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### **JUST GET LOST FROM MY SIGHT! USER TECHNOLOGICAL EMPOWERMENT AS THE NEW ANTECEDENCES OF INTERNET ADVERTISING AVOIDANCE (STUDY ON DIGITAL NATIVE & DIGITAL IMMIGRANT)**

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Today internet user, is learning more how to avoid the advertising on the internet. They learning, adapting, and customizing internet to meet their own need while using it. These behavior add many obstacle for marketing activities .Internet as a message medium have distinctive properties with their user. Internet user have a lot of an important issues to solve, as it addressed to be one of the most effective marketing channel. Many permutation behavior of these medium can controlled by marketer as the integrators of digital world. The main purpose of this research is to complete the main antecedences factor of internet advertising avoidance on these days, first study about internet marketing avoidance was designed by Cho and Cheon in 2004. Their study insight people especially marketer, to know various factor affecting internet avoidance. These paper helping to assess one new variable namely " User Technological Empowerment". Adopting Cho and Cheon model and adjustment to nowadays phenomenon. In this study " The internet user knowledge" will applied as moderating variable. To get more specific result on the hypotheses these variable will grouping which internet user more affected.

**Keywords:** Internet Advertising Avoidance, Internet User, Customer Empowerment

## **1. INTRODUCTION**

### **1.1. Research Background**

Compared to traditional media, Internet has offered more interaction among people which has generated a new and transparent environment where there is democratic and participatory communication (Demirtas,2012 ;Celeby 2014). Nowadays people easily creating, organizing, sharing, and spreading information worldwide. This new trend of communication turned word of mouth into word of mouse where electronic communication comes in and it is a fun and easy way to spread information (Dryer, et.al.; Celeby 2014). The rise of Internet with economical value, removed geographic and time constraints, empowering consumers through expanded assortments, increased retail options, and new service features (Day 2011; Labrecque.,et.al 2013). Likewise, Advertising on the Internet is much more cost efficient than using traditional mass market and niche media. Internet ads can be viewed by millions of people while being displayed all day and night, while television or radio ads generally last less than two minutes and are shown a limited number of times per day. Mostly the digital marketer using their opportunity to improve their selling attribute, by digital media.

Advertisers as a gatekeeper of information, need to understand all reasons, latent or otherwise, for Internet advertising avoidance so as to develop strategies to more efficiently transfer their message to the target market. (Koshksaray and Franklyn 2015). To this end, many studies have been conducted to gain deeper insight into the reasons why Internet users seek to avoid Internet advertising (Cho and Cheon, 2004; Kelly et al., 2010). According to Cho and Cheon (2004), Internet advertising avoidance can be observed within three types, or modes, of avoidance; cognitive, affective(mechanical) and behavioral avoidance.

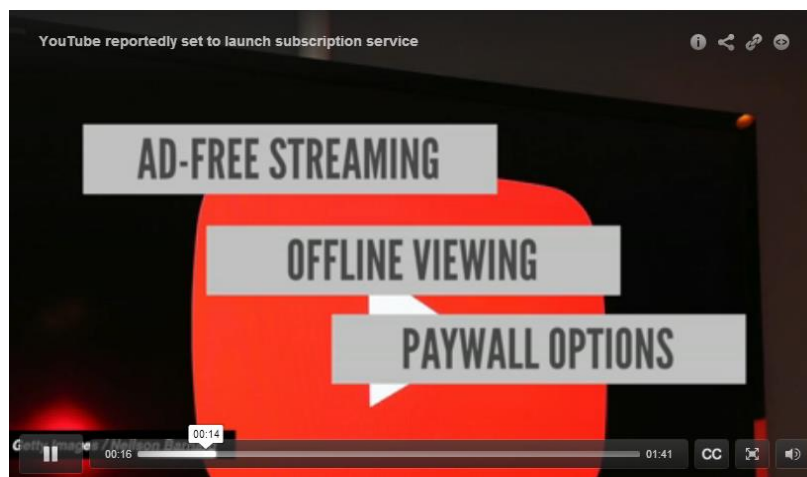
There is still many problem for marketing scholar to solve from the Digital Marketing. In this research I try to prove that people nowadays became easy to avoid the advertising, especially on the internet. Avoidance type all occurred by the character of the medium, Internet was a media can only access by a high technology device like computer or Smartphone. It can be an advantage or disadvantage for marketer. By the reason of these phenomenon I can conducted one of new antecedences variable of why people avoid ads on internet. These paper will explain how these consumer empowerment role as the antecedences why people avoiding the internet advertising. It also highlights on internet advertising avoidance and how this medium can escalated with consumer empowerment, advertising clutter, and technological devices to avoid advertising.

