

WHAT FACTORS INFLUENCE AD ATTENTION AND AD AVOIDANCE ON SOCIAL MEDIA? STUDY: ON THE MILLENNIAL AND GENERATION Z

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Abstract: Currently, online media has become a favorite for brands to introduce their products to the public. However, social media users pay little attention to advertisements and social media users block advertisements or avoid advertisements to maintain their privacy. This research aims to examine the factors that influence attention to advertising and avoidance of advertising. The sample in this research is the millennial generation and Generation Z as social media users on Instagram and Facebook. The number of samples in this study was 268 respondents, and the data analysis technique used SEM-PLS. The findings of the research are that ad relevance has a positive effect on attention to social media ads, and privacy concerns increase ad avoidance. This study also found that Ad engagement had a positive effect on ad attention and a negative effect on ad avoidance. Ad engagement also mediates the relationship between ad relevance, ad attention, and ad avoidance. It suggests that personalized advertising will further increase consumers' attention to the ad and reduce ad avoidance behavior if consumers are cognitively engaged with the ad.

Keywords: *Ad Relevance, Ad Engagement, Privacy Concern, Perceived Goal Impedment, Ad Attention, Ad Avoidance*

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1. Introduction

Currently, online media has become a favorite for brands to introduce their products to the public. The Jakpat Survey Institute revealed this fact in its latest survey report, which was conducted from August to December 2022. The survey revealed the sources of information for Indonesian people regarding advertisements for the products they bought in e-commerce throughout 2022. The results of the research showed that the products advertised in the media and Social media are the main source of information for the Indonesian people to find out about the latest products sold in e-commerce. In the survey, advertisements on social media had a percentage of 60%, then advertisements on YouTube reached 59%, TV advertisements were in third position with a percentage of 44%, and voters were dominated by the Millennial generation and Gen X (Jakpat, 2023).

According to the most recent data from Nielsen Ad Intel, the amount of money spent on advertising in Thailand, Indonesia, Singapore, Malaysia, the Philippines, South Korea, and Taiwan is projected to reach over US\$55 billion in 2022. This represents a 12% rise compared to previous years. The primary driver of this growth was digital advertising, which had a 64% increase compared to 2021. Among these countries, in 2022, Indonesia will be the largest place

for advertising spending, with a value of USD 19.2 billion or around IDR 287.82 trillion. This figure increased 5.02% compared to the previous year (year-on-year/yoy). Nielsen Ad Intel noted that advertising spending in Indonesia in 2022 will be dominated by online and game advertising, followed by television, Internet and print media advertising (Nielsen Ad Intel, 2023).

The effectiveness of the amount of advertising spending is still being determined because consumers only pay attention to a small number of advertisements. In 2014, each individual was subjected to an average of 5000 advertising and brands daily, although they were only able to identify 86 of them, and a mere 12 left a lasting impression (Jung, 2017). In order to escape from this type of advertising environment, advertisers have endeavoured to discover the optimal advertising plan with least expenses. The prevalence of advertising and media fragmentation in the traditional media landscape has long been seen as a primary cause for consumers being excessively exposed to commercial messaging (Gregorio, Jung, & Sung, 2017; Singaraju et al., 2022). Consequently, advertisers encounter adverse consumer perceptions of advertising due to its disruption of the media experience and its perception as unwanted and excessive (Singaraju et al., 2022).

To avoid the abundance of advertising messages, consumers in the postmodern era often engage in “advertising avoidance” as a strategy to help maintain sovereignty over their psychic space (Singaraju et al., 2022; Speck & Elliott, 1997). Since its inception in the late 1990s, social networking sites (SNS) have undergone a significant transformation in the media landscape (Kelly, Kerr, & Drennan, 2010). While social networking sites (SNS) offer advanced targeting capabilities, the placement of advertisements on these platforms is also determined to some extent by customers' negative opinions. For instance, a poll carried out by Duke's Fuqua School of Business, in partnership with the American Marketing Association and Deloitte, revealed that 74% of individuals experience ennui when exposed to social networking service advertising (Jung, 2017; Kelly et al., 2010). This mindset is shown in notable user conduct. In 2015, there were around 198 million people who actively used Adblock on their desktop computers every month. This led to a significant loss of \$21.8 billion in advertising revenue for social networking sites over the course of the year (Wang & Hung, 2019). Due to the rise of advertising circumvention technology, scholars and professionals have acknowledged the need of comprehending the aspects that impact consumer ad avoidance (Singaraju et al., 2022).

