Kementerian Perindustrian REPUBLIK INDONESIA

Available *online* at : http://jurnal.poltekapp.ac.id/

Jurnal Manajemen Industri dan Logistik

| ISSN (Print) 2622-528X | ISSN (Online) 2598-5795 |

POLITEKNIK APP JAKARTA

article category : Industrial Marketing

Predicting Online Advertisement Avoidance for the Google Ads System Selected Antecedents and Outcome

Laila Refiana Said [1)], Muhammad Hendardi Adinata[2)]
[1), 2)] Department of Management, Faculty of Economics and Business, Universitas Lambung Mangkurat Banjarmasin, South Kalimantan, INDONESIA

ARTICLE INFORMATION

Article history:

Received: April 29, 2023
Revised: December 03, 2023
Accepted: May 28, 2024

Keywords:

advertisement clutter;
advertisement avoidance;
perceived goal impediment;
prior negative experience

ABSTRACT

Indonesia is the third-largest country that utilizes ad-blockers, despite online advertising there expanding quickly. In addition to consumers generally viewing internet use as common. This study aimed to examine how prior bad experiences and perceived goal impediments affect online advertisement avoidance. Students who used the internet the most during the Covid-19 pandemic in 2021 were chosen as research participants. The F-test demonstrated that perceived aim hindrance, advertisement clutter, and prior terrible experience all impacted advertisement avoidance simultaneously using the Partial Least Square - Structural Equation Modeling (PLS-SEM) technique. The results are anticipated to guide marketing professionals and businesses in choosing how to develop and arrange adverts that are precisely on target without upsetting internet users. The results of this study should help policymakers assess how to create a welcoming and secure online environment

Corresponding Author:

Laila Refiana Said
Department of Management, Faculty of Economics and Business, Universitas Lambung Mangkurat Banjarmasin, South Kalimantan, INDONESIA
Email: Lrsaid@ulm.ac.id

INTRODUCTION

Online advertisement avoidance is an appealing research theme in today's information age. Students are interesting research subjects because they have actively used the internet as learning media, especially during the Covid-19 pandemic. The pandemic has forced internet usage for students to take their learning activities due to physical distancing, which requires regulations to carry out classroom teaching and learning activities online. Students use Internet media to facilitate their learning activities and other needs, such as communication and entertainment [1].

At all times, people are constantly faced with new information on the internet. Various channeling media such as social media, journalism media, and others will expose new information that internet users perceive as useful or useless. This information can be in the form of product promotions to internet users with the aim that they, as consumers, buy goods or services offered in online media. Media plays an important role in communication. Without media, the message will not reach the targeted individual or group. Selecting suitable media is very important because it contributes to the extent of the message to the targeted party. The advantage of online media is that it can be present quickly, reach many people, and have no time and space restrictions.

Advertisers can place their ads in the content of a website. Therefore, websites can be referred to as media or vehicles of editorial content. Advertising is assumed to be an inherent thread in editorial media content. The ad has various formats and types, including banners, sponsorships, in-line advertising, webcasting, target sites, superstitials, email ads, links, etc. [2]

Consumer attitude towards the advertisement message can be determined by the degree of consumer's skepticism of the ad, whether the consumer processes the advertisement while being wary of potentially manipulative efforts, is ready to resist any attempt, or is inclined to believe the ad message [3]. One of the studies regarding avoidance of advertisements on the Internet is carried out by Chatterjee (2008) [4], concluding that consumers feel their Internet activities are disrupted when an advertisement appears. Cho & Cheon (2004) [5] argue that three factors influence internet users' disturbing feelings towards online advertisements: perceived goal impediment, perceived ad clutter, and the existence of prior negative experiences.

Perceived goal impediment is when the appearance of unwanted advertisements is considered to interfere with cognitive processes and tasks being carried out by internet users, or the content of advertisements is perceived as offensive[6]. For example, while internet users browse, they face an advertisement, or the website automatically opens a new page containing ads. Perceived ad clutter is the perception of consumer confusion over many advertisements or the excess of advertisements on the internet[6]. The perception occurs when internet users open a website page, and many advertisements appear there, making the main content (editorial) challenging to read.

The dissatisfaction experience of internet users with advertisements can negatively affect online ads [7]. In the extreme case, where marketers can take data of users who interact with their ads, it can make internet users prejudiced against all online advertisements. Efforts have been made by blocking advertisements using adblockers.

Adblocker is an additional extension to search software or applications such as Google Chrome, Opera, Mozilla Firefox, etc. Installing ad-blocker software is probably the easiest way to reduce a user's exposure to online ads. Emerging research on users' motivation to install ad blockers identifies perceptions of distractions and glitches and other hidden performance costs, such as data memory usage in smartphones, as the main determinants[8]. Indonesia is ranked third in the world of ad blockers usage after China and Vietnam. There are 42.3% of internet users in Indonesia use the app as an ad blocker in their browser [9].

The second reason for installing ad blockers is that ads are perceived to interfere with users' internet activities. Advertising on the Internet poses problems such as users' skepticism of credibility, privacy, trust, and ad avoidance, most likely to affect users' perception of the ads they see on the site. Marketers fear ads might interfere with users' personal space or the placement of ads alongside less desirable content [10]. The online advertisement might be ineffective because it might interfere with Internet users' main purpose when accessing the Internet. There are many reasons to avoid advertisement, including internet advertisement, which becomes one of the biggest obstacles to business activities.

In the current study, the preliminary survey was carried out by sending a questionnaire to students of Lambung Mangkurat University related to the topic discussed, i.e., avoidance of internet advertisement. The survey received 31 respondents aged 19-26 years. Table 1 shows that most respondents avoid direct advertising and even go further, such as using ad-blocker software to avoid internet ads. Furthermore, it can be concluded that there are problems with internet advertising that lead to avoiding advertisements.