### **1.2. Problem Statement**

#### **1.2.1. The Penomenon**

After 11 years of Cho and Cheon finding why internet user avoiding internet ads, Many behavioral changes in today in internet users, now people get everything on the internet as they wanted from their gadget. They can customize for their proper use. In consumer view this empowerment can be a very useful ,as their value of excellences when using internet for their needs. The question is, "can this empowerment applied to all of internet user?". As the advertiser, if they want to aim internet users with advances knowledge in technology is something big obstacle that requiring more process to compare, before they put the ads on internet.

Internet offers its users a flexible way of searching for information and accessing sources of information anytime and anywhere (Kim, 2001) which has increased in popularity as a new way of finding information. Internet is the one that not only offers entertainment and pass time to its users but also information seeking which makes it a unique medium that offers more choices and gratifies different needs than any other media in the media history. A variety of advertising forms exist on the Internet, such as buttons, banner ads, pop-up ads, paid text links, sponsorships, target sites, superstitials,e-mail ads, and so forth (Zeff and Aronson 1999; Cho and Cheon 2004 ; Kelly 2010). It has also provide more avoidance variety as the negative issue. Nowadays since people experienced and have more empowerment, they starting to developing more to avoiding advertise on the internet.



In 2015, many companies with digital base service such as YouTube offer the premium service as their user empowerment to avoid the advertising.

As with many choice which is offered by internet, users employ the Internet for many different reasons from simple information search to building and developing social networks that function as electronic representative to that of real-life. Compared with traditional media, the Internet is believed to be a more goal-, task-, interactivity-, and/or information oriented medium (Chen and Wells 1999; Eighmey 1997; Korgaonkar and Wolin 1999; Li, Edwards, and Lee 2002). Advertising avoidance on the Internet might be different from that of traditional media in several ways (Cho and Cheon 2004). Nowadays people using the Internet with a lot of convenience. People starting to learn and adapting to control the technologies that fusing with their acceptance. Its more even many companies tries to facility the internet user with the digital product that provide people while they using it. Internet today, give more empowerment to the consumer, and it makes more difficult to marketer for making advertising message to their consumer.

### **1.2.2. The Weakness Of Cho and Cheo Research Study**

Some authors argue that there is a decline in the effectiveness of digital advertising, because of the inability of digital advertisements on attracting attention of users. They also claim that their ineffectiveness continues and so the value of digital advertisements decreases. A terminology called “banner blindness” has recently become a nightmare of advertisers and companies; as it refers to the tendency to ignorance or avoidance of banner ads especially by heavy Internet users (Cho and Cheon, 2004). This phenomenon may turn into a more serious issue when it is not limited with banner ads and starts to include other types of digital ads. There is more reasons why consumers just don't have the time of day for marketing messages anymore, The audience complaints and advertiser persuasion problems of message clutter with repetitive messages. This total annoying even make the consumer how to control the circumstance to even more suitable for their needs. As these an opportunity many company try to provide of this trend. Now people of internet become more powerful against the advertising message. Despite Cho and Cheon research finding on their study can revealing the issues of internet marketing avoidance, their research still need to define where is the internal and external factor of these antecedences

