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CONCEPTUAL MODEL OF PSYCHOLOGICAL REACTANCE LEVEL ON PERSONALIZATION ADVERTISEMENT TOWARD ADVERTISING AVOIDANCE IN SOCIAL MEDIA PLATFORMS

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ABSTRACT

Customizing advertising on social media currently become burgeoning practice. The progress of the current advertising system is also supported by the ease of retrieving digital data so that the collection of Personal Identifiable Information (PII) can be done more intensely. Many studies have done research on the effect of the level of personalization on the reactance level toward the intention to avoid the advertising. This study aims to conceptualize the antecedent motives of psychological reactance level toward consumer advertising reactance, namely ads avoidance. This study has done reviewing several works of literature on social media advertising reactance (SMAR) studies and formulated a conceptual model to be used for future research direction. This study adds data privacy security as a model novelty. As a result, three antecedent motives such as information quality, relevance, and control hypothesized to draw the level of psychological reactance in avoiding social media advertising.

Keywords: social media advertising, (SMA), advertising reactance, psychological reactance theory, personalization advertisement

1. Introduction

Today, the way marketers communicate to their market is more seamless with the stimulation of information technology growth which enriches the ads strategy implementation (Grigorios, Magrizos, Kostopoulos, Drossos, & Santos, 2022). With the various features provided by the ad platform companies, the marketer could freely set the best suit strategies for reaching the customer and customized by market attributes (Cheung & Ho, 2017). Moreover, without clues or any knowledge of the classification of the market's digital interest, the marketer can still spread the customized and personalized message to their target audience by using the database already collected and categorized by platform. It could be defined as behavioral ads, a practice of tailoring advertisements based on individual online activities traced in digital space, such as searching history (Aydın, 2016), the recently frequent visited content (Bright & Daugherty, 2012; Varnali, 2021), and the behavior pattern when interacting with digital aspect (Bright & Daugherty, 2012; Malheiros, Jennett, Patel, Brostoff, & Sasse, 2012; Varnali, 2021). Furthermore, the power of the growth of technology eases the collection processes of Personal Identifiable Information (PPI), a booster that could help increase the segment attribute identifying process efficiency (Huo, Liu, & Min, 2020). To be the winner of the competition, marketers should sustain their competitive advantages by getting familiar with technology fields, especially in behavioral ad features, which have more results based on click-through rate as an indicator if it was benchmarked with standard ads, and ads spread randomly (White, Zahay, Thorbjørnsen, & Shavitt, 2008). Moreover, with the increase in impressions, the ad has the chance to

generate more leads and optimize the conversion funnel (Malheiros et al., 2012). Hence, the advancement method to compete in communicating to the market need to be deeply understood by marketers.

Synergically, the increase in the intensity of personal data collection, which stimulates the accuracy of targeting in digital advertising, also comes with the challenges, the fact that the attentivity customer to the security of their data privacy was also increased (Chen, Feng, Liu, & Tian, 2019). The same research stated that digital audiences began to feel their internet activity was constantly being monitored, thus creating a sense of insecurity. The feeling arises because collecting data practices by advertising platforms have made the advertising strategy design process more complex (Grigorios et al., 2022), which must pay more attention to customer personal freedom so as not to disturb customers when interacting with the published ones. Paradoxically, getting the appropriate information through personalized targeting ads might be beneficial too (Jung, 2017) because it shortens the information-seeking step in the decision-making process. The recommendation inside the ads might be the things that the audience search for. The audience does not need to gather it again from many sources manually, and it is already wrapped well in the form of ads. The audience attribute, including interest, personal preference, and digital history data, has been tailored well (Bright & Daugherty, 2012). Those are all the reasons the targeting system continuously has gotten more accurate and goes hand in hand with the collected data.

2. Research Gap

Along with the fast growth of advertising tech, academically, response it with high enthusiasm. The past research studying the correlation of reactance in the ad field was not sporadic (Varnali, 2021). Regarding the ad publishing processes, communication must be done in the 2-way method because audiences will be more comfortable with the situation when they have control to decide their participation intention when faced with the ad (Morris, Choi, & Ju, 2016). A platform as the entity that provides the ad placement is a key to determining the ability of the ads to give the audience control. It means different platforms may give different control. After reviewing the growth of ads studies, Varnali (2021) proposes relativity to be the subject of the ad field's research. Relativity means there is no absolute standard because various conditions may have various outcomes. The variability of the platform used may trigger numerous possible results when it comes to advertising activities, starting from the differences in abilities to make the audience comfortable by letting them set up their control preferences.