Table 1. Preliminary study of consumer response to Internet (online) advertisement

Response to advertisement	Frequency	Percentage
Watch or read ads for a moment	12 respondents	38.7%
Avoid ads immediately (to the point of using ad-blockers)	19 respondents	61.3%
Watching all the information from the ad	0 respondent	0%

Advertising is not always considered negative. Preliminary research on ad formats found that banners effectively create brand awareness and positive attitudes [11]. With the rise of online advertising, more recent research describes internet ads as absurd, uninformative, unfocused, easily forgotten, and ineffective [12]. According to Li (2002) [13], because internet users are goal-oriented while advertisements can hinder those goals, users find online ads more intrusive than offline media. Furthermore, they found that online consumers developed a negative attitude towards advertising, which kept them from returning to the website.

This study has a research gap from previous studies, i.e., on the lifestyle of the subject of study. In the previous study C. H. Cho & Cheon, (2004) [5], internet use was not as much as in today's digital information era. The internet in 2021 has become common even as it is the main need for people to carry out their activities for work or recreation.

Another research gap is the differences in subjects from the country's social culture. C. H. Cho & Cheon (2004) [5] analyzed U.S. students as research subjects that differ from Indonesian internet users' social culture. It is interesting to study whether there are similarities in online ad avoidance behavior among different countries.

C. H. Cho & Cheon (2004) [5] compared advertisement avoidance with conventional media such as newspapers, magazines, print media, and television. At that time, the internet was a new phenomenon. The current study chooses to analyze the Google Ads system as an online advertisement because advertising on print or television decreased due to a lack of interest in these media in 2021.

This study aims to prove the existence of partial and simultaneous influences of independent variables (X), namely perceived goal impediment (X1), advertisement clutter (X2), and prior negative experience (X3), to the dependent variable (Y), i.e., online advertisement avoidance.

RESEARCH METHOD

An online Google Forms questionnaire was distributed to collect research data from 150 students at Lambung Mangkurat University, Banjarmasin. The data were analyzed using multiple linear regression analysis techniques to prove the existence of partial and simultaneous influences between independent variables (X), namely perceived goal impediment (X1), advertisement clutter (X2), prior negative experience (X3), on the dependent variable (Y), i.e., online ad avoidance behavior. The theoretical framework of this study can be described in Figure. 1.

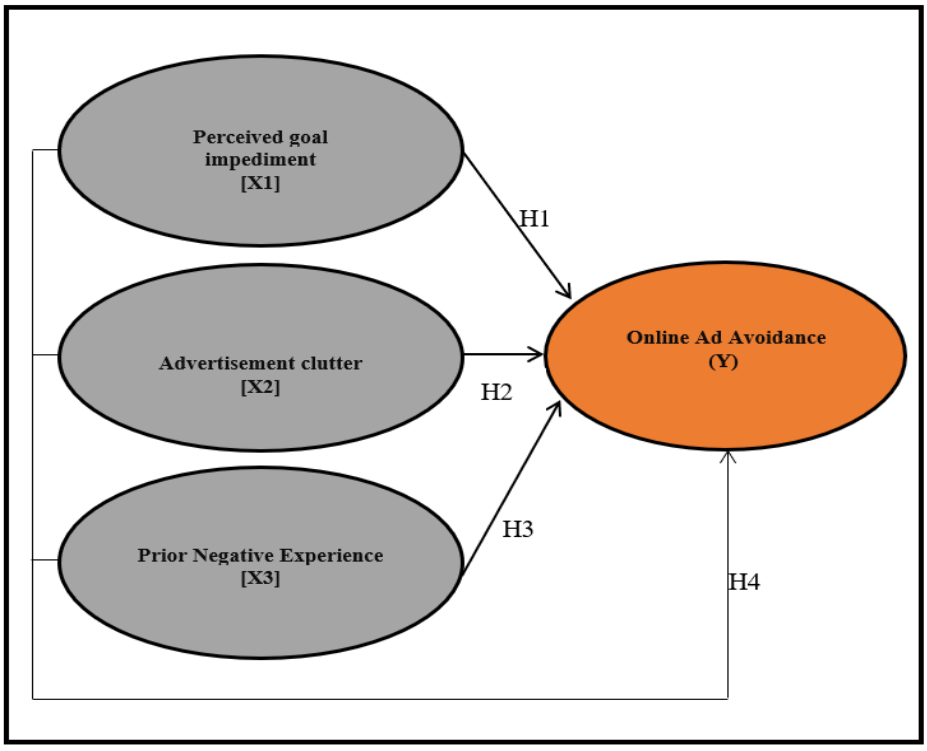

Figure. 1. Theoretical framework

Ad avoidance is a recurring phenomenon in which web users ignore ads that appear in their area of visual attention. Benway (1998) shows that users who interact with online sites do not pay much attention to ad messages because they are perceived as disruptive. Consumers tend to believe that the product will fail to perform as depicted in the advertisement. Consumers will perceive most ads to be more manipulative than informative [14].

In general, if an advertisement in a media interferes with someone's purpose to enjoy the media, there will be a negative response, such as irritation and dissatisfaction, eventually leading to ad avoidance [15]. The avoidance of online advertisement can also be caused by internet users' perception of its intrusions. Internet users usually do activities based on specific goals, so advertisements are perceived as more annoying than in other media [5], [13].