The proliferation of the desktop Adblock plugin has reached a plateau following an early increase in usage. Nevertheless, this does not indicate a shift in consumer perceptions of advertising, but rather stems from consumers' transition to mobile device advertising. In 2019, the number of users using ad-blocking mobile browsers exceeded that of desktop, with over 527 million individuals (Singaraju et al., 2022). According to the most recent data, it is projected that the average worldwide ad-blocking rate would reach 35.7 percent in the third quarter of 2022. China, Indonesia, and Vietnam are the leading countries in terms of ad-blocking usage, with penetration rates over 40 percent. Europe exhibits the greatest demand for ad-blocking software, with the highest number of searches per 100,000 internet users globally (Statista.com, 2023). These findings indicate that when people transition from using desktop computers to mobile devices, their unfavourable views towards advertising are also changing. Nevertheless, although numerous consumers hold a strong dislike for desktop and mobile advertising, the behaviour of avoiding it and the causes that shape this behaviour might vary significantly (Khan, Rezaei, & Valaei, 2022; Singaraju et al., 2022).

Mobile gadgets are commonly linked with characteristics such as portability, dynamism, and mobility (Lin, Lee, & Lu, 2021; Okazaki, Molina, & Hirose, 2012). Multiple studies have

demonstrated that mobile browser inquiries are predominantly influenced by contextual elements, such as ongoing conversation or the user's geographical position (Chinchanachokchai & de Gregorio, 2020). Ads insert themselves into users' lives in different ways between desktop and mobile devices. Ad avoidance behaviour varies due to factors such as user goals, motivation, context, and time restrictions, hence it does not follow a uniform pattern (Chinchanachokchai & de Gregorio, 2020; Jung, 2017).

With these changes, advertisers continue to develop data collection and analysis technologies in order to achieve their goals of providing tailored advertising messages to individual customers, which is accelerating along with the development of social media (Chinchanachokchai & de Gregorio, 2020; Jung, 2017). Social media platforms create user-friendly interfaces that facilitate the sharing of users' interests, experiences, and personal anecdotes from their daily lives (Jung, 2017). This data enables advertisers to tailor their advertising campaigns to specific customer segments based on demographic, regional, and psychographic factors. Customising advertisements to suit individual consumers is an effective strategy for advertisers to attract consumers' interest, but it also gives rise to worries regarding potential infringements of personal data (Jung, 2017; Singaraju et al., 2022).

With the rise of social media as a prominent platform for advertising, experts in the field of advertising have been exploring the significance of social media in studying targeting strategies (Johnson, 2013), Antecedents of advertising effectiveness (Yang, Carlson, & Chen, 2020) and comparison of advertising effectiveness based on media (Speck & Elliott, 1997). One specific problem that stands out is the impact of ad relevancy and privacy concerns on how consumers react to social media advertising. Typically, the perception of ad relevancy is directly correlated with the efficacy of the commercial (Bang, Kim, & Choi, 2018; Jung, 2017), but privacy concerns are negatively related (Jung, 2017; Singaraju et al., 2022). Moreover, there is ample data indicating that personalised advertising messages significantly heighten privacy worries. However, only a select few studies have endeavoured to investigate the correlation between perceived ad relevance and privacy concerns (Jung, 2017; Singaraju et al., 2022).

Internet users frequently encounter both intentional primary material (such as news articles or YouTube movies) and unsolicited secondary content, namely advertising (Lin et al., 2021). Consumers exhibit a goal-oriented approach when participating in Internet surfing activities (Bang et al., 2018). Advertisements that must be synchronised with editorial material function as a hindrance to internet users and aggressively redirect their attention and cognitive focus away from their main objective while browsing the internet (Bang et al., 2018; Widodo & Kurniawati, 2020). The term used to describe this phenomena is "perceived goal impediment," which refers to the degree to which an individual perceives that the information presented is in conflict with their objectives (Bang et al., 2018; Singaraju et al., 2022). Perceived goal barriers are widely acknowledged by professionals as the primary factor in predicting advertisement avoidance (Shin & Lin, 2016; Singaraju et al., 2022).

The level of perceived goal impediment and ad engagement felt by someone can also influence a person's level of advertising avoidance (Bang et al., 2018). Ad Engagement is the level at which consumers cognitively, emotionally and physically feel attracted to advertising (Bang et al., 2018). When someone sees an advertisement and feels that the advertisement is related to him and that the advertisement stands out/is unique, then that person will feel interested in the advertisement he sees. Based on this explanation, this research will test the influence of ad relevance, ad engagement, and ad goal impediment on advertising attention and advertising avoidance, with privacy as a mediating variable.