The type of result or metrics used to measure ad performance relies on the objective may want to achieve. To quantify the result, numeric data such as click, impression, reach, and cost are more suitable for measuring dimensions. However, the performance was not only measured quantitatively, but there is also qualitatively insight that has equally noteworthy in ad performance evaluation, it includes the behavioral responses of the audience, such as click/share intention (Aziza & Astuti, 2019; Belanche, Cenjor, & Pérez-Rueda, 2019; Kim, Kang, Choi, & Sung, 2016; Mir, 2015), avoidance (Cheung & Ho, 2017), lack of memory (Riedel, Weeks, & Beatson, 2018), and discontinue usage of the platform (Ha, Park, & Lee, 2014; Riedel et al., 2018). Considering the increasing audience awareness of the data collecting process, reactance toward the ad may also have affected evaluating and measuring the ad performance. Social media as one of the platforms usually used for paid ad placement, play an important role in clustering the segmentation of the audience, each social media has its user's characteristic. Huo et al. (2020) suggest adding the variability of platform–in this case is social media–in the future research to confirm the relativity outcomes that triggered by relative aspects of the advertising. This study aims to actualize the solution by enrich the advertising reactance concept by collaborating the variability of the social media as the platform and its structural factors to the avoidance intention by audience.

Table 1 Past studies

Author	Objective	Result
(Jung, 2017)	Examining consumers' responses to social media advertising focusing on perceived ad relevance and privacy concern	Ad relevance positively related to Ad Attention and negatively to Ad Relevance
(Aydın, 2016)	Understanding the differences between attitudes towards the social media ads and mobile ads, the most recent and rapidly growing forms of digital advertisements	Overall attitudes are negative towards both mobile app's ads and Facebook ads with perceived of entertainment being the strongest variable that gives impacted
(Ha et al., 2014)	Develops and empirically tests a framework for mobile social network service (SNS) advertising effectiveness	The salient attributes of mobile SNS advertising are social, mobile convenience, and active control, with informativeness, entertainment, and irritation as main sub-value
(Mattke, Müller, & Maier, 2018)	Identifying configurations of perceptions of avoidance to reveal disruption, distraction, excessiveness, and lack of incentive as necessary perceptions that lead to avoidance of social media advertising.	The influence of configurations on social media advertising avoidance and companies can use these findings to reduce the effect of social media users actively avoiding social media advertising

3. Conceptual Framework

To foster fluency in formulating the advertising strategy process, this study hypothesized, there are several attributes will be given the different impacts on the reactance level based on Social Media Advertising Structural Factors which are Information Quality, Relevance, and Control. And to get more practical insight, this affected reactance is associated with one of the measurements in advertising activities, which is the behavioral intention of avoiding the ads. This study model depicts how the advertising practice can input the relativity of reactance level as a consideration when formulating the advertising strategy and choosing the social media platform based on the affinity between reactance level and segmentation preference on those social media.

> *H1: Information quality negatively influence the reactance toward ads*
>
> *H2: Relevance negatively influence the reactance toward ads*
>
> *H3: Control negatively influence the reactance toward ads*
>
> *H4: Reactance level positively influences audience avoidance intention of ads*

3.1 Social Media Advertising Structural Factors in Influencing Psychological Reactance

Information quality is an evaluation carried out by the audience on advertising content based on the informativeness and entertainment side. Informativeness here refers to the ability of an advertisement to provide information that is needed by the audience (Cvetkovski, 2021). Entertainment refers to the ability to provide diversion (in a positive form), aesthetic pleasure, or emotional release for its users (Papyrina, 2019). In this case, information quality can have a negative effect on reactance in ads.

H1: Information quality has negatively influenced to decrease in the reactance toward ads

Relevance will refer to the ad's ability to provide tailored information to each user rather than giving the same message to all audiences (Schultz, 2020). In this case, personalization and customization will be advantages because SMA can utilize data classified into profile information and social information (Yoon, Huang, & Yim, 2022). Getting the relevant content to the preferences is beneficial to the audience and could cut their effort to evaluate the gathered information (de Groot, 2022; He, 2022), which means that instead of stimulating the reactance, relevance as a personalization attribute could minimize the arising of reactance possibility.

