

DETERMINANTS OF SOCIAL MEDIA ADVERTISING AVOIDANCE AMONG THE UniMAP STUDENTS

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Abstract: Social media has become an important medium to marketers for the expansion of advertising. However, consumers are continuously increasing to avoid social media advertising. Consequently, the potential factors of social media advertising avoidance have appeared as a significant focus of research to offer insights that may come out with the effective ways to reduce social media advertising avoidance. Therefore, the aim of this research is to study about the determinants of social media advertising avoidance in the context of university students. This research analyzed the demographic information, descriptive results, strength of each independent variables towards the dependent variable. Generally, this research is a quantitative study. Pilot test is conducted for 30 respondents and all the variables obtain Cronbach's alpha more than 0.7 which is acceptable. Simple random sampling technique is applied in this study for data collection as well. 370 sets of questionnaires are distributed to the UniMAP students to collect data. Statistical Package for the Social Sciences (SPSS) version 20 is used to evaluate data of this research. Under the Multiple Linear Regression Analysis, this study finds out that the independent variables of goal impediment, privacy concern and negative experience are related to advertising avoidance positively whereas perceived personalization is related to advertising avoidance negatively. Therefore, this research suggests to the marketers to personalize the social media advertising so that the consumers will less likely to avoid the advertisement. This research suggests the future researchers to get more sample size in order to obtain a better and precise results.

Key words: *Social media; advertising avoidance; goal impediment; perceived personalization; privacy concern; negative experience*

INTRODUCTION

Nowadays, social media has play an essential part in human lives. According to Alias (2018), during last year the Internet access in Malaysia had risen to 85.7 percent from only 70.0 percent in 2015. Besides, among the famous and primary Internet activities, social networking sites have the highest accessing percentage which is 86.3 percent. These data have shown that social media is becoming more and more common to Malaysian. As a result, the increasing usage of social media by the consumer has fostered the marketers to advertise their business using these platforms (eMarketer, 2014).

Digital advertising that puts advertisement on social networking sites such as Facebook, Twitter,

Instagram and so on is recognized as social media advertising and social media advertising offers three main purposes which included to promote the brand of the business, to promote the social media presence of the business and of course to expose the social media users to the website of the business (Bateman, 2018).

However, the users modify their advertising avoidance after some time and allow to make decision whether to accept or block the online customized advertising (Johnson, 2013). Subsequently, when the Internet consumers are forced to watch the pop-up ads, they tend to avoid the online advertisement with the responds like shut off the pop-up windows (Edwards et al., 2002). In consequence, the consumers of Internet have

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increasingly use the tools like filtering and blocking to avoid the online advertising (Johnson, 2013).

According to Malaysia Digital Marketing Statistics 2017, the young people with their age below 25 has took up the majority which is 96 percent compare with the other age of people in using the Internet for non-business purpose or recognized as access the Internet for personal use. So, these people are most likely to access the social media and they are the one who approach to social advertising frequently.

Online advertising is one of the important marketing activities for a business marketer. They utilize the social media platform to promote the strength and benefit of their brand and product so that their product can be reached to large amount of customers and boost their business to earn higher profit. Besides, targeted social advertising enables the advertisers to do personal marketing communication. By this, the information regarding to a product or services will deliver to the target customers in a more accurate way where the dissemination would be improve in terms of effectiveness and efficiency (Li & Huang, 2016).

Now, the social media is taking the role as a medium for communication and interaction between two people, so the online circumstance allow the advertisers and marketers to utilize the advanced tools to carry out the process of targeting consumers with relevant advertising (Johnson, 2013). So, social media advertising is expected to increase in popularity (Walsh, 2010).

However, the consumers also being empowered by the online circumstance in which they are enabling to make decision either accept or avoid the social advertising (Johnson, 2013; Mcmillan, Hwang, Taylor., 2018). As a result, consumers are continuously increasing to avoid the annoying source that refrain them from accessing the page where they are interested to (Baek & Morimoto, 2012; Edwards et al., 2002). Therefore, the behavior of avoidance to social media advertising is currently regard as a major and primary impediment to social media advertising (Baek & Morimoto, 2012). Besides, it is crucial for the managers to understand and fight against the factors that cause social media advertising avoidance. Moreover, the bringing effect is impacting all the managers and not just the marketing managers (Walsh, 2010).

