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Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

## **Intrusive Advertisements in the Online Context: a Meta-Analysis of the Antecedents and Consequent Constructs**

Fernando De Oliveira Santini, Unisinos, Brazil

Frederike Monika Budiner Mette, ESPM, Brazil

Valesca Persch Reichelt, ESPM, Brazil

Wagner Junior Ladeira, Unisinos, Brazil

Claudio Hoffmann Sampaio, PUCRS, Brazil

A meta-analysis was performed to evaluate intrusive advertisements in the online context. A total of 30 papers were analyzed, and the most significant antecedents were informativeness, entertainment and frequency. The consequent constructs included avoidance, attitude towards advertising and brand, involvement, irritation, control perception and purchase intention.

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# Intrusive Advertisements in the Online Context: A Meta-Analysis of the Antecedents and Consequent Constructs

Fernando de Oliveira Santini, Unisinos, Brazil  
Frederike Monika Budiner Mette, ESPM Sul, Brazil  
Valesca Persch Reichelt, ESPM Sul, Brazil  
Wagner Junior Ladeira, Unisinos, Brazil  
Claudio Hoffmann Sampaio, PUC RS, Brazil

## EXTENDED ABSTRACT

Intrusive advertisements started to gain academic attention in the 1960s, when Bauer and Greyer (1968) indicated that commercials are a cause of consumer discomfort. In recent years, especially since the 2000s, related studies have proliferated in accordance with the popularization of the internet. Studies have examined a variety of online contexts, such as unwanted e-mails (Moriomoto & Chang, 2006, 2009; Chang et al., 2013), pop-ups (Edwards et al.), online games (Hernandez et al., 2004) and streaming advertisements (Logan, 2012, Abrantes, 2015). Parallel to this academic attention, companies' investments in digital advertisements reveal the increasing interest in the managerial environment. Indeed, a 2013 forecast published by the Interactive Advertising Bureau (iAb) that notes that in 2017, \$60 billion will be invested in internet ads. Additionally, Li et al (2002) published a study in the *Journal of Advertising* proposing a method that could measure intrusive advertisements, which further increased the popularity of this topic. Although the proliferation of studies has provided a scope for better understanding the phenomenon, it has also produced conflicting results given the different methodologies used. For example, the irritation construct is described in some intrusive advertisement studies as a positive force (Edwards et al., 2002) and in others as a neutral force (Hernandez et al. Al., 2004). Similarly, the attitude construct has been found to be positive (Morimoto & Chang, 2009), negative (Abrantes, 2015) and neutral (Hérault, 2013). In this context, this research aimed to contribute by developing a meta-analysis. The use of this methodology could lead to definitive conclusions about the investigated subject across different contexts and methodologies (Green, 2005). Meta-analyses allow researchers to eliminate conflicting results found by eliminating the possible biases of studies and to generate more precise estimations of the effect size (Lipsey & Wilson, 2001). To that end, we searched seven databases: EBSCO, ProQuest, Taylor & Francis, Emerald, Science Direct, JSTOR and Google Scholar. The data collected from these databases were coded by two senior researchers. Pearson's correlation coefficient was the metric selected for this meta-analysis. The correlations of the studies were adjusted by the sample size and scale reliability, as suggested by Hunter and Schmidt (2004). In addition, to evaluate the moderating effects, a regression analysis was performed. Our search initially produced 382 studies published and not published in journals. After the first analysis, 30 studies were used in the data analysis. The results revealed some important findings: First, of the four antecedents identified (relevant information, congruence, entertainment, and frequency), two—relevant information and entertainment—presented significant and negative relations with intrusive advertisements. Thus, the theories and the results indicated that the intrusiveness of an advertisement can be mitigated by its information value (Edwards et al., 2002) and entertainment (Chang et al, 2013). Second, all of the consequent constructs identified in the theoretical review presented significant relations with the intrusive advertisements. The irritation construct presented a strong correlation  $r = 0.470$ , and the consistency was significant (FSN = 7238). Thus, the positive relationship between intrusive advertisements and irritation is consolidated, a new fact that could be ques-

tioned according to some analyzed studies; both have neutral results ( $R = 0.294$ ) (Hernandez et al., 2004), and there is a negative relation between intrusive advertisements and attitude ( $r = -0.263$ ; FSN = 8297). Third, it has been observed that people in Western cultures tend to feel intrusiveness effects more strongly. This was evidenced in the stronger relationships identified between intrusive advertisements and attitude in Western cultures than in Eastern cultures. This finding strengthens the assumption that Western consumers are more indulgent and individualistic, and intrusive advertisements could disrupt their goal, thus causing even more negative feelings. Fourth, the results obtained through this meta-analysis provide a quantitative integration of the main findings related to the antecedents and consequent constructs of intrusive advertisements applied in the online context. Therefore, it provides considerable generalization, defining what is considered valid and not valid and what is known and unknown about the subject. Fifth, in the managerial area, the results could be applied to reduce the effects of intrusiveness. In this research, the results indicated that advertising messages should be geared towards informative and entertaining content. In this way, the need for segmentation policies is reinforced to direct the messages to the targeted public. Otherwise, the brand relationship may be depreciated by negative feelings evoked by the intrusiveness, such as irritation, avoidance, attitude and negative buying intention.

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