International Journal of Advertising ›
The Review of Marketing Communications
Volume 36, 2017 - Issue 4

7,256 Views | 132 CrossRef citations to date | 38 Altmetric

Original Articles

Exploring how consumers cope with online behavioral advertising

Chang-Dae Ham

Pages 632-658 | Received 20 Oct 2014, Accepted 15 Sep 2016, Published online: 21 Oct 2016

Cite this article https://doi.org/10.1080/02650487.2016.1239878 Check for updates

Sample our Economics, Finance, Business & Industry Journals
>> Sign in here to start your access to the latest two volumes for 14 days

Full Article Figures & data References Citations Metrics
Reprints & Permissions Read this article Share

Abstract

This study explores how consumers cope with a computer technology-driven persuasion tactic called online behavioral advertising (OBA). By tracking consumers' online behaviors, OBA delivers highly tailored advertising messages to individual consumers, giving rise to serious privacy concerns due to their covert nature. Integrating the persuasion knowledge model and the protection motivation theory, we employed a survey method (N = 442) to examine how consumers cope with OBA based on their persuasion knowledge, cognitive appraisal, and cognitive processing variables. The results reveal that persuasion knowledge was indirectly associated with coping behavior of ad avoidance throughout cognitive appraisal process (perceived risks; perceived benefits; self-efficacy). Privacy concerns partially mediated such associations with ad avoidance. Interestingly, cognitive processing variables (reactance; perceived

personalization) were significantly associated with ad avoidance without being related to persuasion knowledge. The implications for theoretical, managerial, and social contributions are discussed.

Keywords:

online behavioral advertising | online privacy concerns | ad avoidance | persuasion knowledge | protection motivation

Disclosure statement

No potential conflict of interest was reported by the author.

Related research

People also read | Recommended articles | Cited by 132

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email

Sign me up

Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions Accessibility

Taylor & Francis Group
an informa business

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG