



## The Effect of Awareness on the Behavior of Advertisement on Social Network Basis for Cosmetic Products Line

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### Abstract

The study examines the factors affecting the perception and interaction behavior with advertising cosmetic products. The authors used SPSS and Smart PLS software to conduct statistics and analyze survey results. The results of data analysis show that there are 5 factors that directly affect the perception of avoidance: Health concerns; Doubts about advertising intermediaries; Privacy concerns; Information value; Obstructing cognitive goals. The factor that directly affects Avoidant Behavior is Perception of avoidance, there are 5 factors that indirectly affect Avoidant Behavior: Health concerns; Doubts about advertising intermediaries; Privacy concerns; Information value; Obstructing cognitive goals. At the same time, the research also shows that negative experiences do not affect the impact process from Avoidant Perception to Avoidant Behavior. This study has important practical elements for businesses, managers and even social network users in reducing users' awareness and avoidance of advertising.

## Introduction

Online advertising is a new development trend in Vietnam, it creates many new opportunities for businesses when in January 2021, 68.17 million people (accounting for 70.3% of the population) are using internet and the average usage time is 6 hours 47 minutes. Advertising is increasingly diverse, the level of competition is getting fiercer while there are many gaps in the management and moderation of advertising content on social networking platforms. This has fueled rampant advertising that irritates and upsets social media users. This makes consumers increasingly skeptical about products and services, and may think that advertising is not trustworthy, and avoid and ignore it. It can be seen that online advertising is more effective than traditional advertising such as print newspapers and television, but online advertising easily annoys social network users, leading to a tendency to avoid and arise. discomfort from these users (Li et al., 2002), which also easily leads to consumers' antipathy towards the brand as well as reduced effectiveness of campaigns. marketing translation of the brand (Chatterjee, 2008).

Along with the development of online advertising in general, online cosmetic advertising is also being focused by businesses. When the Covid-19 pandemic broke out, many stores had to close because of the epidemic, people were restricted from going out, and online shopping exploded. According to statistics of Asia Plus, 73% of cosmetic users have used online

shopping, of which 79% in the first 6 months of 2021 (Marketing AI, 2021). Online cosmetic advertising is gradually becoming a trend when cosmetic advertising activities on social networks Facebook, Youtube, TikTok are being heavily invested. But is uncontrolled mass advertising really effective? Or that action is contributing to making social network users "annoy" and then avoid or ignore the ad. This study examines the factors influencing the social media avoidance behavior of cosmetic product lines. Determine the factors affecting the avoidance behavior of cosmetic ads, consider the degree of influence of these factors on the avoidance behavior of social network users. The study aims to develop a more complete theoretical framework for avoiding advertising for a specific cosmetic product line, the research hopes to help businesses make appropriate decisions to avoid risks. and improve the effectiveness of online advertising on social networking platforms Facebook, Youtube, TikTok

## **Theoretical Framework**

### **Online Advertising on Social Networks**

According to the American Marketing Association, advertising is any form of non-personal presentation of goods, services, or ideas for which one has to pay to identify the advertiser. According to Kotler & Armstrong (2014), online advertising is an effort to market products, services and build relationships with customers through the internet, members of their management. According to Decree 97/2008/ND-CP of the Government, "Online social networking service is a service that provides a broad community of users the ability to interact, share, store and exchange information with each other in the Internet environment, including blogging services, forums, online chats and other similar forms".

Thus, it can be understood that online advertising on MXH is the form we use the social media system to market, advertise, sell online, promote products, brands, answer questions. The difference in social media is that the content of articles, customer groups, websites are created by internet users themselves, not just service providers.

### **Theory of Advertising Avoidance**

According to Speck & Elliott (1997), the concept of ad avoidance is defined as all actions by which users reduce their exposure to advertising in different ways. Avoidance actions depend on the psychological state of the client and are extended to three common approaches: Behavior; Perceptions and Emotions. Avoidance leads to the user's intention to ignore the ad and it is considered one of the biggest obstacles to advertising. Avoidance of online advertising is a common practice because people believe that these advertisements reduce data access and interfere with their activities (Li et al., 2002). In addition, consumers are completely capable of actively avoiding advertising because social media prioritizes the customer experience (McMillan & Hwang, 2002).

