DETERMINANTS OF FACEBOOK ADVERTISEMENT AVOIDANCE IN THE AUTOMOTIVE INDUSTRY: A STUDY OF WESTERN PROVINCE, SRI LANKA

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Abstract

With the radical transformation of the conventional forms of advertising, Facebook has emerged as a powerful network for advertising where it has expanded to the automotive industry as a common practice leading to major increases in sales growth, profitability, and market share. Regardless of this growing trend, individuals' daily social media activity demonstrates a behavioural pattern known as advertisement avoidance. This conduct has been identified as a major impediment to the anticipated effectiveness of social media marketing operations. Thus, it is vital to identify the major factors that cause Facebook users in the automotive industry to avoid social media marketing. The study deployed a positivist research paradigm and deductive research approach following the survey research technique, which optimally expounds the study's broader research approach. 318 usable responses were examined to validate the proposed hypothesis using multiple linear regression. Results show that privacy concerns, negative experiences, and goal impediments on Facebook are significant influencers of advertisement avoidance, while perceived personalization, and ad skepticism do not have any impact on Facebook users' advertising avoidance behavior. This study will pave the way for automotive industry practitioners to expand their businesses into virtual platforms by understanding major factors that cause Facebook users' avoidance behavior towards social media marketing as this study will be one of the few studies in Sri Lanka that empirically investigates how to stimulate social media marketing via Facebook.

Keywords: Automotive industry, Facebook advertisement avoidance, social media marketing.

1. Introduction

Social media is developed through User-generated content (UGC) along with the conceptual and technological groundwork of Web 2.0 and it improves its inherent interactive content, creation, and collaboration interoperability, etc. However, the traditional definition of social media marketing was narrowed down to a new underpinning of effectively generating, disseminating and applying information amongst social media users about products, services, and brands, in addition, to issues in a very interactive manner among social media users (Ahmed & Rasiq, 2018). The usage of social media is a ground-to-earth social behavior and non-persisted as a miracle and attracted the global community without any boundaries where users are addicted to it as a day-to-day practice (Ahmed & Rasiq, 2018). As a result, social media advertisement practice is commonly used in the promotional mix of the products and service business sectors.

Using social media platforms for advertising is to focus more on the behavior of social media users. Social media information spreading is experienced as collective opinions constructed through different pathways through memes, comments, reviews, and different posts and views positively or negatively affect the intended outcomes of the social media advertising campaigns (Ferrara et al., 2016). Facebook is the most popular social media platform, and global active users are assessed as 2.91 billion and the second highest number of users on YouTube at 2.56 billion (Chaffey, 2022). When considering the Sri Lankan context, 6.55 million users engaged in Facebook's social media platform (Kemp, 2023). With the rapidly growing nature of user engagement to Facebook, which is identified as an effective advertisement network, the number of advertisers choosing the Facebook social media platform for their advertisements has doubled in the past 18 months' period (Irvine, 2022).

Further, Facebook has been a highly attractive social media platform for advertisements due to its extensive popularity. Facebook had 2.936 billion monthly active users, ranking first among the world's most 'active' social media sites. According to data published in Meta's Investor Earnings Announcements indicates that Facebook's monthly active users have increased modestly over the last three months. Furthermore, based on the company's updated audience figures, Facebook's ad reach in Sri Lanka at the beginning of 2022 was comparable to 33.2% of the entire population. In addition, Facebook's ad reach in Sri Lanka in January 2022 was comparable to 63.1% of the local internet user base (Kemp, 2022).

On the other hand, statistics indicate that the top ten industries that contributed the most to the global digital ad spend in 2021 are internet providers, insurance, automotive, consumer services, retail, leisure, tourism, and travel,

transportation, higher education, education management, and E-learning. The automobile sector is the third largest single sector among all of these industries (Shykolovych, 2022). However, the Covid epidemic wreaked havoc on the automotive industry. According to data published in Meta's Investor Earnings Announcements indicates that low automobile sales and the ineffectiveness of out-of-home advertising prompted firms to increase their investment in digital advertisements. Automotive firms spent $35,378,085 on digital marketing in Q1 2020 to maintain sales rates. However, as stay-at-home orders proliferated and the worldwide situation began to stabilize, digital marketing spending fell (Mckannie, 2021).

