

**THE ATTITUDES OF ONLINE USER TOWARD
THE ANNOYING WEB ADVERTISEMENT**

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DECLARATION

I hereby declare that the case study is based on my original work except for the theory and citations that have been duly acknowledges. I also declared it has not been previously submitted for any other master degree at UMK or other institution.



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LETTER OF TRANSMITTAL

December 2016

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Dear Sirs/Madam,

**SUBMISSION OF PROJECT PAPER ON THE ATTITUDES OF ONLINE USER
TOWARD THE ANNOYING WEB ADVERTISEMENT**

With reference to the above matter, I am pleased to submit 4 (four) copy of the project paper entitled "The Attitudes of Online User toward The Annoying Web Advertisement" to fulfill the requirement by Faculty of Malaysian Graduate School of Entrepreneurship and Business (MGSEB) to graduate in Master of Business Administration (MBA), University of Malaysia Kelantan (UMK).

Thank you.

Yours sincerely,

Mirza Thania Binti Mohd Tahir
Master of Business Administration
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Alhamdulillah. Thanks to Allah as I successfully managed to complete this research project within the prescribed period. Therefore, in this acknowledgement, I would like to express my appreciation to a few authorities who are willing to become my backbone in this process of completing this research project.

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DEDICATION

I dedicate this research to my respected supervisor, Dr. Mohd Nazri Bin Zakaria. Also to my family members, friends and others who have given me a full support and cooperation in the progression of this priceless research.



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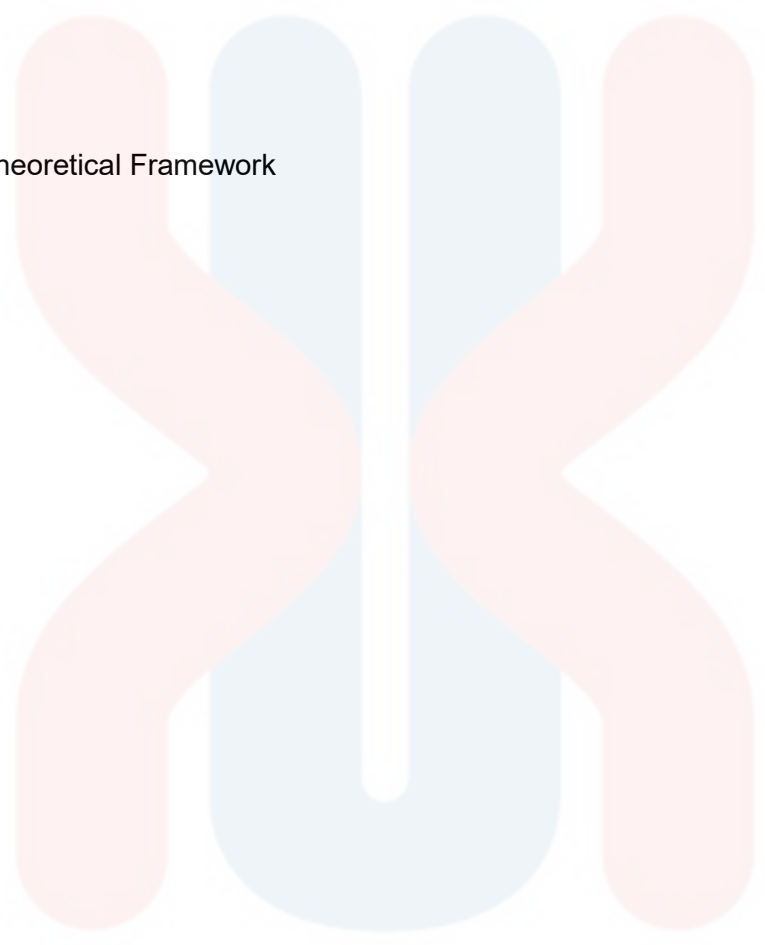
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LIST OF ABBREVIATIONS

AA	Annoying advertisement
AD	Advertisement
BA	Behavioral Avoidance
CA	Cognitive Avoidance
WA	Web Abandonment



PREFACE

Nowadays, the web advertisement is viewed to become a favorable platform to the companies and as well as to the small medium enterprises (SME) in an effort to market their products and services to their targeted audience. This platform has become a favorable to these groups of marketers due to the fact that this platform provides an affordable rate as compared to other platform such as television, newspaper, radio and so forth. Besides that, the trends of using the internet have created higher opportunities for the marketers to market their brand as the chances of the targeted audience to be exposed to the advertisement is also higher than other medium of advertisements. However, many researchers see the tendency of advertisement avoidance built in the behavior of consumer toward the advertisement, and this lead the researcher to feel the need to understand the attitudes of the online user toward the advertisement which they perceived as annoying.

ABSTRACT

The rise of the internet has created wider opportunities to the marketers in expanding their business, and this includes by using the internet advertisement. This research is aimed to study the behavior of consumer toward the annoying advertisement in a sense of internet as a platform to advertise the product and services. The model of the study is adapted from Cho and Cheon (2004), and Muller and Chandon (2003), where the behavioral avoidance, cognitive avoidance and web abandonment are the focus of the study. The researcher aimed to collect the data from 200 respondents which it hopes to provide an accurate result in understanding the avoidance attitudes of the consumer toward the web advertisement which they perceived as annoying. The data will be analyzed by using the reliability test, Pearson Correlation and regression analysis.

Keywords: Internet advertisement, behavior, consumer, behavioral avoidance, cognitive avoidance, web abandonment, annoying

Paper type: Research Paper

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CHAPTER I

INTRODUCTION

1.0 Introduction

This chapter introduces the study of the attitudes of Malaysian online user toward the annoying web advertisement. The study will start with the background of the study and followed by the problem statement, research questions, research objectives, significance of the study, a scope of the study and definition of key terms.

1.1 Research Background

It is undoubted to say that, internet advertising has successfully attracted the attention of the marketers. This is due to the trend of using the internet which leads many potential consumers to spend their time in using the internet. Internet Live Stat (July, 2016) reported the percentage of the internet user from the year 2000 until 2016. As reported, the internet user over the world population has shown the growing pattern with 6.8% in 2000 to 46.1% in 2016. With this growing percentage of the internet user lead us to understand why many of the marketers choose internet advertisement as a tool to disseminate and communicate their brand messages. It can be proved through the report of the Interactive Advertising Bureau, where United States have been said to increase its internet advertising expenditure for \$59.6 billion in 2015 from \$49.5 billion in 2014 (Marvin, 2016). Malaysia is also showing the same growing number of internet users and advertising expenditure. As stated in Malaysia Entertainment and Media Outlook (2015), in 2015, Malaysia has expected to increase to US\$65 million for the

internet advertising expenditure, which as a result of that lead the online advertising to become the third choice of marketers for the use of the advertisement after newspaper and television advertising (The Star Online, 2016). Meanwhile, the Malaysia Communication and Multimedia Commission (2014) have estimated 20.1 million of the internet users in 2014. The survey also showed the comparison percentage of the internet user and non-internet user, where the internet user is at 66.6% and 33.4% of non-internet users. From the statistics, it is understandable to say that more than half Malaysian are exposed to the online advertisement.

Internet advertising is charged based on the cost per click where the advertiser will be charged for the placement of the advertisement in the content of the website or applications by the publisher of the page (Goldstein, McAfee & Suri, 2013). Besides competitive marketplace, it is believed that this is also the reasons of why the internet users can see a lot of display advertisements on every website or web page that they search, as the publishers are eagerly placed advertisements in an effort to generate income from the cost per click of the advertisement. Goldstein, McAfee and Suri (2013) believed that despite the online advertisement helps in providing additional content or information to the audiences, however, the fact that the publisher can also lose their users due to annoyances. The same researchers pointed out the cause of annoyance which it is believed to happen due to the users see the desperateness of publisher and marketers in using the online advertising as their marketing tools and also, the users see the online advertisement as a threat to viruses, malware, and scam, which resulting them to become cautious in protecting their gadgets from those threats. Meanwhile, Ducoffe (1996) found that there are 57% of the respondents failed to differentiate differences between Internet editorial and advertising in which they had categorized the Internet pages as advertising. As for that reason, Rettie, Robinson and Jenner (2003) strongly suggested that the publisher must carefully display the internet

advertising so that the web user may not confuse by the presentation which resulting them to interpret the Internet pages as advertising.

In this study, the elements of annoying in the web advertisement are determined through, i) the displaying of fast moving animation (Horton, Rand & Zeckhauser, 2001) such as emoticon and jiggling animation, ii) the expanding of pop-up ads (Rafian, 2015), such as win a free thing, iii) the use of annoying sounds and video, iv) intrusive image or copywriting, such as alcohol, cigarettes, religion and so forth (Waller, Kim-Shyan & Erdogan, 2005). Although there are many ads which did not promote the elements of annoying as mentioned above, however, it is believed that the advertising clutter could also lead the online user to feel annoyed toward the display ads. This is due to the fact that a web user may feel distracted as there is too many contents displayed in the page (Salyer, 2013). In another word, the overcrowding advertisement on the web pages lead the users to feel annoyed and irritated due to a reason where they feel the advertisement degrade their experience in searching the information on the web pages or socializing on the social media (Burst Media, 2015).

The past research relates the degradation of online user experience with the reduction of search time of the preferred content. This mean, it refers to the time taken during the loading process of the page which as consequences of that lead to the reduction of the search time (Burke et al, 2005). The same researcher conducted a visual search test where the static display ad and animated display ad are used to test the statement. Besides that, the web page with no presence of ads is also included in the test. The result of the test proved both of animated ads and static ads give an impact to the reduction of user's search time (Burke et al, 2005). Therefore, it leads to the concern as it creates the feeling of annoyance to the online users as they feel the need to take more time in surfing the web page due to the existence of an advertisement on the web content which degrades their surfing experience.

1.2 Problem Statement

The main problem of the study is the declining response of consumer toward the online advertisement (Cho & Cheon, 2004). This trend has been closely related to the click-through rates, which had been reported to decline since 1994 where the first online banner ad appeared (Cho & Cheon, 2004). DoubleClick (2004) reported the same result where the click-through rate had shown the declining pattern since 1998 with 0.5%, while Geller (2003) reported that, in 2003, the rate of click-through is in the range of 0.2% to 0.6%. However, Doubleclick (2004) had posted a report that the rate pattern had been stabilized after a few years of declining rate.