Suganda et al. (2023) [16] define irrelevant advertisement as an uninteresting and useless message to consumers that they consider unworthy of attention. The social exchange theory proposes that consumers evaluate social exchange based on perceived costs and rewards. This subjective evaluation leads to behaviors in which people only participate in social exchanges when the expected return is greater than, or at least compensated by, the cost of participation [16].

H. Li et al. (2002) [13] conducted experimental research to analyze the reactions of Internet users when they are pressured to see ads. This situation leads to the perception of intrusiveness, which makes Internet users avoid sources of irritation or immediately avoid advertisements. According to Goodrich et al. (2015) [17] , an advertisement that is considered disruptive

will create a perception of anger and resentment, causing a negative perception of an advertisement. Goodrich et al. (2015) [17] showed that the higher the perceived goal impeding, the more positive the ad avoidance behavior caused by the advertisement. Avoiding advertising is also followed by a negative attitude towards the brand, resulting in decreased purchase intentions. Raharjo & Widyastuti (2019) [15] studied consumer attitudes toward pop-up ad formats and confirmed that the perceived goal impediment variable significantly influences consumers to avoid such ads.

H1: Perceived goal impediment positively affects Online advertisement avoidance.

The media industry and most studies of advertising chaos focus on the effect of increasing the quantity of advertising or the degree of commercialization. The increasing number of advertisements in a medium will increase the clutter in editorial content, reducing consumer attention and leading to ad avoidance behavior [18],[19]. Ads clutter significantly affects ad avoidance behavior. Ghozali (2015) [20] applied information theory in advertising research and stated that because consumers can process information, overloading causes users to react negatively, from anger to avoidance. If advertisements are perceived as messy or chaotic, consumers tend to have difficulty distinguishing between messages, making them ignore all messages in the space [5].

H2: Advertisement clutter positively affects online advertisement avoidance.

Athey et. al (2013) [21] showed that people make decisions based on their previous negative experiences. The consumer experience of advertising significantly

impacts consumer attitudes and behavior toward it. In research by Cho & Cheon (2004) [5], negative past experiences are one of the independent variables affecting the type and manner of information processing. When consumers are associated with ad avoidance behavior, perceived goal impediment, and advertisement clutter, consumers' past experiences will immediately influence consumer behavior toward advertisement avoidance behavior and attitudes. According to Cho & Cheon (2004) [5], consumers' negative past experiences explain perceived ads that deceive, exaggerate, misdirect, or redirect to inappropriate sites. Consumers' past experiences can affect the type and level of information processing, such as comparing, brand evaluation, and purchasing behavior [22]. Consumers will rely on conclusions based on personal experiences because the personal values of these negative experiences can lead consumers to avoid the source of those negative experiences [7]

H3: Prior negative experience positively affects online advertisement avoidance.

H4: Perceived goal impediment, advertisement clutter, and prior negative experience simultaneously affect online Advertisement avoidance.

RESULT AND DISCUSSION

Outer Model Evaluation

Convergent Validity Test

The first data analysis stage was assessing the convergent validity of research indicators. A good validity indicator shows a loading factor value is greater than 0.70, while a loading factor of 0.50 to 0.60 can still be maintained for models in the development stage [23]. The output is shown in Figure 2.

