



ELSEVIER

Contents lists available at ScienceDirect

Australasian Marketing Journal

journal homepage: www.elsevier.com/locate/amj

The relationship between e-lifestyle and Internet advertising avoidance

Amir Abedini Koshksaray^{a,*}, Drew Franklin^b, Kambiz Heidarzadeh Hanzae^c

^a Department of Business Management, Qazvin branch, Islamic Azad University, Qazvin, Iran.

^b Department of Marketing, Advertising, Retailing and Sales, Auckland University of Technology, Private Bag 92006, Auckland 1142, New Zealand

^c Department of Business Management, Tehran Science & Research Branch, Islamic Azad University, Ashrafee-e-Esfahani Highway, Hesarak Road, 1477893855, Iran



ARTICLE INFO

Article history:

Received 11 January 2015

Accepted 11 January 2015

Available online 9 March 2015

Keywords:

Internet

E-lifestyle

Advertising avoidance

Internet advertising

ABSTRACT

This study provides insights into e-lifestyle of Internet users and their avoidance of Internet advertising. Determining the type of avoidance of each e-lifestyle aids the development of strategies for designing and publishing advertisements on the Internet, so that their effectiveness is enhanced and the negative trend of clicks on Internet advertisements is reduced. A survey was conducted with a group of 412 participants. The data were analysed through structural equation modelling (SEM) and multiple regression analysis both before and after adjusting the data by introducing the effect of average hours of Internet use on participant responses. The results obtained by analysing the main data reveal that e-lifestyle does not have a significant effect on Internet advertising avoidance (IAA). However, analysis of the modified data does indicate a significant effect. Also, in the analysis of the main and modified data, the type of avoidance from Internet advertising (cognitive, affective, and behavioural) varies according to each e-lifestyle. To the authors' belief the present study is the first reporting an investigation of the effect of e-lifestyle on avoidance of Internet advertising adjusted by average hours spent online.

© 2015 Australian and New Zealand Marketing Academy. Published by Elsevier Ltd. All rights reserved.

CHINESE ABSTRACT

本研究就网民们的电子生活方式和逃避互联网广告行为之间关系提出了见解。本研究认为明确每种电子生活方式中存在的逃避行为，有利于推动互联网广告设计和发布策略的形成，增强广告效果，提高互联网广告的点击率。本调查共有412名参与者。研究依据互联网平均使用时数对参与者回应的影响，分别在利用结构方程模型（SEM）和多元回归分析法进行数据分析之前对数据进行适当调整。通过分析主数据得到的结果表明，电子生活方式不会对互联网广告逃避（IAA）产生显著效果。但是，修改后的数据分析结果恰恰相反。此外，在分析主数据和修改后的数据时，逃避互联网广告行为的类型（认知、情感和行为）因电子生活方式的不同而变化。笔者认为，本报告首次研究了平均上网时数对电子生活方式中逃避网络广告行为的影响。

© 2015 Australian and New Zealand Marketing Academy. Published by Elsevier Ltd. All rights reserved.

1. Introduction

The Internet is a pervasive domain that has become an ever-increasing part of our daily lives since its inception and commercialisation in the mid-1990s. As with many choice exercises, users employ the Internet for many different reasons – from simple information search to building and developing social networks that function as electronic proxies to that of real-life. These behaviours can be described as the characteristics of an Internet user's e-lifestyle and serve as a foundation upon which to build effective and engaging Internet advertising.

The Internet has been described as a convergent medium that covers other media such as TV, radio, newspapers, magazines, billboard, and direct mail (Cho and Cheon, 2004). In effect, users attend to the Internet to investigate the claims within these media, and seek a measure of support from other Internet users. The Internet has provided a space for producers and advertisers to access their consumers rapidly and directly, relative to more traditional media channels.

According to Internetworldstats.com (2011) the number of Iranian Internet users reached almost 34 million by 2010 and the country was ranked first in the Middle East and fourth in Asia for Internet usage. As of 2012, mobile penetration in Iran stood at 75.82 per 100 people and the number of mobile users has grown at an average of more than 49.05% during 2000–12 (Marketline Advantage, 2014). In 2012, Internet users as a percentage of the total population stood at 25.59%, up from 20.67% in 2011. The liberalisation of the telecommunications

* Corresponding author. Tel.: +989141937587; fax: +2634423090.

E-mail address: amira632@gmail.com (A.A. Koshksaray).

market in 2009 and the installation of new fibre cables and modern switching and exchange systems by the state-owned telecom company has improved the ICT sector in Iran (Marketline Advantage, 2014) and is indicative of a market in high-growth mode. The number of Internet users in Iran is now in excess of 36 million and thus represents a very appropriate arena for Internet-based research.

Reports suggest that the income earned from Internet advertising reached \$2.6 billion dollars in the second quarter of 2010 (lab.net, 2011). This indicates a 4.1% increase over the first quarter of 2010 and a 13.9% increase over the second quarter of 2009. However, this income is at risk of decline as recent statistics indicate that the click-through rate within Internet advertising is decreasing. According to Nielsen (2000), the click-through rate in 1995 was 2% whilst in 2008 the click-through rate had fallen to 0.3% (MediaPost, 2008; Cho and Cheon, 2004). Scholars have attributed this fall in click-through rate to the proliferation of Internet advertising and the “cluster-bomb” approach (Cho and Cheon, 2004). Other phenomenon symptomatic of the increasing clutter in the Internet advertising space includes Internet users’ “banner blindness” (Cho and Cheon, 2004) and the active blocking, or avoidance, of Internet content such as pop-up advertising.