This situation is believed to have happened due to the cluster-bomb approach of internet advertisement (Cho & Cheon, 2004) as many of the companies choose to use internet advertising as a tool to communicate the brand messages, which as a result of that lead to the speedy growth of internet advertising as reported in the last decade (Parul Deshwal, 2016). The same scholar also explained the advertising revenues in India, where the current revenues are reported to be Rs. 80 and it is also estimated to increase to six times more than the current revenues (Parul Deshwal, 2016).

Another report by Malaysia Entertainment and Media Outlook (2015), stated that the current value of internet advertising expenditure in Malaysia is at US\$125 million and the value is reported to have been increasing in almost doubled in size since 2012 with US\$65 million as the value. However, it seems that the trend of advertisers in competing for consumer attention through online advertisement may lead to the possibility of the audiences to feel annoyed (Rettie, Robinson & Jenner, 2001).

This is why the past researcher believed the tendency of the same declining pattern to happen again. This as stated by Cho and Cheon (2004) that if the ad clutter is viewed

as excessive, therefore the consumer is believed to have a problem in discriminating the messages and resulting from that may lead them to ignore the advertisements. Similar to Ingram (2006, as cited in Akpan, 2015) where he perceived ad clutter as a disruption, and it may drive the consumers to discriminate and avoid the advertisements which they assumed as not relevant. Whereby, advertising clutter has a close relationship with annoying, which as stated by Ha and McCann (2008) that the consumer sees advertising as clutter based on their perception of seeing the advertising as irrelevant, misleading and annoying.

On the other hand, Dahlen (2001) relates the stabilized rate of click-through with the experiences of the user, where the less experienced user is expected to look and click on the banners, as compared to the more experienced user, which it explained on why the rate of click through is increasing after years of declining. However, the same researcher expects the declining click-through rate to occur due to the fact that the less experienced user will become more experienced, and therefore lead them to no more interested in looking and clicking on the ads (Dahlen, 2001).

Another problem of the study is the deliberate intention of marketers in making the audiences feel annoyed toward the advertisement (Chaidaroon & Polyorat, 2008). As explained by the same researcher, the marketers believed that the annoying advertisement is an effective strategy as it creates a positive potential in gaining the attention of audiences toward the advertised brand (Chaidaroon & Polyorat, 2008). Meanwhile, another past researcher believed that the marketers purposely create the annoying advertisement prior to the need to make the advertisement more outstanding for the purpose of cutting through the ad clutter (Walter, 1999), and as a result of that it is believed to help the marketers in influencing the decision of the consumer to purchase the brand (Dodds, Monroe & Greal, 1991). This case can closely relate to the brand awareness, where the high brand awareness is occurring when a consumer

purchase the good or services based on what the first brand name that he remembered (Malik et al, 2013).

However, how far this strategy is perceived as effective is still questionable as Burke (2001) found complaints from the users where most of them admit that the web advertisement is annoying. The same researcher also believed a condition where the users whom dislike animated ads may lead to the behavior of ignoring the advertisement (Burke, 2001). Duccoffe (1995) believed that the effort by publishers and marketers in employing the technique of annoying, offensive, insulting or manipulative advertisement could possibly create the negative feeling of the consumer toward the advertisement. Meaning to say that, the creation of annoying advertisement did not increase the intention level of the consumer in purchasing the brand, but instead it dissociates the brand from the consumer, such as through boycott or brand avoidance (Lofgren & Ostlund, 2016). Above all, the elements of annoying advertisement in persuading the users are measured by the existence of annoying technique in the art of advertising. Therefore, it is undeniable to say that the annoying ads may not only lead to positive consequences, but also it lead to the negative feedback (Lofgren & Ostlund, 2016).

1.3 Research Questions

- i. Is there any relationship between the advertising avoidance towards the annoying web advertisement?
- ii. Is there any relationship between the website blindness towards the web annoying advertisement?
- iii. Is there any relationship between the website abandonment towards the web annoying advertisement?

- iv. What is the factor that promotes the most influential relationship to the annoying advertisement?

1.4 Research Objectives

- i. To identify the relationship between the advertising avoidance towards the annoying web advertisement.
- ii. To identify the relationship between the website blindness towards the annoying web advertisement.
- iii. To identify the relationship between the website abandonment towards the annoying web advertisement.
- iv. To identify the factor that promotes the most influential relationship to the annoying advertisement.

1.5 Significance of the study

1.5.1 The researcher

By conducting this study, the researcher gets an opportunity to learn and apply new knowledge and as well as theories that had been proved by the past researcher.

1.5.2 The marketer

The study helps to measure the effectiveness of marketing and advertising strategy in a way that it understand the attitudes of the online user toward the annoying web advertisement. Therefore, it hopes to change the belief of

marketers in believing that the annoying advertisement is the best way in increasing the awareness of consumer to the advertised brand.

1.5.3 The future researcher

The study is believed to bring a significant to the future researcher as it provides a cross-reference and guidelines to the researcher which relate to the related topic of the attitude of the online user toward the annoying web advertisement. Also, the study discusses a detailed background of the study, which eases the researcher to use as a reference.

1.6 Scope of the study

The scope of the study will cover within the attitudes of Malaysian consumer without considering age, gender, race, education level and so forth, as instruments to the study. To be more specific, the targeted consumer of the study is the online user, whose in either have less and more experience in using the website or web pages. This is because, by having the user who has experience in using the website or web page leads to the possibility of them to be exposed to the advertisement. The study does not limit the types of online user, therefore, they are those who are in the category of using smartphone, tablets, laptop or computer as a gadget to connect to the world wide web. The scope of the study will also narrow to the advertisements which perceived as annoying by the online user as not all of the advertisement is perceived as annoying to the user. By having this scope of the study, it hopes to find the correct answer to the study.

1.7 Definition of key terms

“Advertising clutter” refer to the ‘perception of the consumer when they believed there is too much advertising within a given media at a given time’ (Cho & Cheon, 2004).

“Advertising avoidance” refers to all actions by media user that differentially reduce their exposure to ad content (Speck & Elliot, 1997).

“Behavioral avoidance” consumer avoidance actions such as deleting SMS ads without reading.

“Cognitive avoidance” occurs when a consumer intentionally ignores an advertisement (Speck & Elliott, 1997)

“Banner blindness” mean Internet users; tendency to avoid fixing their eyes on anything that looks like a banner ad, is another phenomenon referenced frequently to illustrate the negative aspects of Internet ads (Benway, 1999).

“Brand awareness” means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996).

“Click through rates” means the click-through rate is the percent of users who see a banner and then click on it to link to the brand's website, or wherever else the advertiser wants to drive traffic (Siegel, Braun & Sena, 2008).

“Web abandonment” occurs when a user gets frustrated with a site, usually due to performance and discontinues using that site either temporarily or permanently (Barber, 2006).

1.8 Organization of thesis

This research studies the attitudes of the online user toward the annoying web advertisement. The study starts with the Chapter I, where it introduces the details of the study such as the background of the study, problem statement, research questions, research objectives, the scope of the study and so forth. This chapter is believed to help the reader or future researcher to understand the problem of the study and as well as to get an idea on why the researcher proposes to conduct the study. The dissertation proposal was then followed with the Chapter II. In this chapter, the researcher introduce the variables of the study, which are, dependent and independent variables. The dependent variables are analyzed as the annoying web advertisement, meanwhile, the independent variables are the advertising avoidance, web blindness, and web abandonment. The past literature is used to review the variables. Besides that, the researcher designs the hypotheses and theoretical framework by measuring the significant relationship between the independent and dependent variables. Chapter III is the last chapter to discuss the dissertation proposal. This chapter contains the methodological procedure of the study, which the researcher proposes to conduct. The research design, unit of analysis, population and sample size are among of the components discussed in the chapter. Besides that, the instrument of the research is constructed based on the past literature and the test for the instrument is also discussed in this chapter.

CHAPTER II

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the study by the past researcher which relate to the attitude of the online user toward the annoying web advertisement. The researcher draws a theoretical framework that illustrates the relationship between independent variables and dependent variables and followed by the development of the hypothesis of the study.

2.1 Understanding the annoying web advertisement (Dependent Variable)

The annoying advertisement can closely relate to the marketers (Chaidaroon & Polyorat, 2008), and publishers (Goldstein, McAfee & Suri, 2013) through the presentation of internet advertisement. Above all, the advertisement is measured on how the web user responds to the ads in either positively (Briggs, Rex & Hollis, 1997) or negatively (Mehta & Sivadas, 1995, Lofgren & Ostlund, 2016). The positive response of consumer is interpreted in a way which it increases the awareness level of the consumer toward the brand (Briggs, Rex & Hollis, 1997) and as a result of that influence the purchasing decision of the consumer (Tuominen, 1999). Meanwhile, the negative response of consumer is identified through the brand avoidance and brand rejection (Lofgren & Ostlund, 2016).

Although Ducoffe (1996) stated that he did not categorize most of the internet advertising as irritating and annoying, however, the fact that many of the past researchers found that there are many negative responses of the consumer toward the annoying advertisement. It includes Mehta (2000), where the researcher found that the consumer feels the performance of the product through the way the product is being advertised is more manipulative than informative as what the advertisement should initially do.

Another researcher provides a similar comment to the aim of the marketer in using the annoying internet advertisement in an effort to compete for the attention of consumers is considered as intrusive tactics. This is especially since the attention can be annoying to the audiences (Sandage & Leckeny, 1980). Barnes and Dotson (1990) found that the controversial advertisement is viewed where it could either because of the character of the advertised product or the way in which product is being advertised. This means, the unpleasant products and unpleasant execution of the advertisement are discussed differently, however, both of it create the same reasons of the annoying advertisement.

As according to the past researchers, the elements of annoying internet advertisement are measured through the displaying of fast moving animation or bizarre images (Goldstein, McAfee & Suri, 2013). Further, the online video advertisement which can be found on Youtube and other online video pages are another proven to show that the users feel disturbed with the ads that interrupt their activities of social interaction or so forth (Ahn, 2014). Pikas and Sorrentino (2014) argued that the social web pages such as Facebook, Twitter and Youtube are not the places for an annoying and intrusive marketing strategy. This is due to the fact that the researchers believed that the social web

pages did not need to engage with any marketing strategies, but instead, it should focus on the engagement of consumer toward the social interaction.

2.2 The attitudes of the online user (Independent variables)

The attitude of consumers toward advertisement is unpredictable, as there will be the users advertising who view advertising as cannot be trusted and disturbed, and some will view advertising as less intrusive (Rust & Varki, 1999), or entertaining (Coyle & Thomson, 2001). The attitude of online user is predicted to be as the same as the attitude of consumers towards others advertising platform, prior to the perception of consumer in not believing the internet as a medium (Walsh et al, 1999) which in another word, the online user is believed to not put their trust in not only the information and knowledge as providing on the internet, but also, to the advertisement. This is why, as according to the past researcher where the online advertising is found to be disturbing to many of the users (Reed, 1999). Therefore, in this study, the attitude of the online user studies in a manner on how the online user avoids the advertisement. Speck and Elliont (1997) define this behavior as advertising avoidance where it described on the actions of the online user in reducing their exposure to the online advertisement (Speck & Elliot, 1997).

