

## **A Study on the Factors Influence to Advertisement Avoidance in Social Media (with Special Reference to Female Professionals in Colombo District)**

K.D.M. Priyadarshani<sup>1\*</sup>, C.J.P. Kulathilaka<sup>1</sup>

<sup>1</sup>*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

The new era of marketing activities require blending of conventional and modern methods. The service companies in Sri Lanka have adopted various E-marketing techniques like pop-up and banner advertisements with large-traffic websites. Among them some people just close those ads and banners without even looking at them, some seek this as a huge irritation. Therefore companies should consider whether those advertising techniques are effective or not. Conceptual framework adopted from Cho & Cheon (2004) avoidance model and study explores the factors of advertising avoidance; perceived goal impediment, perceived advertisement clutter and prior negative experience in social media in Sri Lanka. The objective is to identify the most influencing factor towards advertising avoidance in social media. Both primary and secondary data has been collected and sample consists with 160 female social media users in Colombo district and adopted correlation coefficient and multiple linear regression for analyze the data. Findings revealed the strong positive relationship between factors of advertising avoidance and advertising avoidance. Prior negative experience has been identified as the most significant factor towards the Advertising avoidance. Since Sri Lankan organizations spends around billion rupees a year, it is important to consider effectiveness of the advertising in social media. Effective targeting based on customer profile should be done and awareness on advertising avoidance is crucial excessively.

*Keywords:* Advertisement Avoidance, Social Media, Perceived Goal Impediment, Perceived Advertisement Clutter, Prior Negative Experience