In Q4 2021, overall digital ad expenditure fell to $5,373,177, representing just 15.8% of the average spend in Q1 2020 (Mckannie, 2021).

Figure 1: Automotive Ad Spend 2020-2021

Automotive global ad spend from 2020 to 2021
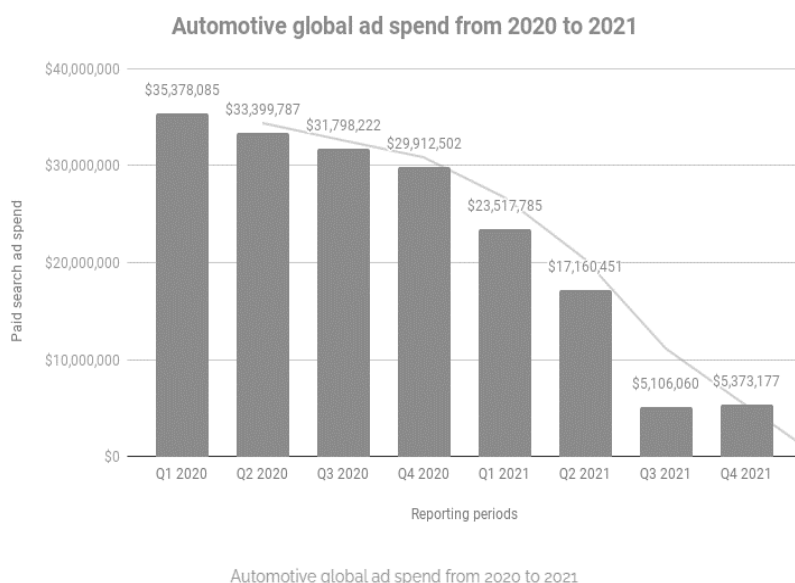
Even though they post their advertisements on Facebook, a considerable portion of users avoid them, according to Facebook's ad performance benchmarks in important metrics like average Click-Through Rate (CTR), Average Cost Per Click (CPC), Average Conversion Rate (CVR), and Average Cost Per Action (CPA).

Accordingly, the Facebook ad performance benchmarks related to the automotive industry can be stated as follows.

Table 1: Facebook Ad performance of the Automotive Industry

Average Click-Through Rate (CTR) on Facebook	0.80%
Average Cost per Click (CPC) on Facebook	$2.24
Average Conversion Rate (CVR) on Facebook	5.11%
Average Cost per Action (CPA) on Facebook	$43.84

Source: Global Digital Advertising Spend by Industry in 2021 (n.d.).

According to Table 1, statistics of the automotive industry, CTR on Facebook is represented by 0.80%, and 99.2% of people do not click on automotive Facebook ads, and CPC on automotive Facebook is $2.24, which is comparatively high and the apparel industry, it is about $0.45. Nevertheless, the Average Conversion Rate (CVR) on Facebook in the automotive industry is as low as 5.11%, which means 94.89% of people avoid automotive-related ads on Facebook. However, the Average Cost per Action (CPA) on Facebook in the automotive industry is very high, like $43.84. Considering all the above facts, it can be stated that the ads related to the automotive industry are published on Facebook in a very large amount, and their cost is very high compared to other industries, those ads are avoided by the targeted customers to a significant extent.

Despite this growing trend, advertisement avoidance is a common behavioral pattern occurred in their day-to-day social media usage. In the context of internet marketing for attracting millennials and the young generation who are commonly reluctant to click or view advertisements, they usually think it is irrelevant to them and they are more conscious of the opportunity cost of time-consuming to surf on the Internet than their elders' (Ahmed & Rasiq, 2018). Hence, advertisement avoidance has an adverse impact on the expected success of social media marketing attempts. Business entities are always spending massive budgets to retain their market share and recall the memory of their services and products. However, advertisement avoidance is identified as the major drawback of online advertising activities, and social media user behavior to be carefully studied for the sake of an effective marketing perspective (Seyedghorban et al., 2016).