2.2.1 Behavioral avoidance

Cronkite and Moos (1995) defined the behavioral avoidance in a way a person chooses the alternative actions or temporarily actions for the purpose of satisfying their need in avoiding a problem. Therefore, in this context of study, the user avoid the online advertisement through deleting pop-ups on the Internet (Kelly, Ker & Drennan, 2010, Cho & Cheon), scrolling down the web pages to avoid ads and clicking away from the page (Cho & Cheon, 2004), by using ad-blocking software (Rafian, 2015), and so forth. According to Cho and Cheon (2004), the behavior of consumer in avoiding the online advertising is viewed to be different as compared to their behavior in avoiding the traditional advertising. This is due to the fact that they see the online advertising as less favorable than other traditional media in a way that the online advertising might require to use the extra speed of data. Besides that, the same scholar pointed out three behavioral avoidance, where the consumer is believed to avoid the advertisement due to the impediment in fulfilling the goal or task, the perceived ad clutter on the internet, and as well as prior to their negative online ads experience that they experienced while surfing the internet. Ingram (2006) also stated the similar belief where the internet user is believed to be selective in choosing which advertisements they want to avoid, and this behavior is depending on their interest and need. This mean, if they find the advertisement did not fulfill their interest or need, they will not hesitate to avoid the advertisement. Meanwhile, another researcher explained the behavior of consumer in avoiding the advertisement prior to the message of the advertisement become not relevant to the consumers at the time of exposure (Ducoffe, 1996).

2.2.2 Cognitive ad avoidance

Cognitive ad avoidance is referred to the process of visual screening where the individual does not need to make any decision or behavioral action in avoiding the advertisement that they did not want or interested in watching, but instead, their unconscious act had already made them avoided the advertisement (Lee & Tsai, 2011). The term of cognitive ad avoidance can closely relate to banner blindness. This is because, Benway (1998) defined the meaning of cognitive ad avoidance as where the attitudes of banner blindness pictured the attitude of users by not looking or focusing on the added content of the web pages, but instead they direct their focus to the main content that they are searching. What the past researcher means by the term is that, the act of cognitive ad avoidance or banner blindness is pictured in a way when the user intentionally or unintentionally ignore (Salyer, 2013) the advertisement which as placed on the website. Another researcher also discussed on the ignorant behavior of the consumer toward the applications or services as provided on the website, such as weather information, news and so forth. This act of ignorance is believed to happen due to the fact that the user perceived it as much as an advertisement, where it did not give any significant to them (Alt et al, 2012).

2.2.3 Website avoidance

Website abandonment has become a common problem for the marketers and publishers, however, it is a severe problem, as it involves the discontinues of the user in using the particular website (Barber, 2006). It is learned that there are many reasons behind the problem of website abandonment, such as due to the reasons where the visitors did not satisfied with the content structure as offered in the ads, or if there are too many advertisements placed on the website (Cho & Cheon, 2004) and so forth. Therefore, besides behavioral avoidance and cognitive avoidance, website abandonment is also suitably used as variables in this study. This is because it illustrates the reaction of consumers toward the annoying advertisement. In this study, website abandonment is believed to occur to the online user when the user feels that the presence of an advertisement in the website has indirectly made them to feel disturbed or not comfortable especially since it did not provide any benefits for them at the time of exposure (Ducoffe, 1996). The past researchers considered the annoying advertisement as it interrupted the great experience of the user on the website (Goldstein et al, 2014). Although the annoying advertising is said to become the main reasons to why a visitor leaves or discontinues in using the website, however, Goldstein et al (2013) believed the presence of the advertisement on the website has made the users to feel fear of a virus, spyware, and malware infections.

2.3 The relationship between variables

2.3.1 The relationship between the behavioral avoidance and annoying web advertisement

The relationship between the annoying advertisement and behavioral avoidance is measured by reaction of user in avoiding the advertisement through deleting pop-ups on the Internet (Kelly, Ker & Drennan, 2010, Cho & Cheon, 2004), scrolling down the web pages to avoid ads and clicking away from the page (Cho & Cheon, 2004), by using ad-blocking software (Rafian, 2015). The pop-up ads are the types of the ad where it leads users to the new web browser that display the advertisements. As same as other sources where it described the pop-ups as a form of media that comes together with a new window page as soon as the main web page is clicked (Interactive Advertising Bureau, 2001). The same scholar also characterized pop-ups as a popular technique where it delivers the advertisements in a sophisticated way (Milward Brown, 1999), however, the fact that the technique had eventually drive users to feel irritated as it abruptly popped up together with the surprising noises and this lead the user to choose to do nothing but avoid the ad (Kelly, Ker & Drennan, 2010). Steven, Hairong and Joo-Hyun (2013) also pointed out the same thought that leads them to investigate the characteristics of pop-up ads which as perceived by the user as intrusive. The aspect of their investigation contains the factors of the timing of the display, duration of the ad, congruent with editorial content, and perceived informational and entertainment value. As a result of the investigation shows that, there is a strong significant in relating the four aspects to the perceived intrusiveness of pop-up ads.

Meanwhile, the attitude of the consumer in avoiding the advertisement also includes the usage of ad block software. The function of ad-blocking is explained where it is used to block all of the online ads, such as banner ads, pop-ups and video ads (Rafian, 2015). It is believed that, every internet user must find the advertisement as disturbing and annoying and this is the reasons of why many of them choose to download ad-blocking software to their computer in an effort to avoid advertisements. As supported by another past researcher where he had recorded the growing number of 43% in a year as 150,000 ad-blocking apps are reported to have been downloaded in a day (Beck, 2013; as cited in Rafian, 2015). The same scholar also points out the consequences where the ad blocking had cost Google to face \$900 million and as well as led the publishers and advertisers to face a declining number of ad revenue (Rauline, 2014, as cited in Rafian, 2014). As cited in Kelly, Kerr and Drennan (2010), where the researchers found that the behavior of avoiding the advertisement has become a preference of the online user. This situation is believed to happen due to the elements of manipulation in the advertisement which led the consumer to feel that they should not trust an advertisement (Shavitt, Lowrey & Haefner 1998). Also, Gritten (2007) described the consequences of a situation when the consumer is perceived to no longer put their trust in the advertisement. In this case, the past researcher defined the consumer as the editors of information in a way that they filtered the content of the website in a way they strongly believed that it did not match with their interest or need. Therefore, by using the earlier findings leads the researcher to expect that there is a

relationship between behavioral avoidance and annoying web advertisement.

2.3.2 The relationship between the cognitive avoidance and annoying web advertisement

As much as the behavioral avoidance, cognitive avoidance plays significant roles in relating the attitude of the consumer toward the annoying advertisement. The past researcher pointed out that the users are likely to conduct their behavior in blinding or ignoring the advertisement that advertised on the website even though the advertisements are apparently placed on the page (Benway, 1999). Stafford and Stafford (1998) also pointed out the similar statement by believing that the user tended to not noticing the advertisement due to the need in fulfilling their purpose of browsing the web page. As explained by the same researcher, the online user is seen as to have been setting their mind in ignoring the advertisement even though the advertisement had contained interesting elements which supposedly could attract the attention of the online user. This situation is believed to happen prior to the online user choose to be fully engaged in the content task rather than looking or clicking on the advertisement as placed on the website. Also, while performing their online activities, the user may find the feeling of annoyed toward the website advertising as it disturbs their view to search for their desired content (Rettie, Robinson, & Jenner, 2000). However, in such condition, the same past researcher clarified a finding where the online user is believed to ignore the advertisement during their task oriented in browsing the content as

compared to the user who are not in the task oriented (Salyer, 2013). Pagendam and Schaumburg (2001) also shared the same statement in proposing a condition where the online user who is in the goal oriented task may promote the behavior of banner blindness. The behavior is explained as advertising can be seen as more annoying to the user when they are in the task oriented as compared to when they are not in the task. Another researcher pointed out a possibility that the online user will promote a positive behaviour in looking or clicking the ads, however only if it is matched by their interest (Alt et al, 2012) which as a result of that lead the user to see the online advertisement as less annoying as compared to the advertisement that did not match with their interest at the time of browsing (Alt et al, 2012).

In proving the statement, another past researcher made a finding by using the eye-tracking device and which it shows that online user prefers to not put their eyes on the banner ads during their online activities (Dreze & Hussherr,1999). Either the advertisement contains the elements of annoying or not, Dreze and Hussherr (1999) believed that the users purposely choose to ignore the advertisement as they feel irritated at the presence of the advertisement on the web page.

Nevertheless, what the past researcher most concerns about this issue is that the possibility of the user to feel irritated or annoyed to any of the advertise brand even though the ads did not contain the elements of annoying. Salyer (2013) also emphasizes the relationship between the advertising blindness and the brand, where the behavior of ignoring the advertisement has negatively engage the relationship between the companies' brand and its target audience. The statement is explained in a way that the behavior of ignoring the advertisement can lead the

consumer to reject the placement of the brand name or brand recognition to their mind. When this situation happened, the advertisement will be viewed as ineffective in promoting the brand name and as well as decreasing the level of awareness of the online user. Therefore, by using the earlier findings leads the researcher to expect that there is a relationship between cognitive avoidance and annoying web advertising.

2.3.3 The relationship between the website abandonment and annoying web advertisement

The relationship between the web abandonment and the annoying advertisement is identified through the behavior of the user in leaving the website before their desired task is completed (Barber, 2006). This behavior is explained in a way the consumer feels dissatisfied toward the service provided on the web, which particularly referred to advertisements that placed on the website (Chen & Wells, 1999), and therefore leads them to not interested in visiting the same website again. The feeling of dissatisfaction toward the service of the website is identified in a way that the user feel annoyed toward the website as the advertisement is believed to disturb the user's viewing and as well as it interrupts the user's desire to search for a content (Cho & Cheon, 2004).

McCoy et. al., (2004) hypothesized their theory that the ads on a website will decrease the intentions of the web user to revisit the site as compared to the website that did not have or provide fewer ads. This behavior of the user can also relate to the belief in which the online user

who is in a task oriented may feel annoyed to the advertisement as compared to those who are not (Pagendarm & Schaumburg, 2001). By that, it creates a possibility of the online user to avoid revisiting the same web page again in an effort to avoid the same experience of annoying advertisement. The severe impact of web abandonment is measured in a way that it creates a possibility for the online user to avoid or to not revisit the web page again.

