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Study on Online Behavioural Add Avoidance in Sri Lankan Online Advertising

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Research Highlights

This paper aims to investigate the effect of goal impediment, privacy concern, perceived personalization on the online behavioral add (OBA) avoidance behavior in Sri Lankan online advertising. This is done through the negative experience faced by the viewer. For this purpose, four hypothesis were used. Study is designed as a cross sectional study where data was collected using a questionnaire and the sample size is 384. Collected data was analyzed through structural equation method in AMOS 22. All the hypotheses were supported by data. Therefore, it was concluded that goal impediment, privacy concern, perceived personalization has a significant impact on negative experience and negative experience has a significant impact on the online add avoidance behavior. Based on the findings recommendations were proposed to improve the performance of online advertising in Sri Lanka and to control online behavioral add avoidance.

Graphical Abstract

![Graphical Abstract Diagram]

Figure 1: Accepted Model of The Study
Research Objectives

OBA tracks individual online behavior to customize advertisements (Tene & Polonetsky, 2012). Such customer data is used to predict user interests to deliver advertising (Kaushik & Amrutlal, 2014). Intensity of the usage of OBA is described as that today we are living in an audience era, which is everyone and everything has an audience. (Global Web Index, 2016). Eventhough the OBA is widely used by the organizations to do better marketing, reaction to OBA by the customers are not positive all the time. Research and the observations show that customers tend to avoid OBA. There is a global trend of increasing ad block. According to annual ad block report page fair, it shows 16% of ad block penetration in Asia pacific region (Pagefair, 2017). Therefore, we can see a clear trend based on the stats. The impact of this will mainly affect to mobile advertising. Desktop ad block penetration is only 2% in Sri Lanka Pagefair predicts that Mobile Ad Block usage is spreading rapidly due to partnerships between ad blocking browsers and device manufacturers & distributors (Pagefair, 2017). Therefore, the main objective of this study is to find the solutions for online ad avoidance in online consumer behavior.

Methodology

Conceptual model was established based on a model developed in a previous research (Cho, 2004; Kelly L. M., 2014; Li & Huang, 2016 and Baek & Morimoto, 2012) For this study, Population is identified as focused age group of male and females within the age group of eighteen to fifty four within Colombo district. Convenient Sampling is used as the sampling technique through which data was collected. Out of the 490 questionnaires distributed, 398 responses were collected. Only 384 questionnaires were usable in the study due to the missing values, incompleteness and other errors. Response rate was 78% for the study. To test the model developed for the study path analysis technique was used through AMOS and SPSS. As suggested by Anderson and Gerbing (1988) confirmatory factor analysis (CFA) was used to establish the measurement model. Then a path analysis was performed to test the hypotheses stated in the conceptual model. We used maximum likelihood estimation method to estimate the measurement model of the study. The instrument consisted of 38 items, for the six constructs and the initial CFA was run to test the model fit, convergent validity and discriminant validity (Anderson and Gerbing, 1988).
Results

Results of the model fit obtained through the CFA are: ($\chi^2$= 791.211 df. = 260, $p < .01$, $\chi^2$/df =3.043, RMSEA = 0.061 and CFI = 0.901) shows a good fit. The average variance extracted (AVE) is greater than 0.5 for all the constructs (Bagozzi and Yi, 1988), which confirms the convergent validity of the model. The CR is greater than 0.7 for all the constructs. Discriminant validity of the model is assured by comparing the square root of AVE with the correlations between the six constructs (Fornell and Larcker, 1981). Results of the model fit of the measurement model are: ($\chi^2$= 4.328, df. = 1, $p < .01$, $\chi^2$/df =4.328, RMSEA = 0.048 and CFI = 0.984) revealed that the model fits the data reasonably well.

Relationship between Goal Impediment and Negative Experience was 0.603 ($p <.05$) indicating that Goal Impediment significantly influence Negative Experience. The hypothesised relationship between Privacy Concern and Negative Experience is significant 0.234 ($p <.05$). The relationship between Perceived Personalization and Negative Experience was 0.456 ($p < .05$). The relationship between Negative Experience and Add Avoidance Behavior was 0.257 ($p < .05$).

Findings

As mentioned above, results of the study shows that, goal impediment, privacy concern, perceived personalisation has a strong positive relationship with negative experience. Further, negative experience has a positive significant relationship with online behavioural ad avoidance. Therefore, it is evident that the identified factors influences ad avoidance behavior in online behavioral advertising. These findings are in accordance with previous literature. Since there is a positive significant relationship among variables advertisers should focus on how to reduce the negative experience by increasing the attraction of the advertisement, by giving incentives, and being more useful and specify on the message that want to deliver.
References


Fornell, C. And Larcker, D. F. (1981), "Structural equation models with unobservable variables and measurement error: Algebra and statistics". Journal of marketing research. 382-388.