According to Cheon et al., (2004), believe that there are three different aspects of advertising avoidance including cognitive, emotional and behavioral avoidance. Perception of ad avoidance is related to customers' trust in advertising, leading to them not paying attention to advertising whether it is attractive or not. In contrast, emotional avoidance refers to consumers' reactions to advertising including hating the ad and thinking it would be better if there were no ads on the website. Finally, behaviors are "consumer avoidance actions" Cheon et al., (2004) These can be understood as mechanical behaviors, in other words, avoid advertising. By blocking ads, removing ads as soon as they appear. On the other hand, according to the research of Li & Huang (2016), the ad avoidance component includes 2 aspects: avoidance behavior and use tools to support ad avoidance Nowadays with the development of technology and

internet, there are many tools to assist in avoiding ads, thus making ad avoidance simple and easy. If people are forced to view ads on social media, users can avoid them with mechanical means (eg Ad Blocker) to bypass or remove those QCs (Kelly et al., 2010 ).

### **Proposed Research Hypotheses and Models**

H1: Obstruction of cognitive goals has a positive effect on perception of ad avoidance

Social networks are places where people can share information, lessons, and experiences with their friends. When people are in need of focus to receive many useful things, ads appear to interrupt the process. This hindrance as the most accurate predictor is one of the factors influencing ad avoidance. Many researchers have previously shown that the presence of advertisements that obstruct the viewer's attention can especially lead to negative attitudes towards advertising (Morimoto & Chang, 2006; Taylor et al. al., 2011). Every time an advertisement appears an individual's attention may be interrupted (Huang, 2019) and they may also perceive that their attention is obstructed, this is made worse by the ads are forced to watch (Youn & Kim, 2019). Niu et al. (2021) also found that the distraction of an individual's attention was also redirected from social interaction with friends to social media advertising as it appeared. In this way, the customer feels uncomfortable, annoyed, offended, and disrespected. At the same time, the discovery of Li & Huang (2016) shows that advertising interrupts people's attention on something will lead to the user's influence to avoid advertising. Therefore, the author hypothesizes:

H2: Information value has a negative effect on perception of ad avoidance

According to Ducoffe (1995), when the message of advertising is related to the needs of customers, they will realize the information value that advertising brings. Informational value of online advertising is measured by: usefulness, importance, informative (Ducoffe, 1995). This scale was put into practice (Li et al., 2002) in his research. The up-to-date information provided pointed out in his study when experimenting in the case of mobile advertising. Developing research by Cheon et al. (2004) in the social network environment, research on young people, has demonstrated if information does not bring value to people they will avoid advertising, where avoidance is measured by the author through perceived avoidance. According to the study when researching the relationship between information value and perceived avoidance and avoidant behavior in a study on avoidant behavior on Facebook, showed that information value has the strongest impact on avoidance perception and the lowest impact on ad avoidance behavior. Therefore, the hypothesis is put forward as follows:

H3: Privacy concerns have a positive impact on perception of ad avoidance

Privacy is the extent to which a user's concern about potential privacy has been invaded. Today with the development of internet and information technology, most businesses have collected and tracked the personal information and purchase history of consumers to be able to carry out high marketing efforts. than. However, the privacy of information is a top concern for consumers. Gender also has a relationship with privacy on social networks, stemming from negative external influences. A study of Facebook users in the United States found that women have a stronger objection to advertising if it targets their personal information (Grubbs & Milne, 2010) and this holds true for students as well. Women in the US are very concerned about the right to have access to personal information on social networks for commercial activities (Zeynep, 2008). According to research by Grubbs & Milne (2010), it is found that the misuse of customer information, publicization, and malicious use greatly affects the privacy of users.