Therefore, due to the advancing and widely use of Internet, the potential factors of social media advertising avoidance have appeared as a significant focus of research to offer insights that may come out with the effective ways to reduce social media advertising avoidance (Baek & Morimoto, 2012; Cho & Cheon, 2004; Edwards et al., 2002).

The scope of this research is concentrate on the “determinants of social media advertising avoidance among UniMAP students”. This research will be carried out based on UniMAP students. The UniMAP students are selected as the respondents of this research because most of the university students are at the age of below 25 and only small number of them are in the age of above 25. The selection of the respondents with the age of below 25 is due to the fact that they are the majority of age group who accessing to Internet with the personal purpose.

Quantitative questionnaire is designed and distributed to respondents in order to collect data and necessary information since every student come from different background and thus have different perception toward the social media advertising. So, a total number of 370 questionnaires were distributed to UniMAP students from different schools with each school pick up 3.31% of students to survey their feedback and point of view towards social media advertising avoidance.

This research is carried out to provide the marketers with a bigger picture of the social media advertising environment. Nowadays, the practitioners are facing the reality of less effectiveness in marketing with traditional advertising media and the rapid development in technology such as the use of Adblock Plus and Firewall has allowed the consumers to avoid or block the social media advertising easily. So, to conquer the behavior of avoidance toward social media advertising and the waste of money spent on this pay media advertising, the contributing factors need to identify.

Furthermore, a greater understanding of the young people perception towards social media advertising could assist the marketers to construct a better and more comprehensive framework of advertising avoidance that different from the conventional mass advertising which could increase productivity as well as efficiency and in turn improving the customer satisfaction.

In a nutshell, this research is conducted to allow the marketers and practitioners to have a better understanding on the contributing factors of social media advertising avoidance by consumers so that they are able to prepare and develop an effective media plans to deal with this challenging task.

LITERATURE REVIEWS

The framework of this study is based on the extant communication, psychological and marketing theories and research, we theorize that the users of Internet do practice social media advertising avoidance due to goal impediment, perceived

personalization, privacy concern and negative experience. The social media advertising avoidance's conceptual explication as a function of goal impediment is roots from information theory founded. Information theory explained the method on the separation of real information from noise and to identify the channel capacity which is needed to obtain the condition for optimal transmission on the transmission rate.

Moreover, when the users are prevented from getting to the desired content by any factor is considered 'noise' (Prendergast and Tsang, 2014). Besides, negative experience is conceptualized from the effects of previous experience and knowledge on the consumer decision process (Bettman and Part, 1980). Thus, judgment and behavior can be affected by the experience of 'noise' negatively (Kolb, 1984). On the other hand, this study referred the two new factors which are perceived personalization and privacy concern introduced from the previous research by (Li & Huang, 2016) into the advertising avoidance theoretical model.

A greatest snags of advertising which is advertising avoidance has been a crucial issue for advertisers (Li & Huang, 2016). According to Psychological Reactance Theory (Brehm, 1966), if the free behaviors of people are limited, they tend to refrain from unwanted advertising influence. Create a positive emotion is a significance element for making the consumers to watch an advertisement (Vakratsas & Ambler, 1999). (Mittal, 1995) defines some emotions created by advertisement which included enjoyable, offensive, informative, deceptive, annoying and useful. He reveals that both the positive and negative incentives can be created in an advertisement simultaneously. Therefore, to make an understanding on the possibility of producing positive emotions for advertisements, it is vital to define the causing factors of advertising avoidance.

One of the main predictors of advertisement avoidance recognized as Goal impediment (Edwards et al., 2002; Prendergast et al., 2014). Goal impediment defined as the perception that one's goal while online such as web browsing and content searching unable be met due to the online advertisements, thus leading to advertisement avoidance. In such case, perception of disruptive, distracting and hindering of searching effort towards the advertisements have been produce among the consumers. In social media context, consumer carry out some goal-directed functions, for instance socializing, connecting with friends and family as well as sharing or watching particular content. In consequence, consumers will prompt to avoid advertisements which they perceive as

distracting and disrupting from these goals (Cho et al., 2004; Kelly et al., 2010).

To get the best effect in attracting and maintaining the digital advertising, existing customer base is becoming much unique utilizing the histories of search as well as words in e-mails to calibrate an advertisement toward a consumer (Nyheim, Xu, Zhang, & Mattila, 2015). Among scholars, lots of conceptual definitions personalization is occur. Personalization is a process where oriented solution is delivered to customers based on the customized information (Peppers & Rogers, 1997). As stated by (Imhoff, Loftis, & Geiger, 2001), personalization is "the ability of a company to treat and recognize its customers as individuals through targeted banner ads, personal messaging, special offers on bills, and others" (2001, p.467).

