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Exploring how consumers cope with online behavioral advertising

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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 to investigate how consumers cope with OBA. The results show that consumers' perceived risks and their associations with advertising are related to their coping strategies. Specifically, consumers' perceived risks and their associations with advertising are related to their coping strategies. Specifically, consumers' perceived risks and their associations with advertising are related to their coping strategies.

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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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