Research findings indicate that consumer reactions to advertising are impacted by their perception of the relevance of the advertisements and their concerns about privacy. These effects are observed in cognitive, affective, and behavioural dimensions (Bang et al., 2018). Prior research has also demonstrated that the perception of ad relevance leads to an increase in ad attention (Jung, 2017), produce a favorable attitude towards the advertisement (Rojas-Méndez, Davies, & Madran, 2009), increase intent to adopt a product or service (Khan et al., 2022; Kharisma, Adiprasetya, Djohan, & Gunadi, 2022), and reduce ad avoidance (Bang et al., 2018; Jung, 2017; Widodo & Kurniawati, 2020). The benefits of personalized advertising, in general, have been discovered, and privacy concerns in reaction to personalized advertising have also been of concern to researchers. Personalised advertising is a result of concerns about the potential exploitation of personal information, as messages that are excessively self-serving tend to raise apprehension among individuals. Furthermore, studies indicate that privacy concerns play a significant role and have a detrimental impact on advertising outcomes. Privacy problems engender adverse views towards advertising (Shin & Lin, 2016), purchase intention decreased (Yang et al., 2020), increasing advertising skepticism and advertising avoidance (Bang et al., 2018; Jung, 2017). However, privacy concerns also raise advertising concerns with proper management of the situation (Jung, 2017).

Ultimately, the research demonstrates a positive correlation between perceived ad relevancy and ad effectiveness, while revealing a negative correlation between privacy concerns and ad effectiveness. Furthermore, there is ample evidence to support the notion that the relevance of advertising contributes to heightened worries about privacy. It is anticipated that there will be a moderating influence between concerns about privacy and the effectiveness of advertising (Jung, 2017). The present study aims to investigate the impact of perceived advertising relevance and privacy concerns on consumer responses to advertising, drawing on existing literature. One of the main areas of interest in this research is the impact of advertising on attention and ad avoidance, which are crucial aspects in determining advertising effectiveness. The importance of advertising relevance lies in the fact that attention is the initial stage in the processing of an advertising message (Jung, 2017; Yang et al., 2020), and it is difficult for an advertisement to get attention among the many advertisements. Furthermore, ad avoidance is widely regarded as the primary obstacle for advertising, advancements in technology enable individuals to effortlessly avoid past forms of advertising (Baek & Morimoto, 2013). Therefore, the subsequent hypothesis is proposed:

- H1. Ad relevance has a positive effect on attention to personalized ads
- H2. Ad relevance has a negative effect on ad avoidance.
- H3. Privacy Concern has a positive effect on attention to personalized advertising.
- H4. Privacy Concern has a positive effect on advertising avoidance.
- H5. Ad relevance has a positive effect on privacy concerns.

Ad Engagement (AE) is defined as the extent to which consumers are cognitively (awareness and interest), emotionally and physically involved in advertising (Bang et al., 2018). When individuals interact with an advertisement, they become fully engaged both mentally and emotionally. This heightened positive response enhances their cognitive and emotional abilities, enabling them to digest the commercial more effectively. The presence of cognitive or affective attentional engagement during the initial phases of information processing is crucial for making judgements regarding whether to discontinue or persist in studying an advertisement (Bang et al., 2018; Widodo & Kurniawati, 2020).

Placing advertisements in surroundings that are thematically relevant and making them visually distinctive helps enhance the diversity of audience engagement types. Two categories of stimuli have the ability to elicit powerful orienting responses, specifically the automatic distribution of cognitive resources: Communication and literary works (Bang et al., 2018). Signal stimuli denote the manifestation of pertinent information, while novel stimuli are atypical or unfamiliar (Bang et al., 2018). Hence, if an advertising has pertinent information related to the online activity (referred to as signal stimuli) or notable characteristics like animation or huge size (known as novel stimuli), consumers are inclined to allocate their cognitive resources to focus on it and process the stimulus (Bang et al., 2018). The alignment between the advertisement and the surrounding environment intensifies the sense of entrapment experienced by individuals within the advertisement. Multiple research have established a correlation between behaviour and the level of involvement with advertising (Bang et al., 2018; Widodo & Kurniawati, 2020). Consequently, augmented reality (AR) has the potential to prompt individuals to interact with advertisements during the initial phase of cognitive processing. These reasons lead to the formulation of the following hypothesis:

H6: Ad relevance has a positive effect on ad engagement

If an advertisement fails to immediately capture consumers' interest, they are likely to disengage or engage in ad avoidance (AA). Conversely, if the first degree of engagement is strong, individuals are more inclined to be driven to engage in more advanced cognitive processes in order to capture their attention or complete the advertisement (Bang et al., 2018; Jung, 2017; Widodo & Kurniawati, 2020). Therefore, we put forward the following hypothesis:

H7: Ad engagement has a positive effect on attention to personalized ads.

H8: Advertising involvement has a negative effect on advertising avoidance

In the internet realm, there is a simultaneous presence of both desired primary information, such as news articles or YouTube videos, and undesired secondary content, namely advertising (Singaraju et al., 2022). Hence, the substance and visual arrangement of advertising have the ability to impact the perception of goal impediment (PGI), which refers to the extent to which an individual considers the information presented as conflicting with their objectives (Singaraju et al., 2022). PGI is widely regarded as one of the foremost precursors of AA (Bang et al., 2018). Humans have a strong tendency to avoid distractions from current goals (Bang et al., 2018; Singaraju et al., 2022; Widodo & Kurniawati, 2020). Hence, the occurrence of being diverted by advertisements when utilising the media might lead to adverse psychological reactance, ultimately resulting in Attentional Avoidance (AA). Thus, we put forward the subsequent hypothesis:

H9: Advertising relevance has a positive effect on perceived goal impediment

H10: PGI has a positive effect on advertising avoidance.