H2: Relevance negatively influence the reactance toward ads

In contrast to print media, social media makes advertising a method of communication that is not only one-way. This control refers to the ability of the audience to take part in the communication that occurs in social media advertising (Belanche, Flavián, & Pérez-Rueda, 2020; Sarfraz & Bano, 2022; Zarouali, Poels, Ponnet, & Walrave, 2018). There are two aspects identified as the main dimensions in Control, namely engagement control and privacy control. Engagement control, the user's ability to determine whether to partition when receiving advertisements (skippable). Privacy control, the ability of users to determine the permission to share their personal information.

H3: Control negatively influence the reactance toward ads

3.2 Psychological Reactance as Behavioral Avoidance Stimulation

The term "reactance" originated as a psychological construct, describing an aversive motivational state that is hypothesized to occur when individual freedom is deprived of (Chen et al., 2019). Because advertising is designed to persuade and manipulate individuals to think or act in certain ways, individuals often feel a reaction to advertising. Simultaneously, Chen et al. (2019) conceptualizes the phenomenon of advertising reactance as intrusiveness. The feeling of intrusiveness is part of behaviorally negative effect to the audience to the ads, one of the intention mays would come is avoidance intention from the audience.
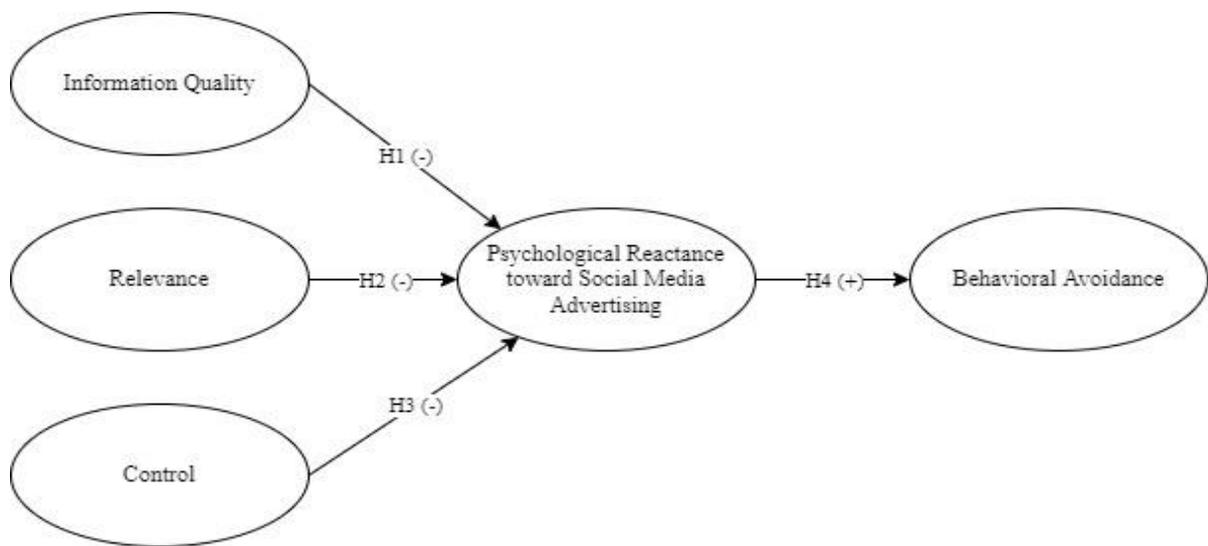

Figure 1 Research framework

4. Conclusion

This study has successfully developed a theoretical framework that is helpful for future research directions. Besides, this study has provided a new point of interpretation. The contribution of the reactance level consideration process may lead to the appropriate method in creating content, setting the target audience, and choosing the platform. Theoretically, advertising structural contexts are the main variables that are expected to significantly influence the audience's intention after facing the ad, and avoidance intention would be a result metric of ad performance.

However, empirical data is required to prove these relationships. Nevertheless, as this is a conceptual paper, there is no data collected to enable generalization. On top of that, the framework in this study is self-constructed with reference to the previous works of literature. Therefore, generalization is not suitable to be applied. Further, the empirical study is encouraged to be done in the advertisement industry cluster and investigation the differentiation mode of behavior among the cluster. It would foster practical and theoretical knowledge within the area of technology innovation.

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