Nowadays, with the quick development of information processing and technologies advancements, many advertisers gather and track personal information of particular customer buying histories and trait to distinguish the best outlook, promotion tactics and personalized advertising; build up benefits and loyalty programs and execute profoundly targeted direct-marketing efforts; (Dolnicar & Jordaan, 2007; Hughes, 2005; Phelps, Nowak, & Ferrell, 2000).

Nevertheless, at the point when individuals exposed customized advertisement contents, they perceived that somebody aware of their personal details and utilizing it for advertising objectives (Okazaki, Li, & Hirose, 2009), cause users raise resistance to the advertisement contents (Brehm, Sharon S, Brehm, 1981; Knowles, Eric S, Linn, 2004; White et al., 2008). Generally, customized advertisement contents are more effectual than unrelated advertisement contents. However, profoundly relevant advertisements not often evoke desirable results as consumers' response to customized contents (White et al., 2008).

Consumers care about information privacy very much (Gurău, Ranchhod, & Gauzente, 2003; Phelps et al., 2000). Privacy concern mean that "the degree of consumers' concern about potential privacy was invaded" (Baek & Morimoto, 2012).

Advertising experience by consumer also has a crucial effect on consumer attitudes and behavior (Fazio & Zanna, 1981; Smith & Swinyard, 2016). Based on the learning from experience theory, people make decisions according to their previous personal experiences (Kolb, 1984). Therefore, the future behavior of consumer can be explained by their past experience with an advertisement (Homer & Beach, 2006; Hong & Sternthal, 2010). Rosengren and Dahlen (2015) agree with this

opinion and signify that past negative experience with a brand's advertisement can affect the willingness to adopt its future advertisements.

METHODOLOGY

Figure 1 demonstrate the relationship between independent variables which included goal impediment, perceived personalization, privacy concern, and negative experience with the dependent variable which is social media advertising avoidance.

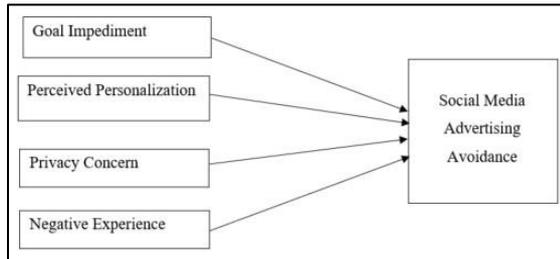


Figure 1: Theoretical Framework

Research design is the overall methods and techniques chosen by the researcher to integrate and coordinate the different components of the research in a distinct and reasonable way. As stated by Patel & Davidson (2003), quantitative research is a research method that consists of the data collection measurement and statistical processing. Apart from that, quantitative research focus and concentrate on studying the cause and effect through the collection of questionnaires from the sheer size targeted respondents and analyzing it statistically upon empirical assessment (Creswell, 2013).

According to Sakaran, U. and Roger, B. (2009), population is the whole group of people, events, or things of interest that the researcher wants to study. Besides, the population also known as subject in a research study. So, the subject for this research is the students from Universiti Malaysia Perlis (UniMAP) and there are 12 schools with a total number of 11189 students in UniMAP.

Apart from that, the UniMAP students is selected as the population of study because most of the university students are at the age of below 25 and only small number of them are in the age of above 25. The selection of population with the age of below 25 is due to the fact that they are the majority of age group who accessing to Internet with the personal purpose.

This research is based on the individual basis in which the respondents is answering the questions based on their own view but not representing the schools to answer. The respondents of this research is the UniMAP students from different schools.

Besides, the total population of students in UniMAP is 11189. So, by referring to the table Krejcie and Morgan (1970), the sample size that need to be used is 370. Therefore, a survey will be conducted among a total of 370 respondents and the respondents were selected randomly across the gender, ages, races and other demographic in UniMAP.

This research is mainly carried out by collecting primary data through the distribution of questionnaire to randomly selected respondents. This method is used because it is able to ensure every respondents is answering the same set of questionnaires. Moreover, it provides an efficient and useful way of collecting the opinions from a large sample which is prior to quantitative analysis (Saunders, Lewis and Thomhill, 2012).