### **1.3. Research Scope**

Mainly purpose this research study is to continue the founding of antecedences of internet advertising, from Chang-Hoan Cho and Hongsik John Cheon Study, that found the antecedences of why people avoid internet advertising. The novelty that i offered in this research

paper is input another variable, that I observed in nowadays internet users. Six latent constructs will be examined in this study: perceived goal impediment, perceived ad clutter, prior negative experiences, user empowerment towards the ads as, all these endogenous variables for this research conceptual framework and user knowledge and ad avoidance as endogenous variables. User knowledge plays a role as a moderating variable for user empowerment towards the ads, and perceived ad clutter. As the important issues on this research internet user, I try to define another variable that may affect marketing avoidance on internet users, as the user knowledge itself. The user knowledge segmentation will refer to Ira Kauffman (2012) digital demographic segmentation, these variables will be a grouping variable as moderation for consumer empowerment toward the ads, before it becomes an avoidance.

## 2. LITERATURE REVIEW

### 2.1. Basic Theory

Based on consumer attitudes toward advertising, Advertising avoidance can be defined as "all actions by media users that differentially reduce their exposure to ad content" (Speck and Elliott 1997) and can occur by cognitive, behavioral, and mechanical means. Examples of advertising avoidance in Television: People can remove a television commercial from their attention by ignoring it (cognitive), leaving the room (behavioral), or switching channels (mechanical). People ignore, leave, and switch even during a program. According to Cho and Cheon Model they defined Advertising avoidance on Internet from communication, psychology and marketing theories. The ads avoidance is highly depending to these three theories. Communication Problems Related to Advertising. Ad avoidance may also reflect communication problems occasioned by advertising. Information theory explores the role of noise in communications (Crowley and Mitchell 1994; Shannon 1949; Speck and Elliot 1997). When the theory is extended to human-to-human and interactive processes, "noise" includes all communication elements that affect the availability, cost, or value of desired content. Advertising is a significant source of noise (Speck and Elliot 1997).

Second Theory remain to revealing what a predictor of the avoidance is Psychological Reactance Theory. Reactance theory is a social psychological theory developed by Jack Brehm (Brehm 1966, 1972; Brehm, Stires, Sensenig and Shaban 1966; Hammock and Brehm 1966; Lessne & Venkatesan 1986). The theory is concerned with how individuals react when their freedom to choose is restricted. According to the theory, when an individual's freedom to engage in a specific behavior is threatened, "The consumer whose decision alternative is blocked (partially or wholly) by a barrier should become increasingly motivated to obtain that alternative" (Clee and Wicklund, 1980; Lessne & Venkatesan 1986). As I mention it these theory directing consumer if advertisements may distract and irritate them, when their goal oriented behaviors are interfered and therefore it can be seen as a common complaint of advertising. The last theory that involving with ads avoidance in this research is *Uses and Gratification theory*. This theory goes. The theory suggests that consumers use particular media because it meets and fulfills a consumer need or needs (Michelle & Kelly 2014). These needs are specific to the individual and are influenced by the individual's values and attitudes. The needs fulfilled by the medium are generally psychological or social in nature (Katz and Blumler, 1974; Michelle & Kelly 2014). Compared to traditional media studies, online consumers' needs and motivations have been started to be studied in the uses and gratifications theory. The main difference between traditional media studies and the is that the decision is controlled by the media users (Lee & Lee, 2012); so the audiences are not passive but active decision makers.

### 2.2. Internet User Technological Empowerment

Empowerment is the gaining of power in particular domains of activities by individuals or groups and the processes of giving power to them, or processes that encourage and facilitate their taking of power (Alshibly et al. 2015). Julian Rappaport (1981) define Empowerment refers to policies and measures designed to increase the degree of autonomy and self determination in the lives of people and in communities in order to enable them to represent their interests in a responsible and self-determined way, acting on their own authority. Empowerment refers both to the process of self-empowerment and to professional support of people, which enables them to overcome their sense of powerlessness and lack of influence, and to recognize and eventually use their resources and chances. Basically there is many definition of empowerment such as in business environment, there is a kind of empowerment be like, Shared Information Empowerment these empowerment make the employee in organizational structure even on the very bottom in hierarchy of firm can give their opinion to management issues. Or something subtanscial like Decision-making Empowerment; its employees may be empowered to make decisions about simple workplace issues, such as what type of office supplies to order.