H4: Doubt about advertising intermediaries positively affects perception of advertising avoidance

Today's social network participants, especially on Facebook, Youtube, and Tiktok platforms, all know that setting up an account and using it is extremely easy and anyone can do it. Users can also say or do whatever they like and there are very few rules. As a result, online social networking sites do not gain credibility, and users are concerned about the advertisements they deliver. According to Kelly et al. (2010), skepticism about advertising intermediaries is viewed as users' distrust of information from online social networks, lack of trust, and perceived lack of authenticity by these platforms. Besides, the authors also found that nowadays social networking sites are also home to KOLs (short for Key Opinion Leaders), which are influential people in a community group. They participate in the transmission of incorrect information or lack of understanding about information about products and services. Therefore, the authors hypothesized:

H5: Health concerns have a positive impact on advertising avoidance behavior

Cosmetics are products that are used to make up or change the appearance or scent of the human body (Schneider et al. 2005). The active ingredients used to make cosmetics can be harmful to the person using them. Research by Arshad et al (2020) shows that there are many cosmetic products containing heavy metals, regular use of these products can pose a serious threat to human health, especially skin cancer with long-term exposure. In addition to the concerns about the product's ingredients, there are also unwanted side effects of the product that are not mentioned in the advertisement. Currently, there are many cosmetic products of unknown origin, smuggled into the Vietnamese market for consumption, raising concerns about the origin and verification by authorities to ensure safety. of advertised products. Previous studies on social media avoidance have not addressed the health aspect. Since then, through cosmetic advertising on social networks, the author wants to examine health concerns about perceived avoidance of cosmetic ads. Therefore, the authors hypothesize:

H6: Perception of avoidance has a positive effect on advertising avoidance behavior

Ad avoidance is defined as "all actions by which users reduce their exposure to advertising content in different ways". These avoidance actions are performed depending on the psychological state of the customer, understood in terms of three common approaches: behavioral, cognitive, and emotional. Ad avoidance is a major obstacle in advertising because ad avoidance leads to the user's intention to skip the ad. According to Clancey (1994) claims that consumers avoid advertising by "skipping distracting advertising", which stems from cognitive avoidance of advertising. According to Cheon et al. (2004) Louise et al. (2010) among users who avoid ads on the cognitive level that they intentionally ignore ads, intentionally don't click on ads or intentionally don't pay attention... However, these studies It also shows that although customers are aware of avoiding advertising, they still subconsciously retain some advertising information. Researches on avoidance perception and avoidant behavior are often considered in the same scale, but with this study, the authors want to clarify the impact of the two aspects of avoidance. Therefore, the authors hypothesized:

H7: Negative experiences have a positive effect on advertising avoidance behavior

Customers tend to draw conclusions from their own experiences because they often measure their own personal standards (Stephen and Deighton, 1989). According to research by Russell and Zanna (1981), the information that customers find and capture in the past strongly and directly affects customer attitudes and behavior. Cheon et al. (2004) have identified the

negative experience scale as a factor affecting the behavior of avoiding advertising on the internet. The observed variables of this scale also appear in the study of Kelly et al. (2010). Therefore, the authors hypothesized.

## **Methods**

To conduct this study, the authors used a combination of qualitative research, preliminary quantitative research and formal quantitative research. In qualitative research, the authors used in-depth interviews with 5 subjects to see the relevance and adjust the scale. Preliminary quantitative research helps the authors check the accuracy and intelligibility of the content of the questionnaire in the survey, and at the same time evaluate the effectiveness of the survey in data collection and exploitation. The authors distributed 111 preliminary survey questionnaires with a sample of 111 people living and studying in the northern provinces. According to Hair et al (2014), the research sample must be at least 5 times the number of observed variables used in the study. The number of observed variables/questions in the study is 33, so the minimum sample size to be suitable for factor analysis research is  $533 = 165$  survey participants/survey respondents. Survey subjects are people aged 18-45. The official survey questionnaire was deployed by the authors in the Northern provinces from December 8, 2021 to December 30, 2021 and received 480 parts. sample element, in which there are 457 elements with analytical value. With the collected data, the authors used the analytical method of estimation model and SmartPLS linear structure model - SEM on SmartPLS software, to determine and measure the influence of factors on perception. and cosmetic advertising avoidance behavior on social networking platforms.

## **Results and Discussion**

Evaluation of independent variables when affecting perception and avoidance behavior of cosmetic ads on social networking platforms through estimation model. To determine the factors affecting the avoidance behavior of cosmetic ads on social networking platforms, the authors in turn evaluated the independent variables with the criteria of quality of observed variables, reliability. of the scale, the convergence and the discriminant through the estimation model.

