



**A STUDY ON THE FACTORS INFLUENCE TO
ADVERTISEMENT AVOIDANCE IN
SOCIAL MEDIA**
*(WITH SPECIAL REFERENCE TO FEMALE
PROFESSIONALS IN COLOMBO DISTRICT)*

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ABSTRACT

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. Pop-up advertisements are seen with large-traffic websites. When the user clicks on pop-up, separate webpage will be opened. Banner advertisements are seen in the form of a rectangular banner placed on such websites. When the people clicks on such banner, they are directed to a separate window. Banner and pop-up advertisements consist of attractive audio-visual graphics and animations. 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. The Main objectives of the research are to identify the current status of the advertisement avoidance, recognize the relationship and most influencing advertising avoidance factor towards advertising avoidance in social media by female professionals in Colombo district. Both primary and secondary data has been obtained and primary data collected through questionnaire. This study was designed to provide insights into why people avoid advertisements in social media. Recent negative trends in social media advertising, such as extremely low click-through rates, make it critical to study various factors affecting social media ad avoidance. Accordingly, this study constructs a comprehensive theoretical model explaining advertising avoidance in social media. The study examined three latent variables of ad avoidance in social media: perceived goal impediment, perceived advertisement clutter, and prior negative experience. These constructs successfully explain why people cognitively, affectively, and behaviourally avoid advertising messages in social media. Prior Negative Experience is found to be the most significant antecedent explaining advertising avoidance in social media. Therefore results contribute companies who are engaging with advertising in social media when establishing marketing strategies.

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