The empowerment internet user highly related to technology that provide user to interact with this medium. This empowerment may different in each internet users. Every people have their own needs when using the internet. In Technology Acceptance Model its explaining how the people will choosing the technology that suitable and improving their live. Where things get interesting is when people start modifying, adapting, or building technology to meet their own needs. Like i mention it before, in this civilization era, everybody can control what their need of information. They enhancing their link to internet, as they daily needs. Now people even can now they can control the media even before the message entering the medium.

However, there is requirement of user knowledge to operating this technological empowerment, not every people called "Internet Users" have a capability to improving their interaction with this medium. there are some things that must be learned by internet user before processing this empowerment for their usefulness personally.



"AddBlock" One of Application that provide consumer empowerment technology to Avoiding Internet Ads but not every internet user understand how it works.

As the new added from previous research model, this new variable need indicators to applied. The empowerment indicator that is refer to how technologically empowered people and modified it to meet their own needs. By reviewing certain literature about empowerment, i assume there is a same

indicator for this latent variable to measure. This indicator itself is control, ability to influence (Hunter and Gnarfield, 2008) Usefulness (Alshibly 2015) & Ease of use (Azizi 2015). This Five Indicator of user empowerment toward the ads.

### 2.3. Digital User

So like I mention before there is very important to segmenting the user knowledge to gain more reliable result for this research.

Nowadays almost every company use internet to attract people, it cause more than just for their representative but also for their marketing tools, and organization control (Kauffman 2013). Internet is a pervasive domain that has become an ever increasing part of our daily lives since its inception and commercialization in the mid-1990s ( Koshksaray & Franklin 2015).

In year 2012 Ira Kaufman In the book of *Digital Marketing: Integrating Strategy and Tactics with Values* define internet user demography as *Digital Natives, Digital Immigrants, Digital Aliens, and Digital Integrators*. All of this segmentation define every internet user as their purpose of using the internet and knowledge interaction to the Digital world. These difference of knowledge make every internet user have their own adapting behavior to engage with the information.

With the scope of these research, we using two of these ira kauffman segmentasion of digital user. Mostly people with higher contact to internet is avoiding the internet ads faster and efficient than user with less contact. People (internet user) start to learn and adapting wath internet can offer to them.

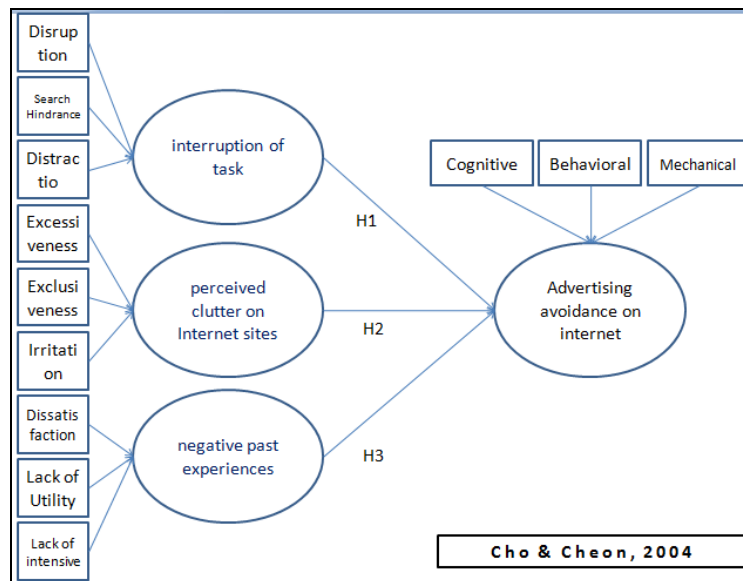
*Digital Natives* its mostly found Generation Y. They are approximately ages 10- 29 years and born into the digital age. The internet is their default and comfort level in terms of playing games, doing homework, searching for events/ information/products , and sending messages. Quick response, flexibility and openness to change are their standard. They use it to communicate (texting, social networks). The Natives are the fabric of the social web; they live here, using these tools for social communication. This is their natural habitat; they use digital and think about it as a social tool (Kauffman 2014).