Also, another past researcher relates the behavior of web abandonment with the retention of the website where he found that there are a higher potential of the online user to retain on the website if the website did not place any advertisement (McCoy et al, 2004). This theory is explained in which the advertisements are viewed to compete with the web content in an effort to attract the attraction of the user. However, it seems that the idea of competing with the web content may lead the online user to feel disturbed and not comfortable, and as a result of that, drive them to leave the web page. Nonetheless, the attitude of the online user is predicted to be different from the page which they find did not contain or provide less advertisements (McCoy et. al., 2004) that lead the user to feel more comfortable in spending their time to surf the website (Chen & Wells, 1999). Pagendarm and Schaumburg (2001) believes that the severe impact of advertisement is measured in a way that it creates a possibility for the online user to avoid or to not revisit the web page again. Therefore, it is believed that, the act of the online user in leaving the Web page is believed to cause a severe impact to the web publisher (Goldstein, McAfee & Suri, 2013). Besides web publisher, marketers are also faced with the consequences of the web abandonment. This is because; the marketers use the online advertisement for the purpose of

increasing the brand awareness to the online user through the frequency of the exposure. Nonetheless, with the behavior of web abandonment, it will reduce the opportunities for the online users to be exposed to the advertisement. The past researcher believed that the retention of the online user toward the web page that contains with advertisements may lead to the possibility in remembering the brand as advertised (Danaher et al, 2003).

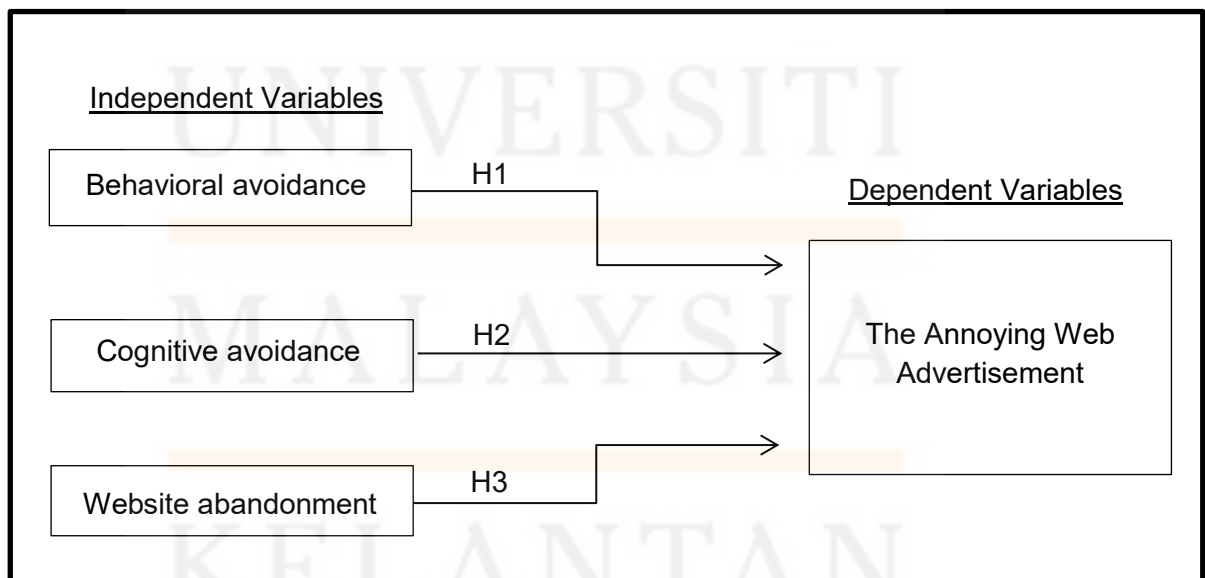
Besides that, Yoon et. al., (2007) also shared the same theory in believing that the highest exposure of the user toward the advertisement will lead the user to remember the ads even though they did not click on the banner ads. Both of the statements relate the retention of the user to the web page and the exposure of advertisements which it helps to increase the awareness of the online user toward the brand. Nevertheless, Yoo et. al., (2005) suggested a different theory in which the user is believed to be less remembering on the advertisement which they perceived as annoying even if they had been highly exposed to the advertisement. Therefore, by using the earlier findings leads the researcher to expect that there is a relationship between web abandonment and annoying web advertising.

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2.4 Proposed Theoretical Framework

The theoretical framework for this research illustrates consequences of the attitudes of the online user toward the annoying web advertisement. In brief, this framework pictures the response of the online user toward the web advertisement which they perceived as annoying. Therefore, it leads the research to the first variable of the study, which is behavioral avoidance through the attitude of deleting pop-up ads, scroll down on the page to avoid the banner ad and so forth. The second variables are introduced as cognitive avoidance, where this variable explains critically on the different responses of the online user who are in the task oriented and who are not in the task oriented. The third variables study on the web abandonment where it is explained through their comfortableness in using the web page which resulting them to have the intention in revisiting the same web page again. On the other hand, the theory of planned behavior by the past researcher guides the readers to understand the behavior of consumers in a better way.

Figure 2.1: Theoretical framework



2.5 Theory of Planned Behavior

In this research, the attitude of the online user toward the annoying web advertisement is a study based on the Theory of Planned Behavior. The theory of planned behavior was introduced by Icek Ajzen in an effort to improve the predictive power of the TRA model (Dicheva & Nikolovska, 2016). In general, the theory of planned behavior helps to define the attitude of people toward the particular behavior. As a result of that, it leads to the high possibility of a person to change or influence their attitudes to others. The theory is measured with the attitude toward the behavior, subjective norm, perceived behavioral control, and behavioral intention (Sutton, 2003). Since the research study the attitude of the online user, therefore the attitude toward the behavior will be used in an effort to relate the theory to the context of the study. The attitude toward the behavior can also closely relate to the beliefs on the consequences of conducting the behavior (Sutton, 2003) and as well as it produces a favorable or unfavorable attitude toward the particular behavior (Icek Ajzen, 1991).

In relating the theory to the study, the word "behavior", is referring to the annoying web advertisement. Since the study is measuring the attitude of the online user toward the annoying web advertisement, therefore, it is believed that the 'beliefs about the consequences of performing the behavior' (Sutton, 2003) pictured the consequences that the advertisers and marketers need to face. This is due to the issues of annoying advertisement where it leads the online user to feel lost of interest that lead them to perform the particular behavior, which is behavioral avoidance, cognitive avoidance, and web abandonment.

Further, the theory relates the study in a manner that the online user will either display a favorable or unfavorable attitude toward the annoying web advertisement. This mean, the online user who is in 'the goal-directed task' (Burke, 2001), may perform the unfavorable behavior toward the annoying advertisement which in either they avoid the ads, ignoring the ads or leave the web. Also, the favorable or unfavorable attitude toward the annoying web advertisement can also closely relate to the value of the advertisement. As supported by the past researcher where he believed that the responses and attitudes of the consumer towards the annoying web advertisement are differed due to the perceived behavior of consumer in believing the advertisement as valuable, even though the consumer does not like or comfortable with the advertisement as advertised (Dicheva & Nikolovska, 2016). In another word, the online user may find the advertisement as valuable in providing them the needed information, however; there will a likeliness of the online user to hate advertisement due to the elements of annoying which they find in the advertisement. By understanding the relationship between the theory and the study, it is learned that the study is in line with the theory and therefore lead the hypothesis of the study to become much stronger.

2.6 Hypothesis

Hypothesis 1 :

H1 There is a significant relationship between the behavioral avoidance and annoying web advertisement

Hypothesis 2 :

H2 There is a significant relationship between the cognitive avoidance and annoying website advertisement

Hypothesis 3 :

H3 There is a significant between the website abandonment and annoying website advertisement

2.7 Conclusion

This chapter has precisely explained the component of the study and as well as the relationship between the two components by referring to the study of the past researcher. The theoretical framework and the developed hypotheses are in a sequence in the study of the past researcher.



CHAPTER III

METHODOLOGY

3.0 Introduction

Under this chapter, the researcher discuss the methodological procedures of the study. The discussed procedures are the research design, unit of analysis, population and sample size, data collection procedure and source of data. Also, the procedures include the research instrument and measurement procedure for the purpose of analyzing the instrument.

3.1 Research Design

The research will be conducted in a quantitative study, which it involves numerical data in the process of collecting and analyzing the data (Williams, 2007). Also, the approach of quantitative data is measured in a survey and experimentation approach, whereby the theories will be constructed upon it (Leedy & Ormrod, 2001). This research is classified as a descriptive study as it involves the research question, research design, and as well as the data analysis of a given topic of study (Knupfer & McLellan, 1996). Besides that, this research is classified as cross-sectional study as it studies the subsection of the whole population in which this population help to answer research questions of the study (Olsen & George, 2004).

3.2 Units of Analysis

Unit of analysis of the study is the individuals, where they are among the online user those who have less and more experience in using the website or web pages. The rationale for choosing the experience online user is because they could have a better understanding regarding on the topic of study, which is the web advertisement, and they could possibly encounter few experiences with the annoying advertisement. By that, it will ease the process of collecting and analyzing the data.

3.3 Population and sample size

The internet user is the targeted population in this research, and 20.1 million is the number of internet users that had been recorded in the Internet user survey 2014 (Malaysia Communications and Multimedia Commission, 2014). Despite the population number of internet users has been reported, however, the fact that the number of population is still considered as questionable for this study as it is not the current report and the population number is expected to grow by the day (Hill, 1998). Roscoe's simple rules of thumb will be used to conduct the sample size of the study. According to the rule of thumb, the appropriate sample size of the research need to be larger than 30 but not less than 500 (Roscoe, 1975, as cited in Hill, 1998). Therefore, 200 numbers of respondents are believed to achieve the meaningful estimate.

Non-probability sampling is suitably used for this research as it is impossible to construct a sampling frame with a huge number of population (Saunders, Lewis & Thornhill, 2009). A convenience sampling will be used as an approach to select the target respondent. The reason of why the convenience sampling is chosen as it helps to collect the data in a short period of time (Explorable.com, 2009).

3.4 Data collection procedure

The sources of data used in this study are from the primary and secondary data. The researcher uses the secondary data from the previous researchers for the purpose of gathering the information and statistics for the use of data analysis. Data analysis will then help to answer the hypothesis and research questions of the study. These secondary data are collected from journals, books, newspaper articles, reports and so forth. The items in the questionnaire are also constructed based on the secondary data, meanwhile, the primary data are used in a way where the researcher distributes, gather, analyze the data.