2. Research Method

2.1. Sample

The sample in this study was the millennial generation and Generation Z users of Instagram social media. The research employs a non-probability sampling technique called purposive sampling, which involves selecting participants based on certain criteria. The research employs purposive sampling, specifically targeting respondents who meet the following criteria: they are active users of Instagram and Facebook, have been exposed to paid advertisements on both platforms, fall within the age range of 17-42 years, and have recently accessed Instagram for a

duration of 24 hours or less. This study had a sample size of 268 participants from the millennial generation and Generation Z.

2.2. Procedure

Upon consenting to the informed consent information, participants were presented with the research instructions and instructed to complete an online questionnaire regarding social media advertising. The questionnaire covered various aspects including perceived advertising relevance, privacy concerns, ad engagement, perceived goal impediment, ad attention, and advertising avoidance. After completing these questions, respondents answered demographic questions.

2.3. Measurement

The measures utilised in this study were chosen from prior research and assessed using 7-point Likert scale items, spanning from 1 (strongly disagree) to 7 (strongly agree). Participants were requested to provide responses to inquiries concerning overall attitudes towards advertising and concerns regarding privacy matters on social media. Four items were used to measure the perceived relevance of advertisement. Items derived from work of Jung (2017) were modified for the current research. The item asks respondents to answer the questions "When I see an ad on social media, I feel it may be... "of value to me," "relevant to my needs," and "created especially for me."

Privacy issues were assessed using three items derived from Jung's (2017) research. Out of the initial 24 items, only those pertaining to marketers were chosen. The items encompassed are the "compilation of company data," "utilisation of data by the company," and "retention of data by the company." In order to assess PGI, a set of seven 7-point Likert scale items were utilised, which were taken from the studies conducted by Cho and Cheon (2004) and Speck and Elliot (1997). Furthermore, Wang and Calder (2009) implemented the 7-item AE scale. Attention to advertising was measured with five items adapted from Jung (2017), such as "How much attention do you pay to advertising on social media," "How much do you pay attention to advertising on social media," and "How much do you spend evaluating advertising on social media."

The measurement of advertising avoidance was conducted using two items that were taken from Baek and Morimoto (2013) study. Out of the first five items, only two things specifically associated with avoidance behaviour were chosen. The mentioned actions encompassed eliminating (discarding, suspending) advertisements on social media and requesting advertisers to exclude me from their email lists (mailings, phone calls).

3. Results and Discussion

3.1. Results

Evaluation of the Outer Model or Measurement Model

The assessment of the validity and reliability of the model is conducted through the evaluation of the outer model or measurement model (Ghozali, 2016). Convergent validity seeks to establish the accuracy of the connections between indicators and their underlying constructs or variables. The assessment of convergent validity for the measurement model with reflexive indicators is conducted by examining the association between the item score or component score and the estimated latent variable score or construct score using the SmartPLS programme (Ghozali, 2016). A loading value is considered highly valid when its loading factor exceeds 0.70 (Ghozali, 2016). Chin (1988) states that a measurement scale with a loading value

between 0.5 and 0.6 is sufficient for early-stage research (Latan & Ghazali, 2012). The study employed a loading factor limit of 0.70.

Table 1. Outer Loading

	Ad Attention	Ad Avoidance	Ad Engagement	Ad Relevance	Goal Impedment	Privacy Concern
AA1		0.944				
AA2		0.939				
AE1			0.918			
AE2			0.927			
AE3			0.931			
AE4			0.714			
AI1	0.916					
AI2	0.928					
AI3	0.760					
AI4	0.907					
AI5	0.905					
AR1				0.904		
AR2				0.930		
AR3				0.923		
PC1						0.765
PC2						0.950
PC3						0.920
PGI1					0.847	
PGI2					0.753	
PGI3					0.882	
PGI4					0.870	
PGI5					0.757	
PGI6					0.905	

Table 1 displays the loading factors results. The study's variables have indicators with loading values over 0.70, indicating a high level of validity for these indicators. Elevated, in order to achieve convergent validity.

Discriminant validity is employed to ascertain that each notion within a construct or latent variable is distinct from other variables. Latan & Ghazali (2012) state that a model exhibits strong discriminant validity when the correlation between a construct and its measurement items is higher than the correlation between the construct and other constructs.

