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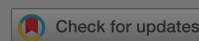
Exploring how consumers cope with online behavioral advertising

Chang-Dae Ham

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Abstract

This study explores how consumers cope with a computer technology-driven persuasion tactic called online behavioral advertising (OBA). The study examines how consumers perceive OBA and how they cope with it. The results show that consumers perceive OBA as a risk to their privacy and that they cope with it by using various strategies. The study also finds that consumers who perceive OBA as a risk are more likely to use privacy-enhancing strategies. The study has implications for researchers and practitioners in the field of consumer behavior and marketing.

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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.

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