3.5 Research Instrument

To collect the data, the study will use the approach of the online questionnaire. It is an effort to learn the attitude of the Malaysia online user toward the annoying web advertisement. The online survey is chosen as it helps the researcher to collect the data from various locations in the easiest way. This is due to the fact it that it helps to save time and need not to allocate any financial resources. Past researcher also shared the same opinion, where they believed that the data that is collected from the internet are more comprehensive and quality as compared to the traditional methods (Fricker & Elliot, 2002).

There will be no sampling locations for the study since the survey will be conducted in the online survey. Meaning to say that, the study will not focus on which states to study, but instead responds from the respondent through the online survey will represent the attitude of Malaysian internet user toward the annoying advertisement as a whole.

The online questionnaire is hosted at <https://docs.google.com/forms/d/1myQ57OjYFwv5tmomxUBt3NGOsbTWZOE0HutsIcYENYY/edit#responses> and the questionnaire had successfully distributed to 200 respondents via social networking sites. The questionnaire is distributed from 27 September 2016 to 27 October 2016.

3.6 Scale of measurement and scaling technique

The researcher design the online questionnaire based on three parts; A, B, and C. Part A is designed with a nominal and ordinal scale. To be more specific, this part covered the demographic information of the respondent, which is the gender, age, marital status, educational level, occupation and personal income. Meanwhile, Part B required the respondents to rate their opinions toward the annoying advertisement, in which it covered on the dependent variable of the study Part C will hold questions for independent variables which it asks on the attitudes of respondent toward the annoying advertisement. Likert scale will be for Part B and C. The table of Likert-scale is interpreted below;

Table 3.1: Likert-scale

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1	2	3	4	5

3.7 Items in the questionnaire

The overall items in the questionnaire consist of 25 questions where 7 questions are designed for part A, 6 questions are designed for part B, while the question for part C consist of 12 questions. These 12 questions are from the three independent variables which are, the behavioral avoidance (4 questions), cognitive avoidance (4 questions), and web abandonment (4 questions). As table below are the items of the questionnaire for part B and C.

Table 3.2: Items in the questionnaire

Variables	Items	Sources
Annoying advertisement	AA1. Does the internet advertisement make it harder to browse on your web page?	Cho, C. H., & Cheon, H. J. (2004)
	AA2. Does the internet advertisement slow your web page downloading?	
	AA3. Does the internet advertisement make your internet page navigation difficult?	
	AA4. Does the internet advertisement disrupt your viewing of web page?	
	AA5. Does the internet advertisement intrude on your search for desired information?	
	AA6. Does the internet advertisement distract you from the content on web page?	
<u>Behavioral Avoidance</u>	BA1. Will you close windows to avoid pop-up ads?	

	BA2. Will you scroll down web pages to avoid banner ads?	Cho, C. H., & Cheon, H. J. (2004)
	BA3. Will you do any action to avoid ads on the web?	
	BA4. Will you click away from the page if it displays ads without other contents?	
Cognitive Avoidance	CA1. Do you intentionally ignore any ads on the Web?	Cho, C. H., & Cheon, H. J. (2004)
	CA2. Do you intentionally don't put your eyes on any ads on the Web?	
	CA3. Do you intentionally don't pay attention to any ads on the Web?	
	CA4. Do you intentionally don't click on any ads on the Web, even if the ads draw your attention?	
<u>Web Avoidance</u>	WA1. Do you think that the content on this web page is not helpful?	Muller, B., & Chandon, J.L (2003)
	WA2. Do you think is web page did not entertain you?	
	WA3. Do you feel uncomfortable in surfing this web page?	
	WA4. Do you want to visit this web page again?	

Cho and Cheon (2004) have analyzed the value of reliability for the items of the annoying advertisement, behavioral avoidance and cognitive avoidance and as per analysis, the three variables are recorded to achieve the acceptable strength of association with 0.70 as the value. On the other hand, the web abandonment has a good strength of association with 0.883 as the value of the variable (Muller & Chandon, 2003). Above all, the value of the items in this questionnaire is considered as reliable.

Table 3.3: Alpha value of the variables

Variables	Sources	Alpha
Annoying advertisement	Cho, C. H., & Cheon, H. J. (2004)	0.70
Behavioral avoidance	Cho, C. H., & Cheon, H. J. (2004)	0.70
Cognitive avoidance	Cho, C. H., & Cheon, H. J. (2004)	0.70
Web abandonment	Muller, B., & Chandon, J.L (2003)	0.883

3.8 Data Analysis

The researcher analyzes the collected data by using Statistical Package for Social Sciences (SPSS) through the reliability test, multicollinearity test, Pearson's correlation and regression analysis.

3.8.1 Reliability test

The researcher chooses to use the reliability test as for a reason to ensure that the questions are reliable and as well as to ensure that it is free from errors or weaknesses (Kvale, 2007). Reliability test is used to estimate the stability of measures, internal consistency of measurement instruments, and interrater reliability of instrument scores (Kimberlin & Winterstein, 2008). The purpose of the test is said to identify the sources of measurement error as it will become unfavorable to interpret a score and also, it is used to design a reliability study that allows such inaccuracies to happen (Crocker & Algina, 1986, as cited in Dimitrov, 2002). The test will be tested on the variables of the study which are, the annoying web advertisement, behavioral avoidance, cognitive avoidance, and web abandonment. Cronbach Alpha is used to measure the internal consistency of the test in a range between 0 and 1 (Cronbach, 1951), where George and Mallery (2003) recommended that the appropriate reliability level should be greater than 0.70. The rule of Cronbach's Alpha is interpreted below;

Table 3.4 : The rule of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
<0.5	Unacceptable
≥0.5	Poor
≥0.6	Questionable
≥0.7	Acceptable
≥0.8	Good
≥0.9	Excellent

3.8.2 Pearson's Correlation

Pearson's Correlation is used to test the research objective of the study. Therefore, in this study, the test will be used to measure the relationship between the attitude of the online user toward the annoying web advertisement. The Pearson's correlation coefficient measures the association between two continuous variables (Nian, 2008), and this association is measured in the degree of independent and dependent variables. The measurement of Pearson's correlation coefficients is interpreted in a range between 1.00 to -1.00 (Nian, 2008), with the degree of correlation is strong, moderate and weak. Meaning to say this, the degree or level of correlation is described in either the independent variable have a significant relationship with the dependent variable or vice versa. Hair et. al., (2010) stated that the degree of correlation must not be greater than 0.9. The correlation is interpreted below;

Table 3.5: The correlation coefficient

Range Correlation Coefficient	Degree of Correlation
0.80-1.00	very strong
0.60-0.79	strong
0.40-0.59	moderate
0.20-0.39	weak
0.00-0.19	very weak

3.8.3 Regression Analysis

According to Malhorta and Peterson (2006), the value of the dependent variable with more than one independent variable is tested by the regression analysis. This test is analyzed in the data analysis technique whereby it is used to measure the strength for each of the relationships between the independent variables and a dependent variable. Followed by this analysis, it helps the researcher to determine either the propose hypothesis is accepted or rejected through p-value, meanwhile, the researcher get to measure the strength for each of the relationships between the variables through the value of Beta. From that, it eventually helps to answer the research objective of the study as proposed by the researcher.

3.9 Conclusion

This chapter precisely explained the methodological procedures of the study by using the online survey with the online user as a target respondent. The online survey will be conducted in a convenience sampling, where a cross-sectional is used as a timeline of the survey. Also, the research instrument is conducted based on the primary data of the past researcher with the reliability test is used to test the instrument, meanwhile Pearson's Correlation and the regression analysis are used to determine the answer of the objective of the study.



CHAPTER IV

DATA ANALYSIS AND FINDING

4.0 Introduction

The fourth chapter of the study discussed in the analysis of the data based on the questionnaire that had been distributed to the respondent through online method. The analysis starts with the descriptive analysis and followed by with the measurement of constructs which includes, mean and standard deviation. The analysis also discussed on the scale measurement which includes normality and reliability test, and as well as Pearson correlation and multiple linear regressions.

4.1 Descriptive Analysis

4.1.1 Demographic profile of the respondent

There are 200 respondents that have been successfully responding to the question. Among the number, there are 65 males (32.5%) and 135 females (67.5%) are reported to respond to the survey. As per analysis, it is reliable to say that the number of respondents did not equally divide.

Next, the respondents are divided into a group of age, where the highest numbers of the respondents are reported to be in the age between 25 to 29 with 110 respondents (55%). The second highest number of respondents is in the age between 30 to 34, with 30 respondents (15%) are reported to answer the survey. Meanwhile, the respondents

who are in the age between 15 to 19 with 10 respondents (5%) are reported to be the lowest number of respondents that respond to the survey.

The survey also recorded the marital status of the respondents where 105 respondents (52.5%) falls under the category of married and 95 of the respondents (47.5%) are reported as single. Therefore, the numbers of respondents in this category fairly balance.

The respondents of the study are also analyzed based on their race. As analyzed, the majority of the respondents are Malay with 179 respondents (89.5%), and followed by others with 13 respondents (13%), Chinese with 6 respondents (3%) and Indian with 2 respondents (1%). Examples of other races are Iban, Dayak and so forth.

The educational backgrounds of the respondents are among the demographic profile of the respondent. Bachelor's Degree is analyzed to be the majority of this category with 116 respondents (58%), followed by a Master's Degree with 34 respondents (17%), Diploma with 19 respondents (9.5%), others with 17 respondents (8.5%) and high school with 14 respondents (7%). Examples of other educational backgrounds are Ph.D. and so forth.

The respondents were also asked to state their occupation and as analyzed, there are 60 respondents (30%) are reported as a student, 55 of the respondents (27.5%) are the executive, 47 of the respondents (23.5%) falls under the category of others, and 22 of the respondents (11%) are the non-executive. Meanwhile, the management level is the minority in the category with 16 of the respondents (8%) is reported to respond to the survey. Examples of the other category are self-employed, retired or unemployed.