Table 2. Discriminant Validity

	Ad Avoidance	Ad Engagement	Ad Attention	Ad Relevance	Privacy Concern	Goal Impedment
AA1	0.944	-0.219	-0.003	-0.256	0.403	-0.007
AA2	0.939	-0.311	-0.138	-0.163	0.345	-0.121
AE1	-0.303	0.918	0.460	0.480	0.001	0.451
AE2	-0.280	0.927	0.447	0.474	0.020	0.393

AE3	-0.241	0.931	0.490	0.493	0.043	0.466
AE4	-0.147	0.714	0.465	0.392	0.016	0.419
AI1	-0.041	0.477	0.916	0.531	0.085	0.599
AI2	-0.071	0.486	0.928	0.474	0.042	0.531
AI3	-0.136	0.423	0.760	0.390	-0.044	0.459
AI4	-0.016	0.484	0.907	0.458	0.134	0.566
AI5	-0.076	0.477	0.905	0.553	0.132	0.586
AR1	-0.237	0.461	0.443	0.904	-0.070	0.417
AR2	-0.188	0.487	0.533	0.930	-0.035	0.484
AR3	-0.195	0.501	0.528	0.923	0.036	0.489
PC1	0.234	-0.141	-0.088	-0.086	0.765	0.046
PC2	0.407	0.026	0.105	-0.019	0.950	0.209
PC3	0.373	0.104	0.135	0.013	0.920	0.262
PGI1	-0.002	0.423	0.574	0.407	0.246	0.847
PGI2	-0.133	0.281	0.400	0.358	0.126	0.753
PGI3	-0.010	0.461	0.558	0.501	0.261	0.882
PGI4	-0.080	0.451	0.553	0.385	0.158	0.870
PGI5	-0.092	0.285	0.392	0.329	0.120	0.757
PGI6	-0.045	0.524	0.611	0.514	0.159	0.905

The cross-loading estimation results in Table 2 indicate that the construct exhibits a higher correlation with its indicators compared to its association with other constructs. Therefore, it may be inferred that all constructions or latent variables exhibit strong discriminant validity, with the indicators in the construct indicator block outperforming the indicators in other blocks.

In addition to evaluating convergent validity and discriminant validity, the outer model can also be assessed by examining the reliability of the construct or latent variable. This can be done by considering the composite reliability and Cronbach alpha values of the indicator block that measures the construct. A construct is deemed trustworthy if both the composite reliability rating and Cronbach alpha value exceed 0.70 (Latan & Ghozali, 2012). The composite reliability and Cronbach alpha values can be observed in Table 3 of the SmartPLS output findings.

Table 3. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Ad Attention	0.930	0.938	0.947	0.784
Ad Avoidance	0.872	0.874	0.940	0.887
Ad Engagement	0.896	0.904	0.930	0.770
Ad Relevance	0.908	0.912	0.942	0.845
Goal Impedment	0.914	0.930	0.934	0.702
Privacy Concern	0.860	0.935	0.913	0.778

In the SmartPLS output results in Table 3, the model shows that the composite reliability and Cronbach alpha values for all constructs are above 0.70. Thus, it can be concluded that all constructs have good reliability in accordance with the minimum value limits required. The

average variance extracted (AVE) value is greater than 0.5; this means that the variables tested have met the requirements.

Structural Model Evaluation

a. Multicollinearity

Multicollinearity issues arise when there is a strong correlation between two or more independent variables in a research model. In order to assess the possibility of multicollinearity among the variables in this study, a test was conducted using the variance inflation factor (VIF) value. As per Hair et al. (1995), the VIF (Variance Inflation Factor) value is used to measure the degree of collinearity among independent variables. A VIF value exceeding 10 indicates a high level of collinearity. The Variance Inflation Factor (VIF) values for the independent variables in this investigation are displayed in Table 4.

Tabel 4. Hasil Uji Multikolinearitas

	VIF
AA1	2.489
AA2	2.489
AE1	4.506
AE2	4.610
AE3	4.401
AE4	1.466
AI1	4.139
AI2	4.856
AI3	1.840
AI4	4.001
AI5	3.649
AR1	2.772
AR2	3.276
AR3	3.041
PC1	1.756
PC2	3.514
PC3	2.897
PGI1	2.913
PGI2	4.077
PGI3	3.389
PGI4	3.718
PGI5	4.061
PGI6	3.791

The multicollinearity test results in Table 4 show that the VIF value is less than 10, so there is no multicollinearity in each variable indicator.

b. Path Coefficient

The structural model (inner model) is tested using the Bootstrapping and Blindfolding processes in SMART PLS. Experiments were conducted on the structural model to examine the correlation between hidden constructs. The outcomes of hypothesis testing are presented in Table 5 below.