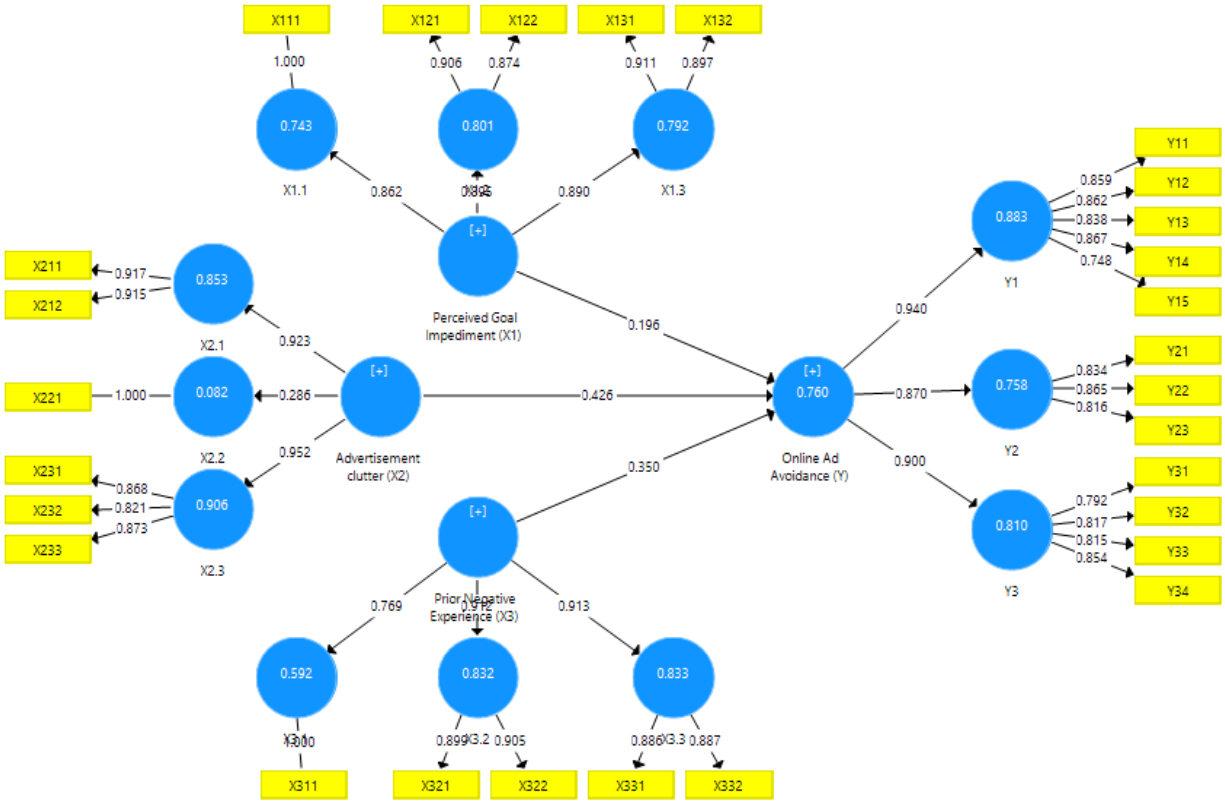

Figure. 2. Loading factor value diagram of outer model evaluation

Average Variance Extracted (AVE) testing was carried out to strengthen the convergent validity results. If the AVE value is ≥ 0.5, then the construct used in the study is valid. In the current study, all latent constructs had AVE values that were more than 0.5. It indicates that the indicators of the latent construct had good convergent validity. The results of AVE testing using the PLS 3.0 program are listed in Table 2.

Table 2. AVE values

Latent	Average Variance Extracted (AVE)	Criteria (*AVE* ≥ 0.5)
Perceived goal impediment (X1)	0.660	Valid
Advertisement clutter (X2)	0.583	Valid
Prior negative experience (X3)	0.651	Valid
Online ad avoidance (Y)	0.570	Valid
X1.1	1.000	Valid
X1.2	0.792	Valid
X1.3	0.817	Valid
X2.1	0.839	Valid
X2.2	1.000	Valid
X2.3	0.730	Valid
X3.1	1.000	Valid
X3.2	0.813	Valid
X3.3	0.786	Valid
Y1	0.699	Valid
Y2	0.703	Valid
Y3	0.672	Valid

Discriminant Validity Test

Discriminant validity is obtained from the cross-loading value. The correlation value of the indicator to its construct must be greater than the value between the indicator and other constructs. It can also be seen from the comparison between the square roots of AVE and the correlation between latent constructs. When the AVE square root value is greater than the correlation between latent constructs, the latent construct has good discriminant validity in the model. Table 3 presents the results of the discriminant validity test using the Smart PLS 3.0 program.

Table 3. Cross-loading discriminant validity test value

	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	Y1	Y2	Y3
X111	**1.000**	0.715	0.662	0.640	0.163	0.718	0.540	0.537	0.561	0.619	0.629	0.595
X121	0.726	**0.906**	0.617	0.639	0.153	0.657	0.478	0.551	0.520	0.580	0.566	0.539
X122	0.535	**0.874**	0.523	0.433	0.175	0.503	0.323	0.442	0.374	0.441	0.497	0.402

	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X3.1	X3.2	X3.3	Y1	Y2	Y3
X131	0.666	0.590	**0.911**	0.704	0.208	0.762	0.463	0.582	0.512	0.713	0.684	0.683
X132	0.527	0.573	**0.897**	0.544	0.317	0.519	0.532	0.502	0.434	0.599	0.509	0.564
X211	0.585	0.578	0.656	**0.917**	0.209	0.719	0.380	0.430	0.465	0.632	0.578	0.564
X212	0.588	0.538	0.614	**0.915**	0.160	0.705	0.440	0.452	0.477	0.652	0.668	0.573
X221	0.163	0.183	0.288	0.202	**1.000**	0.171	0.200	0.277	0.222	0.255	0.173	0.217
X231	0.628	0.562	0.644	0.680	0.176	**0.868**	0.369	0.458	0.464	0.633	0.612	0.542
X232	0.554	0.499	0.577	0.607	0.194	**0.821**	0.459	0.481	0.434	0.580	0.521	0.506
X233	0.654	0.620	0.605	0.701	0.073	**0.873**	0.351	0.498	0.506	0.676	0.662	0.596
X311	0.540	0.455	0.549	0.447	0.200	0.458	**1.000**	0.577	0.601	0.516	0.487	0.529
X321	0.473	0.472	0.508	0.391	0.280	0.493	0.514	**0.899**	0.635	0.585	0.523	0.565
X322	0.494	0.539	0.574	0.475	0.220	0.517	0.527	**0.905**	0.679	0.651	0.593	0.587
X331	0.478	0.407	0.451	0.413	0.151	0.481	0.531	0.644	**0.886**	0.470	0.439	0.603
X332	0.517	0.491	0.479	0.498	0.242	0.491	0.534	0.648	**0.887**	0.538	0.538	0.622
Y11	0.496	0.437	0.635	0.590	0.214	0.588	0.496	0.562	0.473	**0.859**	0.584	0.617
Y12	0.580	0.607	0.631	0.604	0.142	0.675	0.440	0.598	0.510	**0.862**	0.617	0.667
Y13	0.556	0.522	0.642	0.617	0.081	0.679	0.481	0.601	0.492	**0.838**	0.678	0.640
Y14	0.538	0.446	0.594	0.576	0.279	0.606	0.377	0.590	0.487	**0.867**	0.637	0.656
Y15	0.408	0.393	0.536	0.541	0.372	0.528	0.357	0.511	0.407	**0.748**	0.558	0.558
Y21	0.652	0.556	0.611	0.586	0.113	0.739	0.462	0.588	0.515	0.648	**0.834**	0.580
Y22	0.496	0.470	0.542	0.549	0.152	0.567	0.337	0.512	0.406	0.644	**0.865**	0.577
Y23	0.430	0.480	0.512	0.575	0.173	0.454	0.427	0.454	0.466	0.558	**0.816**	0.611
Y31	0.633	0.517	0.646	0.565	0.097	0.618	0.424	0.576	0.578	0.710	0.741	**0.792**
Y32	0.429	0.342	0.505	0.448	0.284	0.425	0.511	0.475	0.546	0.552	0.494	**0.817**
Y33	0.457	0.434	0.514	0.490	0.288	0.470	0.420	0.516	0.579	0.559	0.438	**0.815**
Y34	0.411	0.439	0.582	0.517	0.070	0.568	0.385	0.517	0.559	0.623	0.592	**0.854**

Table 3 shows that all indicators correlate highly to their constructs compared to other constructs. So, it can be concluded that the research model has good discriminant validity.