Previous research, even on a global scale, indicates that the studies in this domain are highly limited to the automotive industry. Even though past literature has conducted studies on ad avoidance behavior, they have not considered combining Cho and Cheon's (2004) proposed Model of Advertising Avoidance Online and the Hierarchy of Effect Model with factors from empirical research. Moreover, theoretical models have rarely been combined with existing

research to develop useful insights on advertisement avoidance behavior in the automotive industry, especially with regard to Facebook advertising since it is considered the most popular platform based on the previously mentioned statistics. Therefore, research on this domain would provide useful insights to academics, research students, and those who are interested in this research area.

On the other hand, such research has not been done in the Western province of Sri Lanka. Even though it is the province that makes the greatest revenue for the automobile industry, in recent years. This is because Western province records Sri Lanka's highest population density (1,600/km^2), and highest road density (0.9 km/km^2), while recording the highest motor vehicle ownership of 206 vehicles per 1,000 individuals (Dilini et al., 2020). Further, according to data from the Department of Census and Statistics Report (2021), Western Province has the highest percentage of computer literacy among all provinces, at 45.9%. Therefore, the current study researcher aim is to investigate the Ads related to the automotive industry that are published on Facebook in a very large amount, and their cost is very high compared to other industries. however, those ads are avoided by the targeted customers to a significant extent, hence the reasons for this ad avoidance behaviour need to be examined in the Sri Lankan Western Province context.

1.1. Research objectives

1. To investigate the impact of privacy concerns on Facebook advertisement avoidance in the automotive industry.
2. To investigate the impact of perceived personalization on Facebook advertisement avoidance in the automotive industry.
3. To investigate the impact of ad skepticism on Facebook advertisement avoidance in the automotive industry.
4. To investigate the impact of goal impediment on Facebook advertisement avoidance in automotive industry.
5. To investigate the impact of negative experiences on Facebook advertisement avoidance in the automotive industry.

2. Literature Review

Most of the studies have emphasized the significance of online advertisement avoidance (Cho & Cheon, 2004). Besides investigating internet advertisement avoidance, studies have specifically focused on Facebook advertising avoidance in the automotive industry. The literature reveals several theoretical platforms to study the purchase intention on social media platforms. Cho and Cheon's (2004) Model of Advertising Avoidance Online and the HOE model (Hierarchy of effect model) are examples; in recent history, most researchers have tested Cho

and Cheon's (2004) Model of Advertising Avoidance Online in their studies (Seyedghorban et al., 2016; Kelly et al., 2010). However, a combination of the two models (Model of Advertising Avoidance Online and the HOE model (Hierarchy of effect model) together with empirical research has rarely been considered when developing the study variables.

Therefore, when developing the conceptual framework, initially, Cho and Cheon's (2004) Model of Advertising Avoidance Online was considered, which indicated that perceived goal impediment, perceived ad clutter, and prior negative experiences were causing advertising avoidance. Based on this model, goal impediment and negative experiences were considered independent variables for the current study.

Moreover, Udedeniya et al. (2019) conducted a literature review of factors that impact online advertisement avoidance behaviour in Sri Lanka. Their findings suggested that privacy concerns, perceived personalization, goal impediment, ad skepticism, and negative experiences have an impact on online behavioral ad avoidance in online retailing in Sri Lanka.

However, this model by Cho and Cheon (2004) and the studies by Udedeniya et al. (2019) were not directly attributable to the automotive industry nor limited to Facebook advertising. Hence, the Hierarchy of effects model was considered, which indicates that advertisements affect the cognition, affect, and behavior of consumers. Therefore, based on this model, it was hypothesized that the independent variables (privacy concerns, perceived personalization, goal impediment, ad skepticism, and negative experiences) have an impact on the ad avoidance behaviour of consumers in the automotive industry. Based on the above models and empirical evidence, the conceptual framework for this study was developed.