Table 5. Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hipotesis
Ad Relevance -> Ad Attention	0.375	5.396	0.000	H1 diterima
Ad Relevance -> Ad Avoidance	-0.092	1.371	0.171	H2 ditolak
Privacy Concern -> Ad Attention	0.086	1.488	0.137	H3 ditolak
Privacy Concern -> Ad Avoidance	0.398	7.183	0.000	H4 diterima
Ad Relevance -> Privacy Concern	-0.023	0.301	0.764	H5 ditolak
Ad Relevance -> Ad Engagement	0.526	9.389	0.000	H6 diterima
Ad Engagement -> Ad Attention	0.331	4.966	0.000	H7 diterima
Ad Engagement -> Ad Avoidance	-0.250	3.907	0.000	H8 diterima
Ad Relevance -> Goal Impedment	0.506	6.648	0.000	H9 diterima
Goal Impedment -> Ad Avoidance	0.017	0.251	0.802	H10 ditolak

The results of data processing in Table 5 show that hypothesis H1 is accepted, meaning that advertising relevance has a positive and significant effect on attention to personalized advertising. H2 is rejected, meaning that ad relevance has a negative but not significant effect on ad avoidance. H3 is rejected, meaning that concern for privacy has a positive but insignificant effect on attention to personalized advertising. H4 is accepted, meaning that concern for privacy has a positive and significant effect on advertising avoidance. H5 is rejected, meaning that ad relevance has a negative but insignificant effect on concern for privacy. H6 is accepted, meaning that ad relevance has a positive and significant effect on engagement with ads. H7 is accepted, meaning that engagement with advertising has a positive and significant effect on attention to personalized advertising. H8 is accepted, meaning that engagement with advertising has a negative and significant effect on ad avoidance. H9 is accepted, meaning that advertising relevance has a positive and significant effect on perceived goal barriers. H10 is rejected, meaning that perceived goal obstacles have a positive but not significant effect on advertising avoidance.

c. Mediation Test

The mediation test examines the impact of mediating variables, specifically concern for privacy, involvement in advertising, and impediments to goals, on the relationship between the variable ad relevance and the variables attention to personalised adverts and ad avoidance. Means-testing refers to the process of assessing an individual's eligibility for certain benefits or services based on their income or financial resources. Indirect impacts, in this context, are the consequences or outcomes that result from means-testing. Table 6 displays the outcomes of computing indirect impacts.

Table 6. Spesific Indirect Effect

	Coefficient	T Statistics	P Values
Ad Relevance -> Privacy Concern -> Ad Attention	-0.002	0.245	0.806
Ad Relevance -> Privacy Concern -> Ad Avoidance	-0.009	0.294	0.769
Ad Relevance -> Ad Engagement -> Ad Attention	0.174	4.325	0.000
Ad Relevance -> Ad Engagement -> Ad Avoidance	-0.131	3.669	0.000
Ad Relevance -> Goal Impedment -> Ad Avoidance	0.008	0.242	0.809

The statistical analysis in Table 6 reveals that the t-value for the effect of advertising relevance on attention to personalised advertising, mediated by concern for privacy, is 0.245. The corresponding p-value is 0.806, indicating that it is greater than the significance level of 0.05. Therefore, we can conclude that concern for privacy does not act as a mediator in the relationship between ad relevance and attention to personalised ads. The ad relevance's impact on ad avoidance, which is influenced by privacy concerns, has a t value of -0.294 with a p-value of 0.769. Since the p-value above 0.05, it can be inferred that privacy concerns do not act as a mediator in the connection between ad relevance and ad avoidance.

Based on the t-value of 4.325 and the p-value of 0.000 for the influence of ad relevance on attention to personalised advertising through mediation, as shown in Table 6, it can be concluded that ad involvement mediates the relationship between ad relevance and attention to personalised ads. There is a significant ($t=3.669$, $p=0.000$) mediating effect of ad relevance on ad avoidance when controlling for interaction with advertising. This effect is significant ($t=3.669$, $p=0.000$) only when controlling for ad relevance ($p<0.05$). With a t-value of 0.242 and a p-value of 0.809 for the mediated effect of advertising relevance on ad avoidance, we can conclude that barriers to perceived goals do not play a role in explaining the relationship between ad relevance and ad avoidance. The structural model used in this study is graphically represented in Figure 2.