Table 4.1: Demographic Profile of the respondent

Descriptions	Frequency	Percentage
Gender :		
Male	65	32.5
Female	135	67.5
	<u>200</u>	<u>100</u>
Age :		
15-19	10	5.0
20-24	24	12.0
25-29	110	55.0
30-34	30	15.0
35 or greater	26	13.0
	<u>200</u>	<u>100</u>
Marital Status :		
Single	95	47.5
Married	105	52.5
	<u>200</u>	<u>100</u>
Race :		
Malay	179	89.5
Indian	2	1.0
Chinese	6	3.0
Others	13	6.5
	<u>200</u>	<u>100</u>

Education :	14	7.0
High School	19	9.5
Diploma	116	58.0
Degree	34	17.0
Master	17	8.5
Others	200	100
Income:		
RM0-1000	77	38.5
RM1001-3000	84	42.0
RM3001-5000	17	8.5
RM5001 and above	22	11.0
	200	100
Occupation :		
Student	55	30.0
Non-Executive	22	11.0
Executive	60	27.5
Managerial Level	16	8.0
Others	47	23.5
	200	100

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4.2 Scale Measurement

4.3.1 Reliability Test Analysis

The Alpha coefficient range of the independent variables and dependent variables are recorded between 0.812 and 0.711. The range for the annoying advertisement (AA) is at 0.812, followed by behavioral avoidance (BA) with 0.777, cognitive avoidance with 0.729 and web abandonment (WA) with 0.711. By referring to the table 7.0, the annoying advertisement (AA) is interpreted to have a very good strength of association, followed by behavioral avoidance (BA), cognitive avoidance (CA) and web abandonment (WA) are interpreted as acceptable. Therefore the variables of the study are considered as reliable as it achieves the agreed lower limit of 0.70 (Hair et. al., 2016).

Table 4.3: Reliability test for the variables

Variable	Items	Reliability Test
Annoying Advertisement (AA)	6	.812
Behavioral Avoidance (BA)	4	.777
Cognitive Avoidance (CA)	4	.729
Web abandonment (WA)	4	.711

4.4 Inferential Analysis

4.4.1 Pearson Correlation Analysis

The analysis of Pearson Correlation has shown that the three independent variables have created a positive correlation with the dependent variable. As per the analysis, the cognitive avoidance has the strongest relationship with $r = 0.783$ as compared to the behavioral avoidance with $r = 0.731$ and the web abandonment with $r = 0.592$. Meanwhile, the analysis has shown a result of 0.000 for the significant 2 tailed of the three variables. Therefore, it shows that there are significant between the dependent variables and the three independent variables of the study as the result are below the correlation level of 0.01.

Table 4.6: Pearson correlation analysis

	1	2	3	4
AA	1			
BA	.731**	1		
CA	.783**	.703**	1	
WA	.592**	.548**	.740**	1

** Correlation is significant at the 0.01 level (2-tailed)

Note : Annoying advertisement (AA), Behavioral Avoidance (BA), Cognitive Avoidance (CA), Web Abandonment (WA)

4.4.2 Regression Analysis

The analysis of coefficient correlation shows that R is at 0.649 or equivalent as 64.9%. Since the range of coefficient is from -1.0 to +1.0, therefore the coefficient correlation of the study is interpreted as positive. This means that there is a perfect positive linear relationship between the behavioral avoidance, cognitive avoidance and web abandonment toward the annoying advertisement. Meanwhile, the value of R-square is determined at 0.60 or equivalent to 60%. By understanding the analysis, it leads to a simple conclusion that the 60% illustrates the attitudes of the online user toward the annoying advertisement, in a way those attitudes are determined as the behavioral avoidance, cognitive avoidance and web abandonment. The remaining of 40% is also pictured the attitudes of the online user toward the annoying advertisement, however, the factors in which it explains the attitude of the online user is not taken into account in this research.

Table 4.7: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649	.600	.699	1.045

- a. Predictors : (Constant), Behavioral Avoidance, Cognitive Avoidance and Web Abandonment
- b. Dependent variable : The attitude of online user toward the annoying advertisement

Table 4.8 explains the coefficient factors of behavioral avoidance, cognitive avoidance and web abandonment toward the annoying advertisement. By comparing the result of the three factors, it shows that the cognitive avoidance has the highest B value of 0.578

as compared to the behavioral avoidance with 0.328 and web abandonment with 0.193. The B value of the three variables shows that there is a significant relationship between the behavioral avoidance, cognitive avoidance, and web abandonment with the consumer attitude toward the annoying advertisement. As all of the relationships are analyzed as positive, it means that any increased value in the behavioral avoidance, cognitive avoidance, and web abandonment will increase the value of consumer attitude toward the annoying advertisement. In contrast, if the value of behavioral avoidance, cognitive avoidance, and web abandonment is decreased, it may also decrease the value of consumer attitude toward the annoying advertisement. It can be concluded that, every percent change of the B value may influence the change in the consumer attitude toward the annoying advertisement.

Also, by referring to the analysis, it can be concluded that the B value of the cognitive avoidance is the most influential as it has the highest value compared to the behavioral avoidance and web abandonment.

Table 4.8: Parameter estimates

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	-4.809	0.583		-7.040	.000
BA	0.557	0.55	0.328	10.100	.000
CA	0.609	0.54	0.578	17.929	.000
WA	0.298	0.40	0.193	7.519	.000

a. Dependent Variable: AD

Note : Annoying advertisement (AA), Behavioral Avoidance (BA), Cognitive Avoidance (CA), Web Abandonment (WA)

4.5 Summary of Statistical Analysis

4.5.1 Summary of Descriptive Analysis

Since the online approach is used to disseminate the survey to the targeted respondent, therefore the researcher had successfully collected the data without having any rejected set due to respondent errors in filling the survey. As per the analysis, it had shown that the majority of the respondents are Malay female aged from 25 to 29. The respondents are also among the married group and hold a degree as their educational background. Besides that, these groups of respondents are analyzed as the executive with RM 1001 to RM 300 are their basic monthly income. Besides that, the data have recorded that 100% of the respondents own a mobile device, such as a smartphone, laptop or iPad, which in this case give the higher possibilities of the respondents to be exposed to the annoying advertisement.

4.5.2 Summary of Inferential Analysis

Behavioral avoidance, cognitive avoidance and web abandonment were significantly correlated with the attitude of online user. Therefore, the proposed hypotheses of the variables is accepted.

Table 5.1: Summary of hypotheses and Pearson correlation

Hypotheses	Pearson Correlation	Multiple Linear Regression

	Result	Beta	P-Value	Hypotheses
H1 There is a significant relationship between the behavioral avoidance towards the annoying web advertisement	0.731	0.328	0.000	Accepted
H2 There is a significant relationship between the cognitive avoidance towards the annoying web advertisement	0.783	0.578	0.000	Accepted
H3 There is a significant relationship between the web abandonment towards the annoying web advertisement	0.592	0.193	0.000	Accepted

4.6 Conclusion

This chapter explained precisely on the data analyses of the study where the each of the analyses had been interpreted in various test such as, Pearson Correlation and multiple linear regression in which it helps to answer the objectives and hypothesis of the study. The overall analysis had shown a positive result which resulting the study to become more significant.



CHAPTER V

DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.1 Introduction

The final chapter of the study concluded on the analysis of the data based on the previous chapter, and as well the chapter discussed on the implication from a managerial point of view to theoretical view. Also, the chapter provides the recommendation for the future researcher for the purpose of improving the limitation of the study.

5.2 Discussion of Major Findings

5.2.1 The relationship between the behavioral avoidance towards annoying advertisement

The analysis shows that the multiple regressions for the behavioral avoidance is significantly correlated with the attitude of the online user toward the annoying advertisement. It can be proved by the p-value of the variable is at 0.000, which it is less than 0.001. Hence, the hypothesis of the variable is accepted. For that reason, the behavioral avoidance can strongly relate to the attitude of the online user toward the advertisement which they perceived as annoyed.

Behavioral avoidance pictured the negative attitude of online user toward the annoying web advertisement in a way their avoidance behavior is through deleting pop-ups on the Internet (Kelly, Ker & Drennan, 2010, Cho & Cheon,

2004), scrolling down the web pages to avoid ads and clicking away from the page (Cho & Cheon, 2004), by using ad-blocking software (Rafian, 2015).

The past researcher stated that the usage of the pop-up ad which is considered as unreliable in the case of marketing strategy. This is because, the past researcher sees the pop-up ads as ineffective ways of invoking the awareness, memory, attitude and behavior of consumer to the advertised brand (Zhang & Kim, 2008).

Another past researcher supports the statement in which she associates the behavioral avoidance of consumer with the negative stigma in which it ruins the image of the advertised brand. This is due to the fact that, when the brand which is perceived as a neutral stimulus associates, with the advertisement, which perceived as unconditioned stimulus, it will ultimately provoke the negative feelings of the consumer to feel annoyed toward the advertisement and as well as toward the advertised brand (Suehiro, 2015).

5.2.2 The relationship between the cognitive avoidance towards annoying advertisement

The relationship between the cognitive avoidance towards the annoying advertisement shows a positive correlation where the value of p is at 0.000, which is less than 0.001. Following this outcome, the second hypothesis is accepted and this lead to a simple conclusion where the online user promotes the attitude of cognitive avoidance when they feel annoyed toward the web advertisement.

Zhang and Kim (2008) suggested appropriate ways to advertise the advertisement through the animated banners, such as the large size and moderate color in the banner ad is believed to help to gain the attention of the viewer to look or click on it. However, the same researcher is also agreed to say that the viewer may conduct the behavior of cognitive due to the fact that they see the advertisement as unreliable or has not give benefits to them at the time of exposure. This can be proved as per the result of Pearson correlation and multiple linear regressions in which the cognitive behavior has the highest result as compared to another two types of avoidance. Kelly, Ker and Drennan (2010) associate the motivation of the online user in conducting such avoidance behavior through negative experiences, perceived ad clutter and goal impediment. Resulting from the factor leads the viewer to feel reluctant to look and click on any advertisement as placed on the website.

Obermiller, Spangenberg and Maclachlan (2005) also stated the same thought as the consumer is viewed to be skeptical toward the advertisement which as a result of that lead them to feel less motivated to associate with the advertisement. Toyota, Song and Larsen (2010) relates the skeptical attitudes in which it shapes the negative responses of the consumer to not only towards the advertisement, but also towards the brand which eventually may lead the marketing strategy to become ineffective.

5.2.3 The relationship between the web abandonment towards annoying advertisement

The multiple regression of the web abandonment is analyzed as significantly correlated to the relationship between the attitude of the online user toward the annoying advertisement as the p-value is recorded in the range of 0.000, which is less than 0.001. Similar to the first and second variable, the hypothesis of the third variable are also accepted.

Web abandonment has the lowest value of Pearson correlation and multiple linear regression as compared to the behavioral avoidance and cognitive avoidance. In this case, even the effect of annoying advertisement may lessen the intention of the consumer to return to the same web site again (Thota, Song & Larsen, 2010), however the fact that the viewer still feels the need to return to the same web site due to the reason as they perceived the information that served on the web site as useful and quality (DeLone & McLean, 2004).