### **Quality of Observed Variables**

As a result of assessing the quality of the observed variables, the authors obtained the observed variables and the degree of association between the observed variables and the variables of the general scale in the Table.

### **Scale Reliability**

The results of the scale reliability assessment show that the Cronbach's Alpha coefficient of the variables is greater than 0.7 and the composite reliability coefficient (CR) is greater than 0.8.

### **Convergence of the Indices**

The average extracted variance (AVE) indexes are all greater than 0.5, so the scales are all convergent. The results of the convergence of all variables meet the standards, showing that the average parent latent variable will explain at least 50% of the variation of each sub-surveyed variable.

## Discrimination

Discriminant value shows the difference of a structure when compared with other structures in the model. Discrimination is guaranteed because all values below the diagonal are less than the values above the diagonal from the CTMTNT to the HVNNT.

Table 1. Evaluating quality of observation variables after excluding variable.

	CTSCY	GTTT	LNQRT	LNTGQC	LNVS	TNTC	NTNT	HVNT
CTMTNT01	0,770							
CTMTNT02	0,821							
CTMTNT03	0,847							
CTMTNT04	0,839							
GTTT01		0,757						
GTTT02		0,720						
GTTT03		0,770						
GTTT04		0,969						
GTTT05		0,748						
LNQRT01			0,831					
LNQRT02			0,885					
LNQRT03			0,856					
LNQRT04			0,788					
HNVTGQC01				0,852				
HNVTGQC02				0,779				
HNVTGQC03				0,872				
HNVTGQC04				0,797				
LNVS01					0,757			
LNVS02					0,837			
LNVS03					0,835			
LNVS04					0,840			
TNTC01						0,818		
TNTC02						0,876		
TNTC03						0,857		
TNTC04						0,788		
NTNT01							0,840	
NTNT02							0,744	
NTNT03							0,847	
NTNT04							0,879	
HVNT01								0,762
HVNT02								0,833
HVNT03								0,843
HVNT04								0,839

Source: Made by Author

The research results show that the independent variables affecting the perception and avoidance of cosmetic ads on social networking platforms correspond to the observed variables as Table.

## Levels of influence of factors on perception and avoidance behavior of cosmetic advertising

After assessing the observed variables to meet the standards, the authors continue to evaluate the influence of the independent variables on the dependent variable through the SmartPLS - SEM linear structural model as shown in Figure 1.

### Assess the impact of factors on the perception of avoiding cosmetic advertising

As shown in figure 1, CBT (Intermediate Perception), GTTT (Information Value), LNQRT (Privacy Concerns), HNVTGQC (Doubts about Advertising Intermediaries) and LNVSK (Health Concerns) has a direct impact on the NT (Avoidance perception) for cosmetic advertising and an indirect impact on Avoidant Behavior (HVNT) because P - value < 0.05. Accordingly, only hypothesis H3 is rejected.

Research results show that, Health concerns have the strongest impact and Privacy concerns have the weakest impact on perceived avoidance of cosmetic ads on social networking platforms.

### Assessing the Impact of Factors on Cosmetic Advertising Avoidance Behavior

The results in Figure 1 show that the impact of Avoidant Perception (NTNT) and Negative Experience (TNTC) has a P - value < 0.05, proving that Avoidant Perception and Negative Experience have an influence positive to Cosmetic advertising avoidance behavior. Therefore, hypotheses H6 and H7 are accepted.