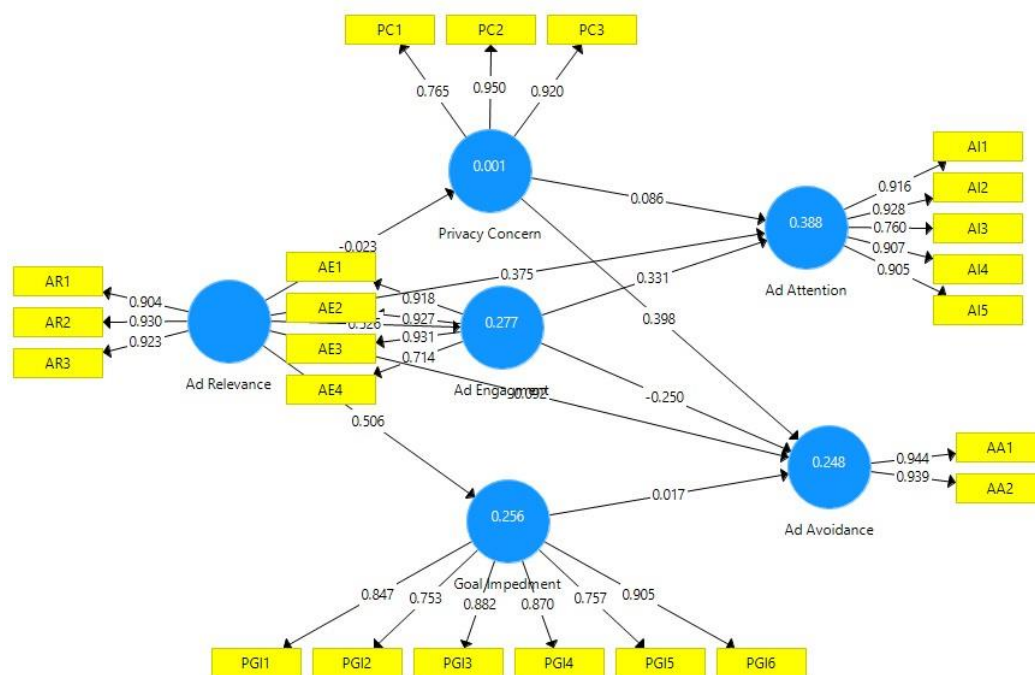


Figure 1. PLS-SEM results

3.2. Discussion

The objective of this study is to investigate the impact of perceived ad relevance and privacy concerns on the efficacy of social media advertising, specifically in terms of attention and avoidance. The findings indicate that the perception of ad relevance is favourably correlated with attention to the ad, but negatively correlated with ad avoidance. The positive correlation indicates that individuals who perceive social media advertisements as personally pertinent (e.g., ads that cater to their wants and assist in achieving their objectives) are more

inclined to give them attention, while being less inclined to ignore them. These results align with prior research that explores the direct correlation between perceived advertising relevance and advertising performance (e.g., Baek & Morimoto, 2012; Jung, 2017). A positive correlation also affirms that self-relevant information serves as a motivation for individuals to interpret advertising messages. Exposure of consumers to relevant advertising messages triggers the activation of information processing systems, leading to potent and persuasive effects (Jung, 2017).

The study additionally discovered that privacy concerns exhibited a significant correlation with ad avoidance. Consumers who possess knowledge and awareness regarding advertisers' collection of personal information for marketing endeavours are inclined to engage in actions aimed at evading social media advertisements. These actions may include scrolling through internet pages, closing windows, or refraining from clicking on adverts. The findings validate other studies indicating that privacy apprehensions diminish the impact of advertising (e.g., Baek & Morimoto, 2013; Jung, 2017; Singaraju, 2022). Nevertheless, privacy issues have no impact on advertising attention; this implies that the level of attention towards advertising remains constant regardless of individuals' privacy worries. This finding aligns with prior studies that indicate individuals exhibited heightened attention towards advertising due to its perceived encroachment on specific crucial stimuli for optimal reactions (Jung, 2017). Alternative explanations suggest that consumers may not prioritise privacy concerns when it comes to taking actions to safeguard their privacy. Another possibility is that consumers disregard advertisements due to the absence of an option to filter out social media ads. Additionally, consumers may simply not pay attention to any advertisements, regardless of privacy concerns.

An empirical confirmation of the positive correlation between perceived advertising relevance and privacy concerns is a notable contribution of this research. The empirical findings of this study indicate that individuals, upon being exposed to highly personalised advertising on social media, perceive marketers as actively monitoring their information and leveraging it to advance their marketing objectives. Consequently, consumers have expressed apprehensions over privacy. Nevertheless, our findings contradict the notion that privacy concerns are diminished when the perceived advantages of personalised advertising outweigh the potential drawbacks (Zhu & Chang, 2016). Further investigation is required to provide a more comprehensive understanding of the correlation between perceived advertisement relevance and privacy concerns.

Additionally, this article found no evidence of privacy concerns acting as a mediator between perceived relevance and ad avoidance and ad attentiveness. This observation can be accounted for by the potential to monitor supplementary personal data. Assuming customers do not actively shun social media advertisements (e.g., they actively engage with them by clicking on them). Consequently, this behaviour enables advertisers to acquire additional data on customer interests or purchase patterns, which will be utilised for future targeted marketing purposes. Consumers are inclined to shun advertisements, even if the ads contain personally relevant messaging, when they are aware of being monitored for their online behaviour. Conversely, advertisers can more easily generate further consumer attention through specific behaviours. Advertisers fail to acknowledge customer interests when consumers encounter social media marketing. Hence, consumers prioritise personalised advertisements while remaining unconcerned about potential privacy infringements that may arise from engaging with those advertisements.