Reliability Test

The subsequent data analysis stage assessed Cronbach's alpha and composite reliability values. Each construct is reliable if it has Cronbach's alpha and composite reliability greater than 0.70 (Ghozali, 2014:40). Table 4 presents reliability test results using the Smart PLS 3.0 program.

Table 4. Cronbach's alpha dan composite reliability values

Latent	Cronbach's Alpha	Composite Reliability
Perceived goal impediment (X1)	0.871	0.906
Advertisement clutter (X2)	0.837	0.886
Prior negative experience (X3)	0.866	0.903
Online advertisement avoidance (Y)	0.931	0.941
X1.1	1.000	1.000
X1.2	0.739	0.884
X1.3	0.776	0.899

Latent	Cronbach's Alpha	Composite Reliability
X2.1	0.808	0.913
X2.2	1.000	1.000
X2.3	0.814	0.890
X3.1	1.000	1.000
X3.2	0.771	0.897
X3.3	0.727	0.880
Y1	0.891	0.920
Y2	0.788	0.876
Y3	0.838	0.891

Table 4 shows that all latent constructs have a Cronbach's alpha value of more than 0.7, indicating that latent constructs have good reliability. In addition, the composite reliability value of all latent constructs is greater than 0.70, which indicates that the latent construct has good reliability.

Structural Model Evaluation (Inner Model)

R-Squared

Furthermore, the result of R-squared was obtained, as shown in Table 5.

Table 5. R-squared

	R-squared	Relationships strength
Online ad avoidance (Y)	0.760	Strong
X1.1	0.743	Strong
X1.2	0.801	Strong
X1.3	0.792	Strong
X2.1	0.853	Strong
X2.2	0.082	Weak
X2.3	0.906	Strong
X3.1	0.592	Moderate
X3.2	0.832	Strong
X3.3	0.833	Strong
Y1	0.883	Strong
Y2	0.758	Strong
Y3	0.810	Strong

An adjusted R-squared with a value of 0.67 indicates a robust model, 0.33 indicates a moderate model, and 0.19 indicates a weak model. R-squared for the online ad avoidance (Y) variable of 0.760, which means that perceived goal impediment (X1), advertisement clutter (X2), and prior negative experience (X3) altogether contributed an influence of 0.760 or 76.0% to online ad avoidance (Y). At the same time, the remaining 24.0% is the influence of other factors that are not observed.

F-Squared

F-squared is used to analyze the influence of predictors of latent variables on the structural level. The F-squared value of 0.02 indicates a small rating, an effect size of 0.15 indicates a medium rating and an effect size of 0.35 indicates a large rating [20]. Based on the test results with SmartPLS 3.0, the following F-squared results are shown in Table 6 describes that the influence of perceived goal impediment (X1) on online ad avoidance (Y) is weak, advertisement clutter (X2) influences online ad avoidance (Y) is moderate, and prior negative experience (X3) also influences online ad avoidance (Y) moderately.

Table 6. F-squared values

Variable	Effect Size	Rating
Online ad avoidance (Y)		
Perceived goal impediment (X1)	0.045	Weak
Advertisement clutter (X2)	0.249	Moderate
Prior negative experience (X3)	0.259	Moderate

Hypotheses Testing

The significance value of the relationship between variables is presented in each arrow (Figure. 3 and Figure. 4).