Avoidance refers to a state when the user consciously and intentionally seeks to avoid a stimulus (Tellis, 1997). Avoidance of advertising is defined as all actions performed by the users of a media that distinctively prevents the user from being exposed to the advertisements, and it can be achieved in different ways (Speck and Elliot, 1997).

Advertisers need to understand all reasons, latent or otherwise, for Internet advertising avoidance so as to develop strategies to more efficiently transfer their message to the target market. To this end, many studies have been conducted to gain deeper insight into the reasons why Internet users seek to avoid Internet advertising (Cho and Cheon, 2004; Kelly et al., 2010). According to Cho and Cheon (2004), Internet advertising avoidance can be observed within three types, or modes, of avoidance; cognitive, affective and behavioural avoidance.

The e-lifestyle of the Internet user is one factor that is expected to affect Internet advertising avoidance. Many studies have indicated that e-lifestyle is an important variable that influences the user’s means of employing the Internet for various activities or goals (Kim et al., 2001; Schiffman et al., 2003). These lifestyle features provide advertisers with practical, precise, information about consumers so that they can meet the needs of each user within competitive and complex markets (Kamakura and Wedel, 1995). This understanding becomes increasingly important within the Internet as the online domain penetrates many different layers of society and encounters numerous and varied lifestyles (Schiffman et al., 2003; Weiss, 2001). Classification of these various lifestyles serves to identify useful and important elements of each respective lifestyle so that advertisers are able to target appropriate consumers. The provision of more effective, targeted advertising will, therefore, serve to mitigate Internet advertising avoidance and generate more favourable click-through rates.

Irrespective of the various persuasive opportunities that the Internet presents for individual advertisers, the basic challenge remains the same; the decrease in click-through rates, increased avoidance of Internet advertising and thus less effective online campaigns. These difficulties present an opportunity for researchers to explore these barriers to effective advertising. By identifying Internet advertising avoidance relative to each e-lifestyle and the type of avoidance (cognitive, affective, or behavioural), this study seeks to determine, firstly, if e-lifestyle does exhibit a significant relationship with Internet advertising avoidance as the literature suggests and, secondly, if individuals with different lifestyles show different kinds of avoidance.

2. Review of the literature

A major stream of academic literature is dedicated to the effectiveness of Internet advertising. Many studies focus upon the medium

and its nature, and attempt to increase the efficiency of Internet advertising by distinguishing and manipulating the individual elements within the medium itself (Ko et al., 2005; Shamdasani et al., 2001). Some studies, focusing on attributes of the message, seek to examine information-processing routes employed by consumers in order to raise the involvement level of Internet advertising (Rodgers and Thorson, 2000). Some researchers suggest that consumers avoid advertising on the Internet due to cognitive, behavioural, and mechanical factors (Speck and Elliot, 1997).

Elliott and Speck (1998), in their early study, entitled “User’s perceptions of Internet clutter and its effect on different media,” address the role of demographic variables, variables related to media, and communication problems of advertising content to explain Internet advertising avoidance. Their findings indicate that perceived advertising clutter hinders search and disruption leads to less favourable attitudes and high levels of Internet advertising avoidance. These effects vary within different media. Demographic variables were also identified as significant, with a minor effect established for the variable of perceived advertising clutter.

Li et al. (2002) introduced the notion of perceived goal impediment, or impeding purposeful activities of the user, as the main factor contributing to Internet advertising avoidance. These authors posit mechanisms of Internet advertising avoidance as behavioural, cognitive (inattention), and emotional (negative attitude) behaviours. Lee et al. (2003), by assembling the findings of previous studies on avoidance from advertising, argued that Internet advertising avoidance results from the general attitude of the users towards the advertisement.

Kelly et al. (2010) later conducted an exploratory study, employing a qualitative methodology, on Internet advertising avoidance in an online social networking environment. The authors collected data using focus groups and in-depth interviews and proposed a model for avoidance of Internet advertising within the websites of online networks. The results indicated that advertisements in online social networking environments will be avoided more if consumers expect a negative experience, the advertisement is not related to the consumers, or consumers are sceptical about the advertising message or media. Kelly et al. further proposed four factors that contribute to Internet advertising avoidance within social networks; expectation of a negative experience, relevance of advertising message, scepticism regarding the advertising message, and scepticism of online social networking as an advertising medium. The authors also suggest that the websites of online networks are ineffective media for Internet advertising, and that there is a paucity of policies about advertising claims within the medium (Kelly et al., 2010).

Cho and Cheon (2004) engaged a sample of students who use the Internet more than the societal average to identify and test their motivation to avoid Internet advertising, within the framework of the three factors of goal impediment, perceived advertising clutter, and prior negative experience. The findings revealed that these three factors explain cognitive, affective, and behavioural avoidance from advertising messages on the Internet, with goal impediment exhibiting the highest effect on Internet advertising avoidance.

The main difference between the studies of Cho and Cheon (2004) and Kelly et al. (2010) is that the former presumed the Internet environment as a single, standard and unified environment within which to develop their research model, whilst the latter focused on the websites of social networks and developed their research model specifically for these sites. Kelly et al. (2010) employed Cho and Cheon’s (2004) model as a foundation to develop a model of Internet advertising avoidance within social networks. This represents an extension of the former study into a more specific Internet domain within which different motivations were deemed to exist.

A burgeoning stream of advertising literature supports the contention that there are other important reasons for individuals engaging in active Internet advertising avoidance. Of particular interest to this research is that the e-lifestyle literature suggests that an understanding

Download English Version:

<https://daneshyari.com/en/article/1026992>

Download Persian Version:

<https://daneshyari.com/article/1026992>

[Daneshyari.com](https://daneshyari.com)