It Personally: The Effect of Explicit Targeting in Advertising Personalization'. *Thirty Seventh International Conference on Information Systems. Dublin*, 1–18.
- Diffley, S., Kearns, J., Bennett, W., & Kawalek, P. (2011). Consumer behaviour in social networking Sites. *Implications for Marketers. Irish Journal of Management*, 30(2), 47-.
- Elliott, Michael T., and P. S. S. (1998). "Consumer Perceptions Various, of Advertising Clutter and Its Impact Across Media., *Journal of Advertising Research*., 38 (January/ February), 29–41.
- Fassott, G. H. (2016). Testing moderating effects in PLS path models with composite variables". *Industrial Management & Data Systems*, Vol. 116 N.
- Fornell, C. a. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. *Journal Of Marketing Research*, Vol. 18 No.
- Ghose, A., & Todri, V. (2016). Toward a Digital Attribution Model: Measuring the Impact of Display Advertising on Online Consumer Behavior. *MIS Quarterly*, 40(4), 889–910. <https://doi.org/10.25300/misq/2016/40.4.05>
- Ha, L., & McCann, K. (2008). (2008). *An integrated model of advertising clutter in offline and online media. International Journal of Advertising*. 27(4), 569–592.
- Hair, J. R. (2011). "PLS-SEM: indeed a silver bullet. *Journal of Marketing Theory and Practice*, Vol. 19 No.
- Henseler, J. a. (2010). Testing moderating effects in PLS path models: an illustration of available procedures", in Esposito, V.V., Chin, W.W. and Henseler, J. (Eds),. *Handbook of Partial Least Squares*, Springer, Heidelberg, Dordrecht, London, New York, NY, 713-735.
- Henseler, J. H. (2016). Using PLS path modeling in new technology. *Industrial Management & Data Systems*., Vol. 116 N.
- Henseler, J. R. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*., Vol. 43 No.
- Henseler, Jörg, Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20(May 2014), 277–319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Hoy, K. B. S. and M. G. (1999). Consumers, Dimensions of Privacy Concern among Online. *Journal of Public Policy & Marketing*, 62-73 (12 pages).
- J, Yeo.S, Kim. E Koh, S.W Hwang and N, L. (2017). (2017). 'Predicting Online Purchase Conversion for Retargeting'. *Proceedings of the Tenth ACM International Conference on Web Search and Data Mining. Cambridge*, 591–600.
- King, N. J., & Wegener, P. (2010). Profiling the mobile customer e Privacy concerns when behavioural advertisers target mobile phones e Part I. *Computer Law & Security Review*, 26(5), 455–478. <https://doi.org/10.1016/j.clsr.2010.07.001>
- Knittel, Z., Beurer, K., & Berndt, A. (2016). Brand avoidance among Generation Y consumers. *Qualitative Market Research: An International Journal*, 19(1), 27-43.
- Kolb, A. Y. (2012). *Learning Styles and Learning Spaces: Enhancing Experiential*. April 2019. <https://doi.org/10.1007/978-1-4419-1428-6>
- Li, H., Edwards, S.M. and Lee, J.-H. (2002). Measuring the Intrusiveness of Advertisements: Scale Development and Validation. *Journal of Advertising*, 36, 81–94. <https://www.tandfonline.com>
- Morimoto, M. and Chang, S. (2009). *Psychological factors affecting perceptions of unsolicited commercial e-*

- mail. Journal of Current Issues and Research in Advertising*. 31 (1),63-73.
- N. F.Awad, and M. S. K. (2006). The personalization privacy paradox: an empirical evaluation of information transparency and the willingness to be profiled online for personalization'. *MIS Quarterly*, 30(1), 13–28.
- Nettelhorst, S. C., & Brannon, L. A. (2012). (2012). The effect of advertisement choice on attention. *Computers in Human Behavior*, 28, 28(2), 683–687.
- Oger, M., Olmez, I., Inci, E., Küçükbay, S. and Emekci, F. (2015). *Privacy preserving secure online advertising. Procedia - Social and Behavioral Sciences*,. 195 (1), 1840–1845.
- Randall, D.M. and Gibson, A. M. (2013). Methodology in business ethics research: a review and critical assessment. *Journal of Business Ethics*, Vol. 9, 457-471.
- S., Lu, Y. F. & S. G. (n.d.). Social Media In-Feed Advertising: the Impacts of Consistency And Sociability On Ad Avoidance. *In PACIS*, 190.
- S, F. (2012). 'Targeting ist nicht alles. *Absatzwirtschaft*, 88–91.
- Sarstedt, M. R. (2014). "Partial least squares structural equation modeling (PLS-SEM): a useful tool for family business researchers. *Journal of Family Business Strategy*, Vol. 5 No.
- Smith, R. E., & Swinyard, W. R. (1983). Attitude-Behavior Consistency: The Impact of Product Trial versus Advertising. *Journal of Marketing Research*, 20(3), 257. <https://doi.org/10.2307/3151829>
- statista.com. (2019). global advertising expenditure. *Global Advertising Expenditure*. <https://www.statista.com/statistics/276671/global-internet-advertising-expenditure-by-type/>
- Tene, O., & Polonetsky, J. (2012). *To Track or " Do Not Track ": Advancing Transparency and Individual Control in Online Behavioral Advertising*. 281–357.
- Unni, R., & Harmon, R. (2007). Perceived effectiveness of push vs. pull mobile location based. *Perceived Effectiveness of Push vs. Pull Mobile Location Based*, 28–40.
- van Doorn, J., & Hoekstra, J. (2013). Customization of online advertising: The role of intrusiveness. *Marketing Letters*, 24.
- W.Li, and Z. H. (2016). American Journal of Industrial and Business Management, *American Journal of Industrial and Business Manageme*, 06, 947–957.
- W.Li, and Z. H., & Z.Y. (2016). The Research of Advertising, Factors of Online Behavioral Industrial, Avoidance. *American Journal of Management, and Business*, 947-957.
- White, T. B., Zahay, D. L., Thorbjørnsen, H., & Shavitt, S. (2008). Getting too personal: Reactance to highly personalized email solicitations. *Marketing Letters*, 19(1), 39–50. <https://doi.org/10.1007/s11002-007-9027-9>
- www.datareportal.com. (2020). digital2020 Sri Lanka. *Digital2020 Sri Lanka*.
- www.store.hbr.org. (n.d.). *eyeos Ad block plus consumer movement*. <https://store.hbr.org/product/eyeos-s-adblock-plus-consumer-movement-or-advertising-toll-booth/B5912>