Digital Immigrants are approximately ages 30-60 years and are the early and late adopters of the Web2.0 technologies. Most Immigrants were born “before the existence of digital technology and adopted it to some extent later in their life. They were brought up with a variety of computer technologies, used them in different contexts and have varied levels of experience with social media. By necessity they have accepted the realities of the digital revolution and adapted to understand their role and learn the basics. They learn and try out the newest app, struggle and search for answers and understanding. They need to be guided to develop a digital mindset, refine their experience in 1-2 social tools on digital media. This segmentations proposed by Ira Kauffman will defining the internet user knowledge as grouping for the latent construct on moderating variable Internet user knowledge.

### 2.4. Conceptual Frameworks

In previous Research Chang-Hoan Cho and Hongsik John Cheon was designed to provide insights into why people avoid advertising on the Internet. Their study builds a comprehensive theoretical model explaining the antecedences of advertising avoidance on the Internet. Cho and Cheon Model was based on Information theory and learning from Experience theory, so they can developed a theoretical causal model of ad avoidance on the Internet, which consists of three latent

dependant variables (perceived goal impediment, perceived ad clutter, and prior negative experiences) and one latent independent variable (ad avoidance).



Chang-Hoan Cho and Hongsik John Cheon Model in Why Do People Avoid Advertising on the Internet? Journal of Advertising, Vol. 33, No. 4 (Winter, 2004)

According to Cho and Cheon these for explanation of this conceptual framework. The perceived goal impediment scale items ("search hindrance," "disruption," and "distraction") were taken from previously validated measures in the literature (Speck and Elliott 1997; Cho and Cheon 2004) and were modified to fit the context of Internet advertising. Elliot and Specks (1998) work also inspired the indicators of perceived ad clutter (ad excessiveness, irritation, and exclusiveness). Adapted from Oliver's (1980) satisfaction scale and Davis, Bagozzi, and Warshaw's (1989) (Cho and Cheon 2004) perceived negative usefulness/lack of utility scale, the prior negative experience scale was reworded to fit the context of Internet advertising. Three response variables dimension were used to estimate ad avoidance on the Internet: cognitive, mechanical, and behavioral consumer ad avoidance. (Cho and Cheon 2004)

Second antecedences of internet users that conducted from Cho and Cheon Research is "perceived ad clutter" . This variable define a consumer's conviction that the amount of advertising in a medium is excessive. Ad clutter on the Internet can be operationalised as the number of banner ads, pop-up ads, advertorials, text links, and so forth, that appear on a single Web page (ad excessiveness) (Cho and Cheon 2004). Consumer irritation with the number of ads on the Internet, is one of main prior reasons why people avoiding the internet ads.

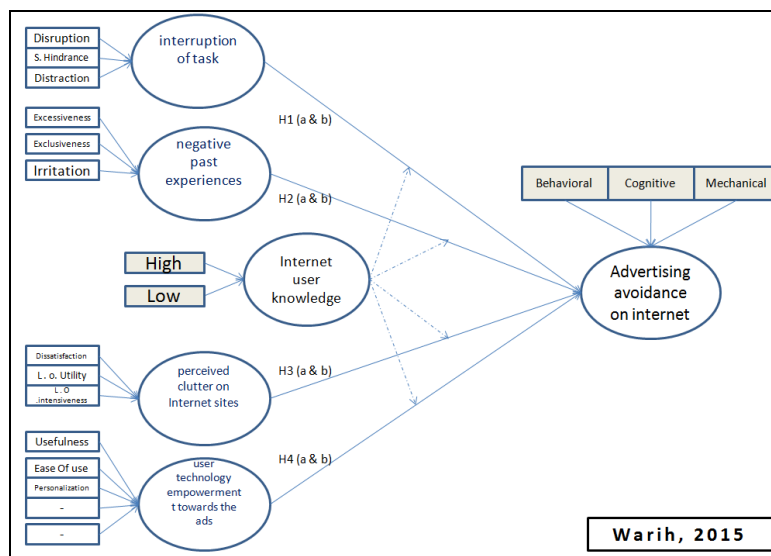
Third antecedences that proposed by Cho and Cheon study With Internet ads, is prior negative experience. This construct can be indicated by dissatisfaction and perceived lack of utility and incentive for clicking on those ads. This negative experience may lead consumers to avoid the source of the negative experience .