2.1. Cho and Cheon's (2004) Model of Advertising Avoidance Online

According to the Cho & Cheon (2004) Model of Advertising Avoidance Online, there are three antecedents that lead consumers to avoid online advertisements: interruption of the work, perceived clutter on websites, and unpleasant prior encounters with online advertisements.

Figure 2: Depicts a Model that Elaborates on these Causal Factors
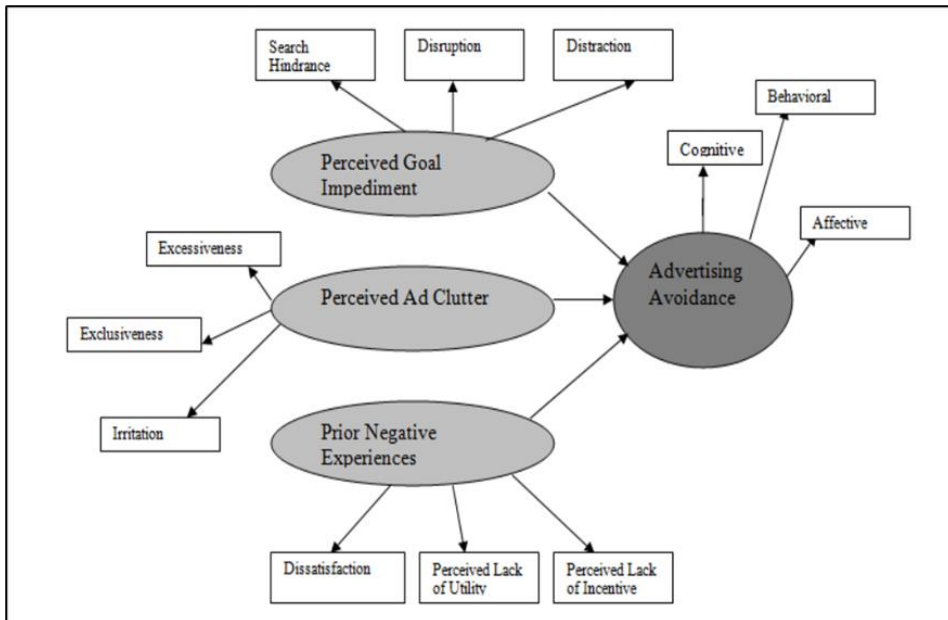
Source: Cho and Cheon's (2004) Model of Advertising Avoidance Online

The perceived goal impediment is the first antecedent of online advertising avoidance. This is significant since the Internet is considered to be more goal and task-focused than conventional media such as television. When advertising reduces or interferes with data gathering and processing, customers may respond unfavorably to the advertisement or product (Cho & Cheon, 2004).

The second cause of internet advertising avoidance is perceived ad clutter, which may similarly be a distraction, prompting consumers to discriminate against and avoid ads that are not relevant or essential to them (Kelly et al., 2010). If this perceived ad clutter is excessive, consumers may have difficulty discriminating against advertising messages, which may lead them to ignore them altogether (Cho & Cheon, 2004).

Previous negative experience, the third antecedent of advertising avoidance, includes occasions in which Internet advertising is misleading, exaggerated, incorrectly targeted, or drives individuals to inappropriate sites (Cho & Cheon, 2004). Such marketing tactics have persuaded people to assume that the Internet is a distrustful medium (Grant, 2005).