After collecting the data from the respondents, SPSS Ver 21.0 (Statistical Package for Social Science) program is used to analyze and interpreting the data. By using SPSS, researcher is able to find out the relationship between independent variables and dependent variable accurately and easily.

RESULT

The demographic information for this research includes gender (Table 1), age (Table 2), amount of time per week spent on social network sites (Table 3) and length of involvement in social network site (Table 4).

Cronbach Alpha reliability is used to compute and investigate the consistency and reliability of the instruments. Table 5 shows the reliability analysis for the study variable of advertising avoidance (DV), goal impediment, perceived personalization, privacy concern and negative experience (IV). All variables are acceptable for the internal consistency reliability as all variables are fall in the range of 0.70. The Cronbach's Alpha value of advertising avoidance is 0.769, goal impediment is 0.711, perceived personalization is 0.704, privacy concern is 0.776 and negative experience is 0.744.

Gender	Frequency	Percentage (%)
Female	180	48.6
Male	190	51.4
Total	370	100.0

Table 1: Gender distribution

Age	Frequency	Percentage (%)
18-20 yrs	32	8.6
21 - 25 yrs	326	88.1
25 yrs	12	3.2
Total	370	100.0

Table 2: Age distribution

Amount of time	Frequency	Percentage (%)
5-10 Hrs	71	19.2
11-15 Hrs	66	17.8
16-20 Hrs	143	38.6
> 21 Hrs	90	24.3
Total	370	100.0

Table 3: Amount of time spent on social media per week.

Years	Frequency	Percentage (%)
1-2 Yrs	6	1.6
3-4 Yrs	46	12.4
5-6 Yrs	187	50.5
> 7 Yrs	131	35.4
Total	370	100.0

Table 4: Length of involvement in social network site.

No of Item	Study Variable	Cronbach's Alpha	Remarks
9	Advertising Avoidance	0.769	Acceptable
3	Goal Impediment	0.711	Acceptable
4	Perceived Personalization	0.704	Acceptable
6	Privacy Concern	0.776	Acceptable
4	Negative Experience	0.744	Acceptable

Table 5: Reliability analysis

In this research, both the dependent variable and independent variables are using the descriptive analysis for the examination of general statistical description. The descriptive analysis which included maximum, minimum, mean and standard deviation is used to examine the responses from the respondent as well as the variability in the distribution of a variable.

Variables	N	Min	Max	Mean	Standard Deviation
Advertising Avoidance	370	1.89	5.00	4.1135	0.46734
Goal Impediment	370	2.33	5.00	4.2153	0.61660
Perceived Personalization	370	1.25	5.00	3.3905	0.77794
Privacy Concern	370	3.00	5.00	4.3045	0.47196
Negative Experience	370	2.50	5.00	3.9236	0.56226

Table 6: Descriptive Analysis

Table 6 shows N, minimum, maximum, mean and standard deviation of the study variables which are advertising avoidance (DV), goal impediment, perceived personalization, privacy concern and negative experience (IV). 'N' represent the number of respondents whereas the minimum and maximum column indicate the ranges of variables by using the 5 Likert scale. Based on the Table 4.9, the respondents have answered for the dependent variable which is advertising avoidance with the minimum number of 1.89 and this indicates that there are small portion of respondents strongly disagree with the question from the variable of advertising avoidance while most of the respondents have strongly agree to the questions from this variable. Then, for the independent variables which included goal impediment, perceived personalization, and negative experience, their minimum number are 2.33, 1.25 and 2.50 respectively and also indicate that there are a few respondents do not agree with the questions from these variables. Meanwhile for the independent variable of privacy concern, its minimum number is 3.00 which means that some of the respondents are either agreed or disagreed with the questions from this variable. Besides, the maximum value for all the study variables are 5.00 which means that many respondents strongly agreed with the questions from all the study variables.

Next, mean is used as a standard measurement of the distribution of the data. As shown on the table above, the mean for advertising avoidance (DV), goal impediment, perceived personalization, privacy concern and negative experience (IV) are 4.1135, 4.2153, 3.3905, 4.3045 and 3.9236 respectively. All the study variables indicate the respondents are neutral and tend to agree with the question generally.