These conceptual framework has been strengthen when in 2010 Kelly conducted an exploratory study: *Avoidance of advertising in social networking sites: the teenage perspective* ,these research employing a qualitative methodology, on Internet advertising avoidance in an online social networking environment. Kelly and her team collected data using focus groups and in-depth

interviews and proposed a model for avoidance of Internet advertising within the websites of online networks. The results indicated that advertisements in online social networking environments will be avoided more if consumers expect a negative experience, the advertisement is not related to the consumers, or consumers are skeptical about the advertising message or media. Despite their research have limitation because has very specific objects, they can prove these model still available as their reference even it pass over six year.

When it first time published Cho and Cheon model Statistically strong In their study, with ( $\chi^2 = 198.41$  and  $df= 48$ . The  $\chi^2$  (chi-Square) test is significant, and suggests that the estimated model does not fit well with the observed data. The  $\chi^2$  test is sensitive to sample size, however, and frequently leads their model to rejection. After that they arguing Bender and Bonnet (1980) suggested that a  $\chi^2$  and  $df$  (degrees of freedom) ratio that does not exceed five indicates acceptable model fit. All of  $fl$  (factor loading) on indicating their measurement is more than 0.5 so every latent indicators based on their model is fit. Additional  $gof$  (goodness-of-fit) measures are supporting this model. It was normed fit index (NFI) was .89, comparative fit index (CFI) was .91, and standardized root mean square residual (SRMR) was .07. Based on these measures, we can conclude that the model is quite satisfactory, despite the significant  $\chi^2$  statistic. So this model quite acceptable to modified, after we pre testing this model again.

After observation todays in digital marketing and studying the same research topic, build upon Cho and Cheon model and input variables that I mentioned before. I proposed new conceptual framework of the internet advertising avoidance.



Jati Andhono Warih Model. 2015 The Different As Previous Model Its Adding Two More Latent Variable As Dependant and Moderating

While this paper is currently submitted I still working to observed indicator using another literature to fixed this model, and accomplishing the reasoning of this model.

**2.5. Hypothesis**

My hypothesis on this research adopting three hypothesis from Cho and Cheon Research, these hypothesis was The greater the perceived goal impediment, the greater the advertising avoidance on the Internet. (Cho and Cheon Hyphotesis 1 ) and The greater the prior negative experience, the greater the advertising avoidance on the Internet. (Cho and Cheon Hyphotesis 2).



Other hypothesis on my research still refers to Cho and Cheon hypothesis, that is The greater the perceived ad clutter, the greater the advertising avoidance on the Internet (Cho and Cheon hypothesis 3). Yet in my research there is some modification because it will influencing by another variables. The following hypotheses have been formulated:

- H1 a: The greater the perceived goal impediment, the greater the advertising avoidance on the Internet.
- H1b: The greater the perceived goal impediment, the greater the advertising avoidance on the Internet on digital immigrant but it less than digital native.
- H2: The greater the prior negative experience, the greater the advertising avoidance on the Internet.
- H2b: The greater the prior negative experience, the greater the advertising avoidance on the Internet on digital immigrant but it less than digital native.
- H3a: The greater the perceived ad clutter, the greater the advertising avoidance on the Internet.
- H3b: The greater the perceived ad clutter, the greater the advertising avoidance on the Internet on digital immigrant but it less than digital native.
- H4a: The greater user empowerment towards the ads, the greater the advertising avoidance on the Internet.
- H4b: The greater user empowerment towards the ads, the greater the advertising avoidance on the Internet on digital immigrant but it less than digital native.