This study additionally examines the impact of ad relevance (AR) on ad avoidance (AA) and ad attention (AT) in terms of their structural consequences. The findings indicated that AR had no impact on AA and AT levels. Instead, the influence of AR on AA and AT was mediated by AE and PGI. The findings indicate that AE serves as a mediator in the connection between AR, AA, and AT, whereas PGI does not serve as a mediator in the interaction between AR, AA, and AT. Our data reveal the significance of AE as a mediator of AR and AA, introducing AE as an additional mediator in the AA process.

This study additionally examines the impact of ad relevance (AR) on ad avoidance (AA) and ad attention (AT) in terms of their structural consequences. The findings indicated that AR had no impact on AA and AT levels. Instead, the influence of AR on AA and AT was mediated by AE and PGI. The findings indicate that AE serves as a mediator in the association between AR, AA, and AT, whereas PGI does not act as a mediator in the link between AR, AA, and AT. Our findings reveal that AE plays a significant role in mediating the relationship between AR and AA. This research introduces AE as an additional mediator in the AA mechanism, providing fresh insights into its importance.

The findings of this study also demonstrate that augmented reality (AR) has a beneficial impact on attention to advertising (AT), indicating that the level of relevance in personalised advertisements directly correlates with enhanced attention towards the advertisements. The significant importance of Augmented Reality (AR) for individuals searching for information implies that marketers should enhance the alignment between advertising and consumer web activity when targeting consumers. The level of attention towards an advertisement will increase in proportion to its appropriateness and relevance to customers' social media activities. The findings of this study corroborate the research carried out by Jung (2017).

If an advertisement fails to captivate customers from the beginning, they are likely to disengage or close the advertisement. In contrast, if individuals have a high level of initial engagement, they are more inclined to participate in more complex cognitive processing in order to capture their attention or complete the advertisement (Bang et al., 2018; Jung, 2017). The findings of this study indicate that engagement in advertising (AE) has a favourable and substantial impact on attention to advertising (AT) while having an adverse effect on ad avoidance (AA). This implies that as consumer involvement in advertising increases, their attention to advertising will also increase, while their tendency to avoid advertising will decrease. The findings of this study corroborate the research completed by prior studies (e.g., Jung, 2017; Bang et al., 2018).

When consumers are active on social media or online, they are often exposed to advertisements, so consumers' goals for using social media are disrupted (Bang et al, 2018). Hence, the substance and visual arrangement of advertisements can impact the perception of goal hindrance (PGI). Humans exhibit a pronounced inclination to evade diversions that deviate from their present objectives (Bang et al, 2018). Hence, the occurrence of being diverted by advertising when utilising the media might lead to adverse psychological reactance, ultimately resulting in Attentional Avoidance (AA). The findings of this study indicate that PGI (perceived general intrusiveness) has a positive and statistically significant impact on AA (advertising avoidance). This implies that when individuals perceive advertising as intrusive, it will lead to an even greater inclination to avoid advertising. Still, because the results are not significant, this could be due to the disturbance experienced by consumers when using social media, which is still within reasonable limits. Hence, they are not yet at the stage of ad avoidance. Which is significant. The results of this research support research conducted by Bang et al (2018).

4. Conclusion

This study examined the impact of perceived advertising relevance on consumer attention towards social media advertising. This indicates that the personalised advertisements now employed on social media platforms are functioning efficiently. This research also found that privacy concerns increase advertising avoidance, which means that more worry about privacy issues will increase ad avoidance. It is a task for advertisers to reduce consumer concerns in order to reduce ad avoidance because the study results show that ad relevance can reduce privacy concerns, but the effect is not significant; These findings indicate that an excessive amount of customisation does not ensure desirable advertising outcomes. Hence, advertisers and researchers must determine the ideal threshold that is adequate for consumers to perceive personal significance without inducing fear or concern. To mitigate privacy concerns, advertising should employ highly tailored communications and present clear justifications for the relevance of customer information to personalised offerings. (Jung, 2017).

This study also found that involvement with advertising (EA) had a positive effect on attention to ads and a negative effect on ad avoidance. It means that the higher the consumer's involvement in advertising, the more they will pay attention to the advertisement and will reduce advertising avoidance behavior. EA also mediates the relationship between ad relevance, ad attention, and ad avoidance. It suggests that personalized advertising will further increase consumers' attention to the ad and reduce ad avoidance behavior if consumers are cognitively engaged with the ad.

Limitations to this research include that this research is based on limited self-reporting data to determine behavior in real situations. Apart from that, there are still variables that explain the effects of advertising, such as attitudes and so on. In order to provide a strong explanation of advertising effectiveness, it is necessary to add variables that have been proven to influence advertising effectiveness (attention and ad avoidance). Overall, personalized advertising will be more popular in the future, but there are still many areas that still need to be investigated. Future research is therefore recommended to examine unexplored areas in order to gain a better understanding of privacy and perceptions of relevance that can predict the effectiveness of personalized advertising.

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