Another past researcher relates the customer loyalty with the behavior of returning the same web site (Wang, 2009). The same as Zeithaml (2000), where the researcher stated that the website received the higher retention rates of the loyal customer and they are also believed to conduct the behavior of recommending the chosen website to others in an attempt to make others to use the same website as well. As a matter of that, this explains on why some of the respondent choose to return to the website again, even though they are strongly agree to say that they did not comfortable with the placement of advertisement on the website

5.3 Implications of the study

5.3.1 Managerial Implications

The result of the study has reflected the opinion of Malaysian online users toward the annoying web advertisement. Hence, this study helps the advertisers to develop new ideas or improvise the current strategy in using the website as a medium to place the advertisement. This is due to the fact that the consumer likes to try or expose to something new and by developing new ideas help the advertiser and marketer to capture the attention of audiences more than before.

Moreover, the result has shown that the majority of the respondent has conducted such behavior as studied and this lead to the significant relationship between the behavior avoidance, cognitive behavior and web abandonment with the annoying advertisement. For that reason, it suggests that the advertiser and publisher of the website need to decrease the exposure and amount of advertisement in the website in order to avoid any sensitivity of the viewer, such as the feeling of annoyed and irritated toward the web advertisement (Goldstein et al, 2014).

Besides that, the advertiser and publisher need to pay attention to the behavior of cognitive avoidance as it had been analyzed to be the highest behavior of the online user in this case of study. This is because as stated by Salyer (2013) that the avoidance behavior may effect on the brand awareness of the advertised brand, which means that the lower exposure of consumers in looking on the advertisement will effect on the chances of the consumer to memorize and aware of the brand name.

Further, Suehiro (2005) had suggested ways to avoid the behavior of consumer in avoiding the advertisement with the fact that the exposure of the advertisement did not meet with their need at the time of visiting or using the website (Ducoffe, 1996). According to Suehiro (2005), in attracting the attention or interest of the viewer, the advertised product or services need to relate to what the website had been offered. The purpose of doing this strategy is believed to help the viewer to become more interest toward the advertisement and at the same time, the exposure of the advertisement is believed to become relevant to the viewer at the time of exposure.

Even though the suggestion is believed to create positive responds to the viewer, however, the fact that many of the publishers manipulate the placement of the advertisement on their website for the purpose of generating the incentives through cost per click (Goldstein, McAfee & Suri, 2013). Resulting from that, the user may feel annoyed and irritated toward the advertisement which disturbed their viewing page and as well as cluttered on the website.

5.3.2 Theoretically Implication

The researcher adopted the type of ad avoidance model from Cho and Cheon (2004) and, Muler and Chandon (2003) to conduct the study of the attitude of online user toward the annoying web advertisement. The researcher uses the behavioral avoidance and cognitive avoidance from the Cho and Cheon model (2004) and web abandonment from Muler and Chandon (2003) to improvise the previous study which has been conducted by the previous researchers.

To the extent, the study focuses on the attitude of the online user and this is why the affective ad avoidance from the Cho and Cheon model are excluded from this study. Both of the models have been proven as reliable based on the previous studies. Besides that, the researcher wants to prove that the web abandonment is another type of ad avoidance in a way that it consist of the resistance attitude of the viewer to click and view on the advertisement as placed on the website.

5.4 Limitations of the Study

This study uses the technique of cross-sectional study where it takes only a short period of time to study the given topic. However, this may lead to a limitation for the data as the attitude of targeted respondents may change over the time, such as the targeted respondents may conduct another type of advertisement avoidance which did not cover in the study.

Besides that, the survey was using the convenience sampling, which distributed on the online method. Nevertheless, this method may also lead to a limitation of the survey, especially since the convenience sampling has a high tendency of biased (Mackey & Gasss, 2005). The disadvantage of the convenience sampling is proved in a way where the respondents may among the group in which had negative experiences or perceptions toward the advertisement and therefore lead them to agree with the survey.

Another limitation that may take into consideration in which the researcher believes that there are the respondent errors in filling the data and this will result the data to become unreliable. The reasons behind the errors are predicted as the respondents are

believed to answer the survey without reading the questions properly. In another situation, the respondents may also do not read or understand the instruction properly, which resulting them to not give a consideration in their answer.

Lastly, since the survey is conducted in the online method, therefore, this may reduce the power of the researcher to balance the demographic profile of the respondent such as, gender, age and so forth. This is because, as per the analysis had shown the imbalance profile of the respondents which may also become one of the reasons to effect on the analysis of data.

5.5 Recommendation for Future Research

The researcher would like to recommend for the future studies to run a longitudinal study for the purpose of studying the attitudes of the online user toward the annoying advertisement in a long period time. By conducting this type of study will help the researcher to understand precisely on the attitude of the consumer toward the annoying advertisement. This study method is important, especially since the attitudes of consumer are predicted to change over a time where it depends on their interest and needs.

Also, future researchers are recommended to distribute the survey by using the face to face method. By using this method, it is believed that it will eliminate the tendency of imbalance profiles of respondents such as gender and age. Besides that, the recommended technique of distribution will also help to reduce the respondent error as the researcher able to give an explanation to the targeted respondents on the instructions and as well as the questions for the purpose of ensuring that the targeted respondents understand with the questions.

Further, the future researchers can also extend the study to a broader type of ad avoidance, such as the brand avoidance or so forth. By extending the type of ad avoidance would help the future researchers to identify the other factors which did not cover on this study. This is especially with the use of longitudinal study to conduct the extended study. By studying the extension of ad avoidance, the future studies are believed to understand the real behavior of consumer toward the annoying web advertisement and at the same time will helps the advertiser and the web publisher to improve their marketing strategy.

5.6 Conclusion

This chapter concludes accurately on the findings and data analyses from the previous chapter. The result of the study shows that the three independent variables which are behavioral avoidance, cognitive avoidance and web abandonment had a significant effect on the attitude of the online user toward the annoying web advertisement. Therefore, it is reliable to say that the research questions and research objectives have been successfully answered. The chapter also includes relevant recommendations for the future researchers to conduct further study which eventually helps to make the study on the consumer attitude to become more precise and accurate.

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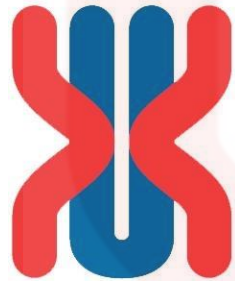
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SURVEY QUESTIONNAIRE



**Universiti Malaysia
KELANTAN**

MASTER OF BUSINESS ADMINISTRATION

FINAL PROJECT PAPER

**TITLE: THE ATTITUDES OF ONLINE USER TOWARD THE
ANNOYING WEB ADVERTISEMENT**

Dear Respondent,

I am a final year postgraduate student of Master of Business Administration, from Universiti Malaysia Kelantan (UMK). The purpose of this survey is to study whether the consumer demonstrates the attitude of behavioral avoidance, cognitive avoidance, and web abandonment towards the annoying web advertisement.

Thank you for your participation.

Instruction :

- 1) There are TWO (2) sections in this questionnaire. Please answer ALL questions in ALL sections.
- 2) Completion of this form will take you approximately 5 to 10 minutes
- 3) The contents of this questionnaire will be kept strictly confidential

Section A : Demographic Profile

Part A

1. Gender :

Male Female

2. Age :

15 – 19 years

20 – 24 years

25 – 29 years

30 – 34 years

35 or greater

3. Marital status

Single Married

4. Race :

Malay

Chinese

Indian

Others

5. Education :

High School

Diploma

Degree

Master

Others

6. Occupation

Student

Non-Executive

Executive

Managerial Level

Others

Section B

Part B

This section is to seek your opinion regarding on the attitude of consumer toward the annoying web advertisement. You are asked to click on the links as provided below before answering the questions. The links will direct you to the web site that relevant to the purpose of the survey. After studying the web site, you are requested to answer the questions that indicate the extent to which you agreed or disagreed with each statement by using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree].

Understanding the annoying advertisement

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
AA1.	Does the internet advertisement make it harder to browse on your web page?					
AA2.	Does the internet advertisement slow your web page downloading?					
AA3.	Does the internet advertisement make your internet page navigation difficult?					
AA4.	Does the internet advertisement disrupt your viewing of web page?					
AA5.	Does the internet advertisement intrude on your search for desired information?					
AA6.	Does the internet advertisement distract you from the content on web page?					

Part C

Behavioral Avoidance

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
BA1.	Will you close windows to avoid pop-up ads?					
BA2.	Will you scroll down web pages to avoid banner ads?					
BA3.	Will you do any action to avoid ads on the web?					
BA4.	Will you click away from the page if it displays ads without other contents?					

Cognitive Avoidance

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CA1.	Do you intentionally ignore any ads on the Web?					
CA2.	Do you intentionally don't put your eyes on any ads on the Web?					
CA3.	Do you intentionally don't pay attention to any ads on the Web?					
CA4.	Do you intentionally don't click on any ads on the Web, even if the ads draw your attention?					

Web Abandonment

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
WA1.	Do you think that the content on this web page is not helpful?					
WA2.	Do you think is web page did not entertain you?					
WA3.	Do you feel uncomfortable in surfing this web page?					
WA4.	Do you want to visit this web page again?					