In this research I will retested two of hypothesis that proposed by Cho and Cheon before. Its needed because the significances will be very different as I conducting this new model. Another variable will take effect on the other that previous research result.

### **3. RESEARCH METHODS**

#### **3.1. Sampling**

Data for this study were collected employed an online survey to collect ,the reason because according to research topic ( antecedences in internet ad avoidance) is highly relevant to the medium (the Internet), and it enabled quick and accurate gathering of survey information with minimal cost compared with a traditional *paper-and-pencil* method (Kelley-Milburn and Milburn 1995; Rosen and Petty 1995;Cho and Cheon 2004).In addition,the on-line data gathering method can provide reliability and validity equivalent to traditional *paper-and-pencil* methods (Morris, Woo, and Cho 2003;Cho and Cheon 2004).

In the self-administered survey, I try new web based-application of research . Sample will gathered using [www.surveymonkey.com](http://www.surveymonkey.com) so it's easier to spread because from the result on Google analytics the audience in this site have more 50.000 active participant .Participants received extra credit for participating for the survey in Bitcoin form (depending on the prevailing exchange rate), after they fill the online questionnaire.

The data that fulfill this research needed is more than 200 respondent . It was based requirement for Lisel data to run and get right validity. Before entering questioning page respondent will answer 5 screening question to grouping wich their group their belongs to. (digital native or immigrants).These number of sample size was needed because according to the previous research Cho and Cheon using 266 respondent.This number was follow by Rule of 100: Gorsuch (1983) and Kline (1979, p. 40) recommanded at least 100 (MacCallum, Widaman, Zhang & Hong, 1999). No sample should be less than 100 even though the number of variables is less than 20 (Gorsuch, 1974, p. 333; in Arrindell & van der Ende, 1985, p. 166, Khalid);. When it has moderating variable as

grouping for the respondent of survey, the number was doubled to 200. In Cho and Cheon studies they use Rule of 250 sample size: Cattell (1978) claimed the minimum desirable N to be 250 (in MacCallum, Widaman, Zhang & Hong, 1999, p84, Khalid).

All indicators for variables on this study were measured using six-point Likert scales ranging from strongly disagree to strongly agree. The reasoning why using six Likert scale, is to avoiding respondent to choose number 4, because it's easier to grouping where is the respondent belongs to high knowledge group or low knowledge group while their on digital world. The questionnaire was designed to measure consumers' opinions about what kind of avoidance they will do refer to variable that I proposed on this research model.

### 3.2. Data Analytics

After all processing in data mining complete clustering the data using SPSS is needed to synergizing the data with other application (LISREL 9.2).

Data Analysis for this study will tested the study hypotheses, using structural equation analysis, by the method of maximum likelihood. LISREL 8.8 or 9.2 (if bug already fixed) will used for performing data analyses.

Structural Equation Modeling (SEM) is a multivariate statistical technique incorporating measured variables (observed) and latent constructs (unobserved variables) (Diana 1998).

Validity of construct SEM will using after doing the pre test: Goodness Of Fit, Root Mean Square, Root Mean Square Approximation, Normed Fit Index, Comparative Fit Index, Incremental Fit Index, Relative Fit Index, Adjusted Goodness Of fit.

## 4. INITIAL FINDING

To be honest, still In February 2016 these research was still conducted, and not yet ready to be made in full study. While this research submitted, the piloting stage was still on the run. The stage is being done so far is content validity. This validity stage its important because the new variable is still can be arguing if it's not fit on the model. When i discuss with another researcher from Universitas Indonesia they argue that new variable (costumer empowerment toward the ads) can be already represented by perceived goal impediment. But there is still weaknesses of the perceived goal impediment itself to define that phenomenon when internet user can customizing and control their message medium to avoid internet advertising. In 18 February These variable was accepted by Universitas Indonesia committee to be approved and has a rationale logic to input in the previous model as a new variable. The pre-test on this research will be held soon.

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