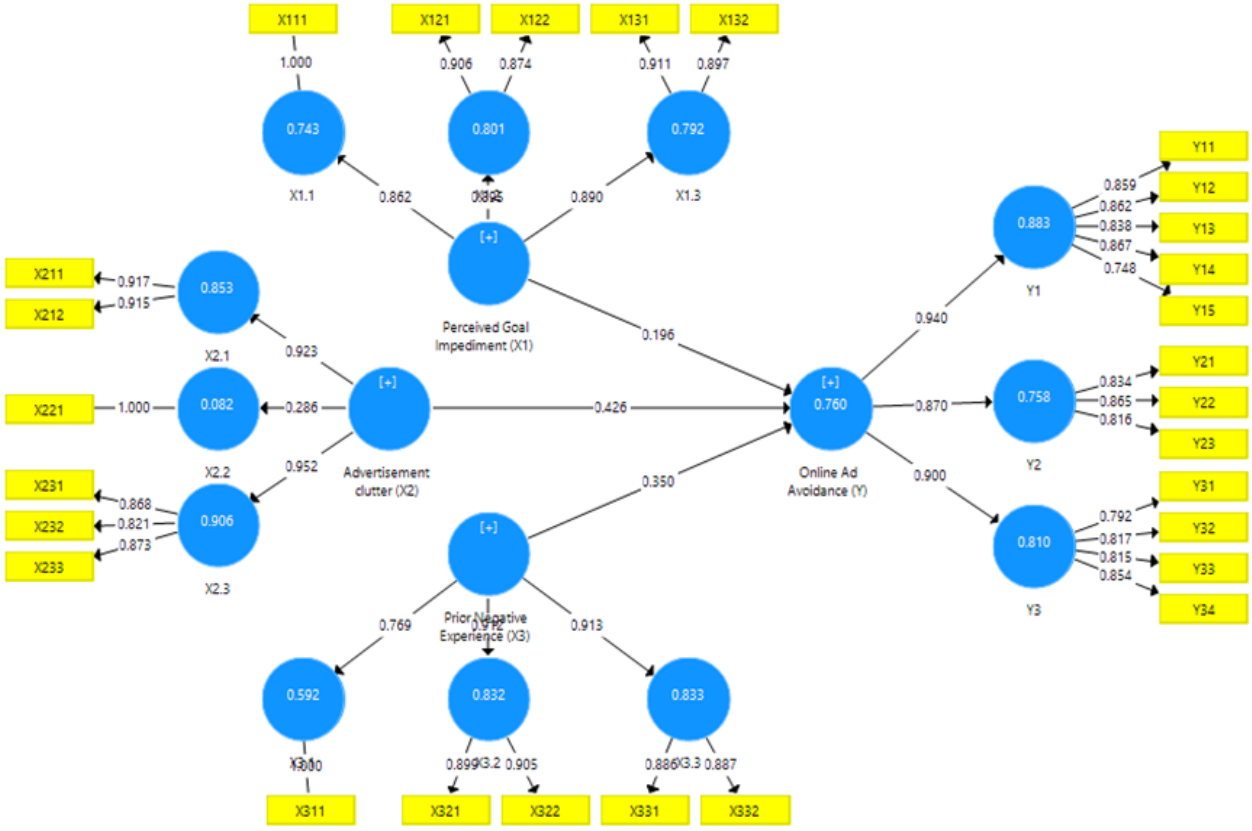

Figure. 3. Structural model, path coefficients

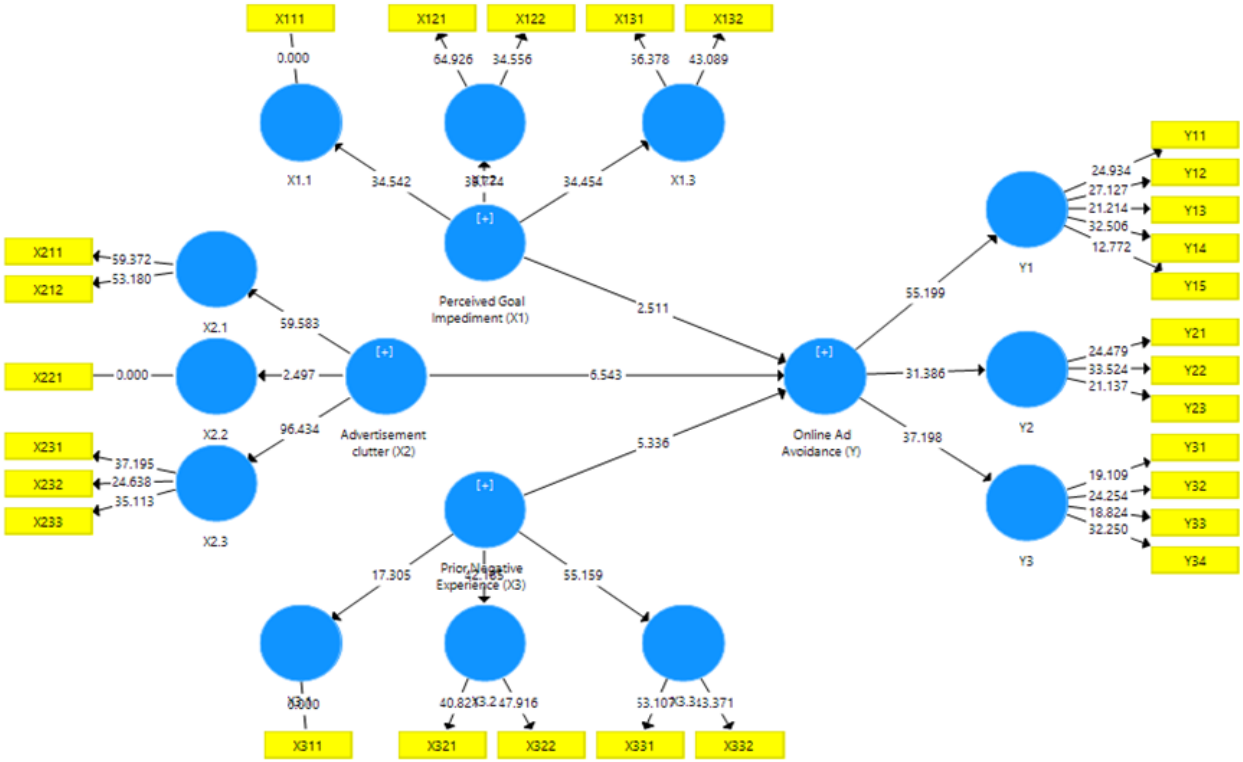

Figure. 4. The significance value (t-test)

Based on the values in Figure. 3 and Figure. 4, the conclusion of hypotheses testing is stated in Table 7:

Table 7. Path coefficients and t-test

	Original Sample (O)	t-test	p-value	Conclusion
Perceived goal impediment (X1) toward Online ad avoidance (Y)	0.196	2.511	0.012	Accepted
Advertisement clutter (X2) toward Online ad avoidance (Y)	0.426	6.543	0.000	Accepted
Prior negative experience (X3) toward Online ad avoidance (Y)	0.350	5.336	0.000	Accepted