Independent Variables	Dependent Variables (Advertising Avoidance)			
	Standardized Coefficient Beta	Significant (pvalue)	Tolerance	VIF
Goal Impediment	0.539	0.000	0.715	1.399
Perceived Personalization	0.084	0.008	0.960	1.042
Privacy Concern	0.233	0.000	0.803	1.245
Negative Experience	0.212	0.000	0.784	1.276
F Value	172.335			
R ₂	0.654			
Adjusted R ²	0.650			
Durbin Watson	1.988			

Table 7: Relationship between Independent Variables and Dependent Variable

Besides, the spread out numbers from the average value is measure by standard deviation. Thus, it is a measure of how close the data to the mean. A low or smaller value of standard deviation indicates that the data is very close to the mean whereas a high or larger value of standard deviation indicates that the data are spread over a wide values range. So, as shown on Table 4.9, the standard deviation value for advertising avoidance (DV), goal impediment, perceived personalization, privacy concern and negative experience (IV) are 0.46734, 0.61660, 0.77794, 0.47196 and 0.56226 respectively. These positive standard deviation values have indicated that the data has been spread out widely.

Multiple regression is used in our research because our research consists of three independent variables which use to explain the dependent variables. The purpose is to make the model more realistic, control for other variables, and also can explain more of the variance in the dependent variable.

Based on Table 7, the standardized coefficient of goal impediment is 0.539; 0.084 for perceived personalization; 0.233 for privacy concern and 0.212 for negative experience. Besides, the F value is 172.335 and the value of Durbin Watson is 1.988 which indicates that there is a positive autocorrelation because the value falls in the range of 0.00 - 2.00.

Besides, R₂ is a goodness-of-fit measure on how good for the variables fit with the regression. This statistic indicates the percentage of the variance in the dependent variable that the independent variables. The R-square (R₂) with the value of 0.654 indicates that 65.4% of the variance in advertising avoidance can be predicted from the variables of goal impediment, perceived personalization, privacy concern and negative experience. Furthermore, the value for adjusted R₂ is 0.650 which is lower than 0.654. The decrease of value show by adjusted R₂ indicates that when the new

term is added to the model, it does not improve the model.

Next, the value of tolerance for the four independent variables are above 0.20 in which four of them cannot be considered as cause for concern. When a tolerance is above 0.20, it means that more than 80% of the variance of the independent variable is shared with some other independent variables. Besides, the VIF value for all the variables are acceptable as all the values are less than 4.0. If VIF value is more than 4.0 or by tolerance value is less than 0.2, it means there is a problem with multicollinearity (Hair et al., 2010). It is important to know that multicollinearity is a type of data disturbance and happens when two or more predictors in the model are correlated and provide excess information about the response which will cause the data to be not reliable.

Based on the result as shown above, all the independent variables as stated on Table 4.11 can be used to reliably predict the dependent variable, advertising avoidance. This is because the p-value for all the independent variable are smaller than 0.05 ($p < 0.05$), and thus show significant relationship with the dependent variable. The pvalue for the independent variables of goal impediment, perceived personalization, privacy concern and negative experience are 0.000, 0.008, 0.000 and 0.000 respectively. Therefore, the hypotheses of all the independent variables are accepted. In conclusion, all the tests are carried out to determine the relationship between the independent variables and dependent variable.

CONCLUSIONS

For the first hypothesis, the goal impediment is related to social media advertising avoidance positively is accepted. Hypothesis 2 is to examine perceived personalization is related to social media advertising negatively. The findings showed that there is a low relationship between perceived personalized and advertising avoidance. Hypothesis

3 examined privacy concern is related to social media advertising positively. The findings showed that there is a strong relationship between privacy concern and advertising avoidance. Hypothesis 4 which states that negative experience is related to social media advertising avoidance positively is accepted.

As a conclusion, all the hypothesis in this research are accepted. The results show that goal impediment has the strongest relationship with social media advertising avoidance and personalized advertising can help to reduce the advertising avoidance. The study findings are contributed to the marketer to have a better understanding regarding determinant that affect the social media advertising avoidance among the students. Therefore, the marketers can refer to the determinants of social media advertising avoidance to come out with a better and comprehensive solution to prevent or reduce the behavior of avoiding the social media advertising. This not only can help the business organization to incur the unnecessary loss but also allow company to increase the customer satisfaction and gaining more market share. Besides, future research also recommended to add in more determinants that have not been include in current study since this research still need to improve more. Apart from that, future research also advised to expand the geographical area and sample size so that a more satisfying result could be obtain.

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