Thank you for your participation

DEMOGRAPHIC PROFILE OF THE RESPONDENT

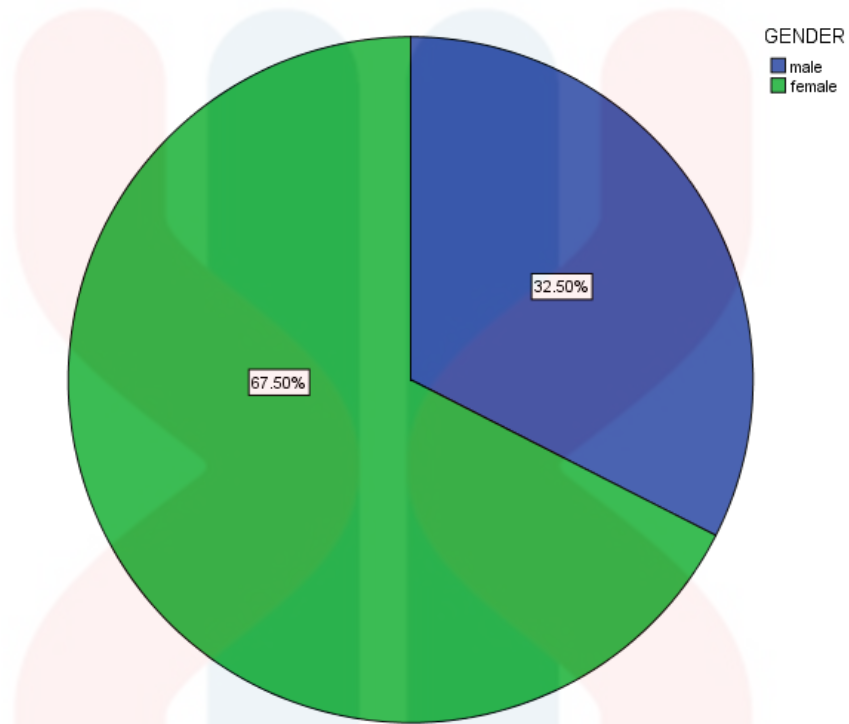


Figure 4.1 : Gender

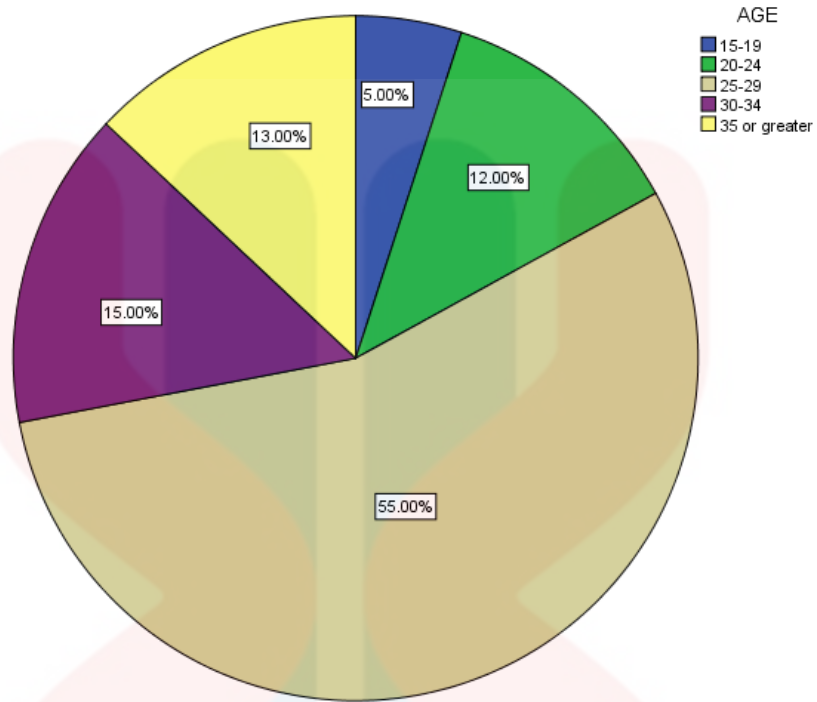


Figure 4.2 : Age

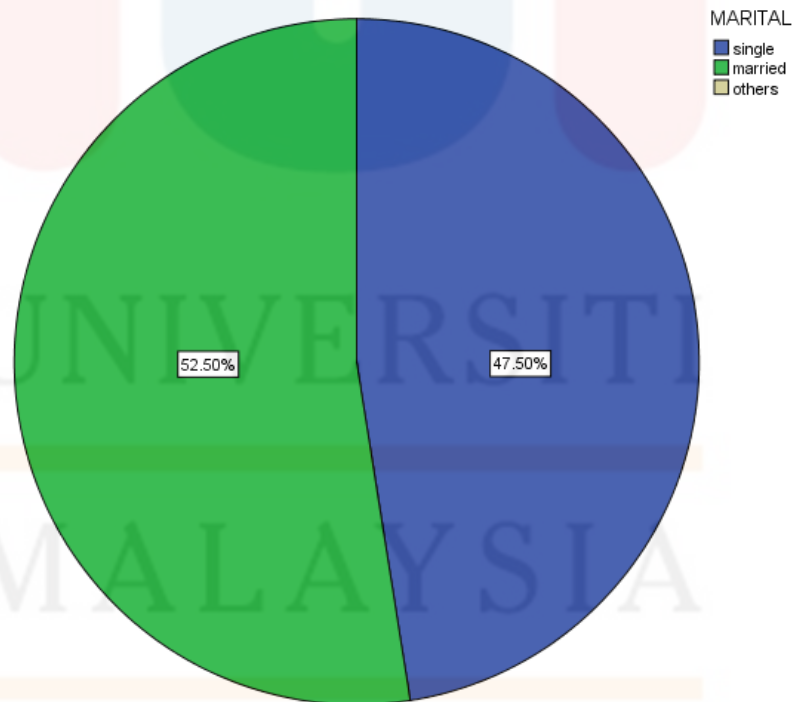


Figure 4.3: Marital Status

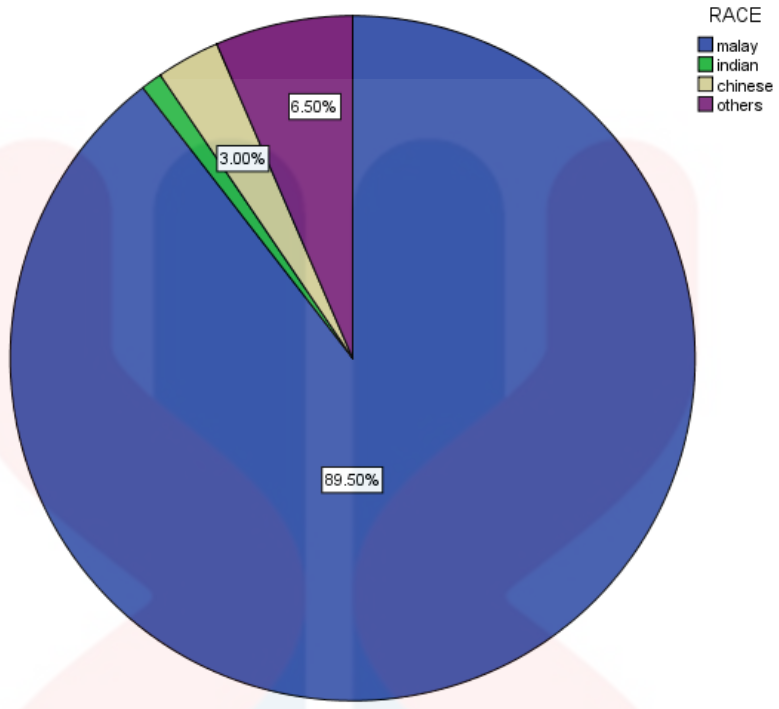


Figure 4.4: Race

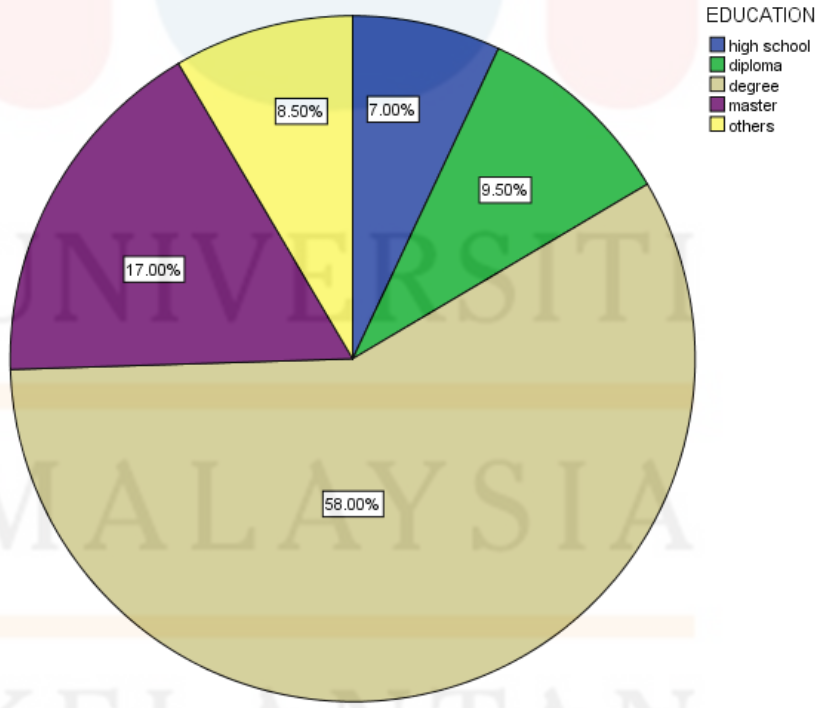


Figure 4.5: Education

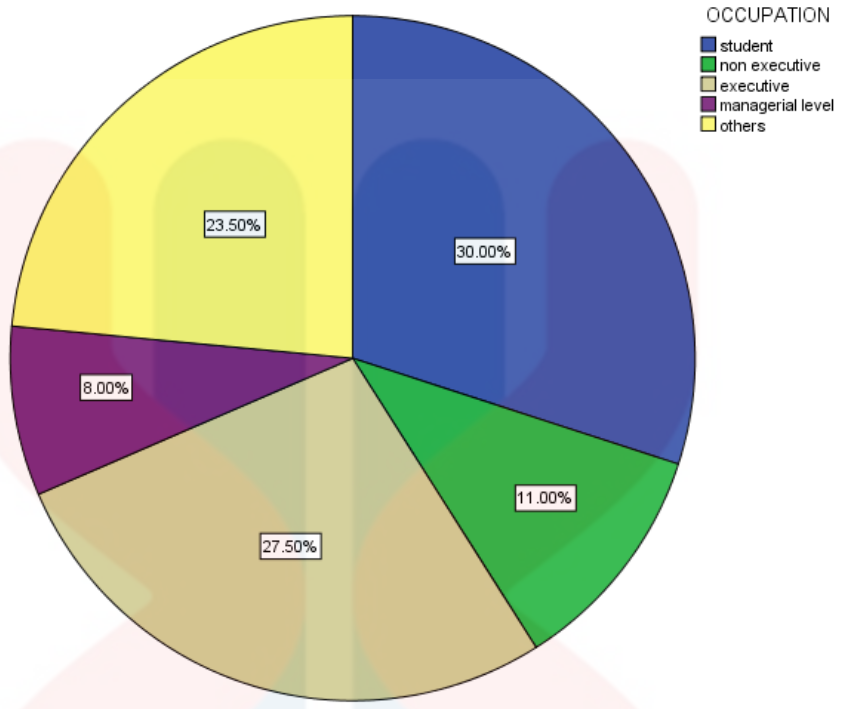


Figure 4.6 : Occupation