Based on the results of the analysis of the influence of perceived goal impediment (X1), advertisement clutter (X2), and prior negative experience (X3) simultaneously on online ad avoidance (Y) produces an R-squared value of 0.760. The calculation F-test is carried out as follows:

$$\text{F-test} = \frac{(n-k-1)R^2}{k(1-R^2)}$$

$$\text{F-test} = \frac{(150-3-1)\ 0.760}{3\ (1-0.760)}$$

$$\text{F-test} = 154.111$$

Based on the calculations above, F-test = 154.241 at the level of significance in simultaneous testing using = 0.05 or 5% with a free degree df 1 = k = 3, α df 2 = n –k – 1 = 150 – 3-1 = 146, obtained a table F value of 2.667. So, it can be concluded, with the criteria for accepting the significance of F-test > F-table or 154.111 > 2.667, then H_4 is accepted, which means that perceived goal impediment (X1), advertisement clutter (X2), and prior negative experience (X3) simultaneously have a significant effect on online advertisement avoidance (Y).

Discussion

The results of this study show that the variable of perceived goal impediment, advertisement clutter, and prior negative experience partially and simultaneously influence online ad avoidance. Theoretically, these findings align with previous research [5]. Perceived goal impediment is the perception of internet users when their browsing activities are disrupted due to unexpected advertisements on a website. This sudden appearance will lead to the avoidance of that internet advertisements. Advertisement clutter is when internet users perceive many advertisements appearing on editorial content as chaotic. Prior negative experiences are internet users' dissatisfaction and lack of incentive to receive or browse (click) advertisement pages due to unpleasant past experiences of internet advertising. This variable is based on skepticism of advertising and reactance theory in research.

The results of this study are expected to be a consideration for marketing agents and companies in making the right decisions to design and plan advertisements that are right on target without disturbing internet users. It provides information optimally by understanding the variables that make internet users avoid internet ads. The findings are expected to support the policymakers so that they can be a reference for evaluating a comfortable and safe internet environment.

Respondents think internet advertisements should be avoided related to skepticism about advertising in general and the nature of the advertising that has always been considered intrusive. Marketing agencies as internet advertising actors and providers must do a lot of consideration and research, among others, by analyzing internet users' cognition, affection, and behavior. For example, pop-up advertisement sizes occupy more screen space and are harder to avoid cognitively than small ads. If processed carefully, they have a better chance of attracting attention, and more feature-based memory footprints of advertising stimuli, familiarity and recognition are higher than small ads. In low-engagement conditions, ad sizes act as peripheral cues to drive increased attention to the ad. The large size of the ad facilitates an increase in the elaboration of the message compared to small ads in conditions of high engagement.

Furthermore, the more exclusive the advertisement and the more familiar internet users are with a brand, the easier for internet users to remember the advertisements offered. Therefore, a brand evaluation will be based on familiarity rather than consideration of the advertising context. Over time, consumers will have a more positive attitude towards the brand they remember, regardless of whether they initially liked the ad. The concern among internet users is that the increasing number of ads competing for viewers' attention means that each ad has become less effective in getting its message across.

Generation Z students, who tend to be adept at using the media, have always been active in online media and are skeptics. However, students in an online environment may positively receive advertisements if they are unintrusive, relevant and fun. When they take some action to respond positively to an ad, they will probably find it helpful. There is a perception of lack of benefit and skepticism of internet users towards advertising due to the ineffectiveness of cookies or third parties on the internet in personalizing internet user advertisements. It is an additional consideration where marketing agencies must re-evaluate the efforts they give to internet users to display advertisements that match user preferences. Following the research findings, several suggestions put forward are as follows.

- Digital banner ads should be appropriate without irritating internet users. The shape, size, and content of internet ads should not be sensitive and display less vibrant images.
-Third-party marketing agencies (personalized advertisement) must increase the effectiveness of their personalization advertising technologies to provide targeted advertisement to appropriate internet users. Ads can be placed on appropriate/relevant websites, such as drug banner ads on medical-related websites and hardware advertisements on technology websites, not to make internet users feel that the advertisements are not in place.
- Transparency of the use and activity of cookies by third-party marketing agencies' personalization ads (Facebook, Chrome, et cetera). Skepticism towards personalized advertisements makes internet advertisements unpopular and leads to ad avoidance.
- The number of advertisements on a website should be adjusted so there is no perceived clutter. It can be done by utilizing advertising personalization technology to adjust the nature of internet users responding to ad clutter.
- Marketers can create informative and interactive ads to avoid disturbing internet users while browsing.

CONCLUSIONS

The findings of this study show that perceived goal impediment, advertisement clutter, and prior negative experience are predictors of online advertisement avoidance, in details perceived goal impediment has a positive and significant effect on online advertisement avoidance. Advertisement clutter also has a positive and significant effect on internet ad avoidance. Finally, prior negative experience shows a positive and significant effect on Internet advertising avoidance. All antecedents of perceived goal barriers, ad clutter, and negative past experiences simultaneously significantly affect online advertisement avoidance. The findings are expected to reference marketing agents and corporations in making the right decisions to design and plan advertisements that are right on target without disturbing internet users. The findings of this study are also expected to contribute to evaluating a comfortable and safe internet environment for policymakers. The limitations of this study include the population scope and a mere sample of students of Lambung Mangkurat University, a minimal representation of all internet users. In addition, the predicting variables tied to this study were only three, i.e., perceived goal impediment, advertisement clutter, and prior negative experiences as selected antecedents of online ad avoidance behavior. Future studies should be more specific regarding online advertisements by analyzing personalized advertising technology.

REFERENCES

[1] C. Lee, "Banner blindness: An effect of information overload on the World Wide Web," *Retrieved on October,* vol. 14, 2015.