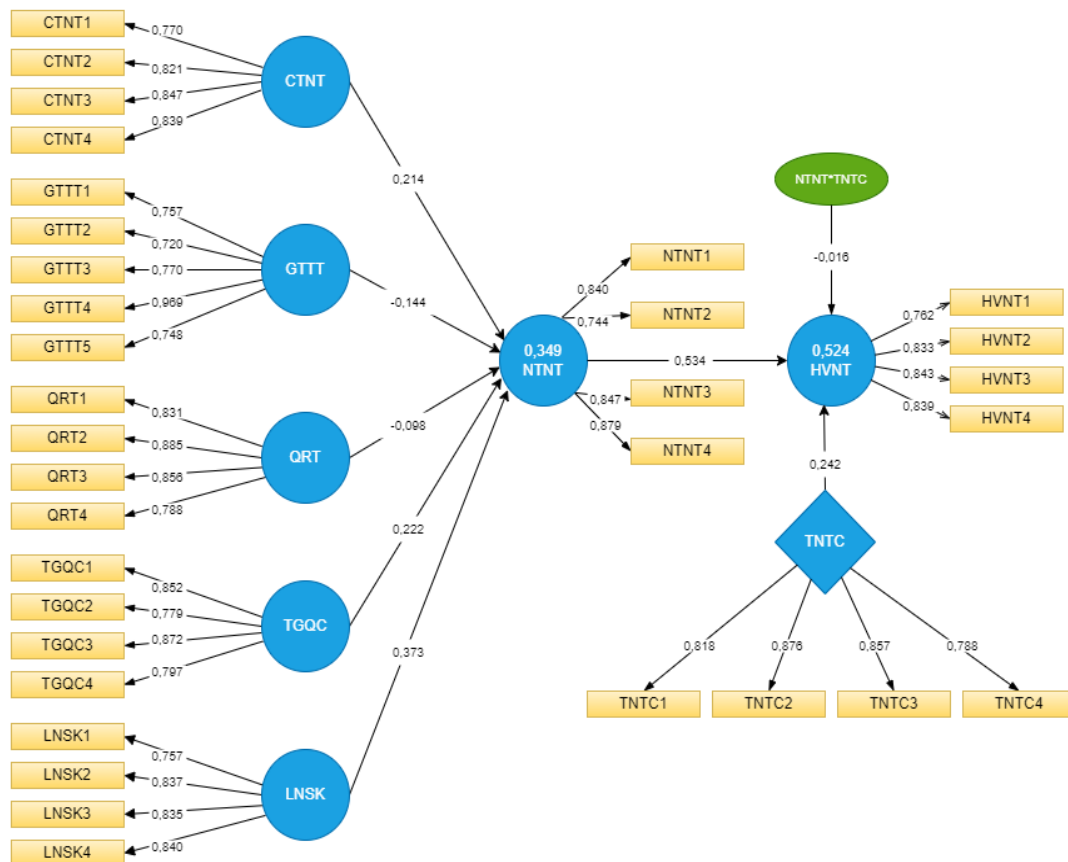


Figure 1. Linear structure model SmartPLS – SEM

Source: made by author

## Conclusion

This study has shown that the factors that directly affect the perception of avoidance and indirectly the avoidance behavior of cosmetic ads of social network users are arranged in order of decreasing impact as follows: Health concerns; Doubts about advertising intermediaries; Privacy concerns; Information value; Obstructing cognitive goals. At the same time, it was determined that Negative Experiences have no influence on the impact process of Avoidant Perception on Avoiding Behavior.

## Recommendation

Businesses that want to reduce consumers' behaviors and perceptions of avoidance when advertising cosmetic products need to pay attention to factors including: Health concerns, information value, skepticism about advertising intermediaries, obstructing target awareness, privacy concerns. Each change of a factor will change the perception and avoidance behavior of customers. With concerns about health, businesses should add information about the origin, ingredients and side effects (if any) of the product in the advertisement. This will help users reduce concerns about the product's health effects, thereby reducing awareness and avoidance behavior. With information value, the research results show that information value has a negative impact on ad avoidance, so in advertising businesses need to include more information about products and brands. , and update product information regularly, using algorithms to bring advertising information to the right audience. With skepticism about advertising intermediaries, businesses should choose reputable advertising intermediaries, ensuring binding elements in advertising. At the same time, using KOL is a communication channel that needs to carefully select reputable KOLs. With cognitive target hindrance, this is a factor that is controlled by the platform that businesses use to advertise, so businesses need to evaluate this factor on platforms to have suitable choice. With the factor of privacy concerns, although the impact level is not as large as the remaining factors, if businesses can improve these factors, it will contribute to improving the effectiveness of advertising, simultaneously Cost savings for businesses. Besides businesses, managers and policy makers should also pay attention to advertising regulations, certain information must be included in advertising to avoid misleading consumers. At the same time, update the binding regulations in advertising activities on social networks, especially for cosmetic product lines.

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