[2] M. Y. Imran, N. S. Elahi, G. Abid, F. Ashfaq, and S. Ilyas, "Impact of perceived organizational support on work engagement: Mediating mechanism of thriving and flourishing," *Journal of Open Innovation: Technology, Market, and Complexity,* vol. 6, no. 3, p. 82, 2020.

[3] W. Li and Z. Huang, "The research of influence factors of online behavioral advertising avoidance," *American Journal of Industrial and Business Management,* vol. 6, no. 9, pp. 947-957, 2016.

[4] P. Chatterjee, "Are Unclicked Ads Wasted? Enduring Effects of Banner and Pop-Up Ad Exposures on Brand Memory and Attitudes," *Journal of electronic commerce Research,* vol. 9, no. 1, 2008.

[5] C.-H. Cho and U. o. T. a. A. i. a. as-, "Why do people avoid advertising on the internet?," *Journal of advertising,* vol. 33, no. 4, pp. 89-97, 2004.

[6] P. a. E. Speck, M., " Predictors of Advertising Avoidance in Print and Broadcast Media," *Journal of advertising,* pp. 61-76, 1997.

[7] E. Hariningsih and E. Munarsih, "Analisis perilaku penghindaran iklan internet oleh konsumen," *Jurnal siasat bisnis,* vol. 18, no. 2, pp. 180-189, 2014.

[8] I. Redondo and G. Aznar, "To use or not to use ad blockers? The roles of knowledge of ad blockers and attitude toward online advertising," *Telematics and Informatics,* vol. 35, no. 6, pp. 1607-1616, 2018.

[9] R. Pahlevi, "Persentase Pendengar Podcast di Indonesia Terbesar Ketiga di Dunia," ed: Databoks, 2021.

[10] S. Khairawati, "Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty," *International Journal of Research in Business and Social Science (2147-4478),* vol. 9, no. 1, pp. 15-23, 2020.

[11] R. Briggs and N. Hollis, "Advertising on the web: Is there response before click-through?," *Journal of Advertising research,* vol. 37, no. 2, pp. 33-46, 1997.

[12] J. P. Benway, "Banner blindness: The irony of attention grabbing on the World Wide Web," in *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 1998, vol. 42, no. 5: Sage Publications Sage CA: Los Angeles, CA, pp. 463-467.

[13] S. Li, H. Sun, and J. Yu, "Competitive targeted online advertising," *International Journal of Industrial Organization,* vol. 87, p. 102924, 2023.

[14] Y. A. Jeon, H. Son, A. D. Chung, and M. E. Drumwright, "Temporal certainty and skippable in-stream commercials: Effects of ad length, timer, and skip-ad button on irritation and skipping behavior," *Journal of Interactive Marketing,* vol. 47, no. 1, pp. 144-158, 2019.

[15] W. Raharjo and W. Widyastuti, "Ad Intrusiveness dan Sikap Konsumen terhadap Iklan On-Line pada E-Commerce," *BISMA (Bisnis dan Manajemen),* vol. 11, no. 2, pp. 117-130, 2019.

[16] U. K. Suganda and Y. Priadi, "Improving customer loyalty through customer experience, price attractiveness, and customer relationship management," *Jurnal Manajemen Industri dan Logistik,* vol. 7, no. 1, pp. 195-204, 2023.

[17] K. Goodrich, S. Z. Schiller, and D. Galletta, "Consumer reactions to intrusiveness of online-video advertisements: do length, informativeness, and humor help (or hinder) marketing outcomes?," *Journal of advertising research,* vol. 55, no. 1, pp. 37-50, 2015.

[18] S. Song, X. Yao, and N. Wen, "What motivates Chinese consumers to avoid information about the COVID-19 pandemic?: The perspective of the stimulus-organism-response model," *Information Processing & Management,* vol. 58, no. 1, p. 102407, 2021.

[19] A. R. Zumrah and S. Boyle, "The effects of perceived organizational support and job satisfaction on transfer of training," *Personnel review,* vol. 44, no. 2, pp. 236-254, 2015.

[20] I. Ghozali and H. Latan, "Konsep, teknik, aplikasi menggunakan Smart PLS 3.0 untuk penelitian empiris," *BP Undip. Semarang,* vol. 290, 2015.

[21] S. Athey, E. Calvano, and J. Gans, "The impact of the internet on advertising markets for news media," National Bureau of Economic Research, 2013.

[22] E. R. Antón, "Use of strategic serial position and attention resources to improve radio ad recall," *Revista Latina de Comunicación Social,* no. 69, 2014.

[23] I. Ghozali, "Structural equation modeling, alternative method with partial least square (PLS)," *Semarang: Diponegoro University Publishing Agency,* 2014.

BIOGRAPHIES OF AUTHORS

Author 1

Laila Refiana Said holds a PhD (Doctor of Philosophy) degree from the Faculty of Commerce, University of Western Australia, Perth, Australia, in 2006. She also received her M.Sc. (Management) from the University of Indonesia in 2000 and her Bachelor's degree in Psychology in 1994 from Gadjah Mada University, respectively. She is an associate professor at the Faculty of Business and Economics, Management Department, Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia. Laila teaches several courses in undergraduate and postgraduate studies and the international class program and acts as a co-supervisor for doctoral degree students. She also is a guest lecturer at the School of Economics of Indonesia. She can be contacted at email: Lrsaid@ulm.ac.id.

Author 2

Muhammad Hendardi Adinata received the Bachelor's degree in Management from the Faculty of Business and Economics, Lambung Mangkurat University, Banjarmasin, South Kalimantan, Indonesia. His research interests are digital marketing and online games. He can be contacted at email: hendardi.adinata@gmail.com.