Internet experiences employ a variety of communication tactics, each with distinct and frequently unique media features. Within the realm of online media, this study concentrates on Facebook. Therefore, based on this model goal

impediment and negative experiences were considered as two independent variables which have been considered for the current study. Better to use more recent references

2.2. HOE model (Hierarchy of effect model)

The hierarchy-of-effects model was developed by Robert et al. in 1961 as a Model for Predictive Measurements of Advertising Effectiveness (Yoo et al., 2004). Many theories have been presented in prior studies about consumer purchasing behavior. According to the HOE model, there are three ways for consumers to respond to advertising stimuli: cognition, affect, and behavior. The classical attitudes model structure was compounded by beliefs or cognitions, affect, and behavior. These components of attitude act as determinants of its formation. The hierarchy of effects model explains that beliefs are antecedents of attitudes, and attitudes lead to behaviors (Smith et al., 2008).

Several studies have been conducted in the past to study the relationship between attitude and behavior in the context of advertising. Consumer attitudes about advertising were evaluated to investigate the relationship between consumer beliefs about advertising and advertising avoidance behavior. In HOE models, the consumer has no previous knowledge of the advertised brand. The primary purpose of advertising in this case, is to capture the consumer's attention. As a result, he or she will direct cognitive resources toward the advertisement and brand. Advertising that is creative or unique, rather than generic targeting ads, will have a good impact. Otherwise, it will be avoided (Greenwald, 1968).

The next level of customer reaction involves learning and remembering the claims expressed in the advertisement. Most advertisements either associate the brand with favorably regarded features or dissociate the brand from poorly rated traits. If they attach negative attitudes such as goal impediment, privacy consumer, and consumer irritation, they will lead to avoidance behavior. However, as previous research Integrated Information Response Model has shown, cognitive responses to advertising are frequently unfavorable. As a result, exposure to advertising frequently results in adverse cognitive responses, resulting in poorly maintained brand perceptions. People become irritated when the same advertisement appears many times. It will produce a negative attitude in emotional conditions (Smith & Swinyard, 1983). Affective reactions have influenced brand attitude in the advertising arena (Smith & Swinyard, 1958). In addition, the previous study has demonstrated that affective reactions can play a significant part in the persuasion process (Pham, 1998). Therefore, based on this model it has been perceived that negative attitudes which are developed towards Facebook advertising led to advertising avoidance behavior.

2.3. Privacy Concerns

With the rising popularity of social networking and the internet, there has been a heightened awareness and increased concern among individuals regarding their privacy. Hossain (2018) noted that an individual's level of worry over the exposure of personal information to third parties is known as their privacy concern. According to literature confirms that privacy concerns have a significant impact on negative experiences (Li & Huang, 2016). According to Munir et al. (2017), the majority of social media users are concerned about their privacy on social media platforms, and, as a result, they refuse to provide advertisers with the information they request. Therefore, companies should find ways to deliver online ads without interfering with privacy (Manathunga & Wijenayake, 2022). Therefore, based on the previous studies, the researcher hypothesized that,

H1: There is a significant relationship between privacy concerns and Facebook advertising avoidance in the automotive industry.

2.4. Perceived Personalization

Perceived Personalization refers to the process that is customizing solutions according to consumers' information (Edwards & Lee, 2002; Li & Huang, 2016); it is personal communication based on individual preference (Cho & Cheon, 2004; Li & Huang, 2016). Furthermore, tailored advertising is the new wave in the digital market and is widely implemented on social networking websites (Gironda & Korgaonkar, 2018). The research of Munir et al. (2017) also suggested that it will be straightforward for companies to attract the attention of their ideal clients by using targeted, customized advertisements. However, Rich et al. (1978) claimed that the less likely buyers are to ignore advertisements in advance, the more relevant they are. Nyheim et al. (2015) also stated that individualized commercials have been successful in boosting patronage. Therefore, ad-skipping behavior will decrease. As a result, it will inspire the development of a more effective marketing strategy. Therefore, based on the previous studies, the researcher hypothesized that,

H2: There is a significant relationship between perceived personalization and Facebook advertising avoidance in the automotive industry.

2.5. Ad Skepticism

In general ad skepticism is defined as the tendency towards doubt/disbelieve advertising claims (Obermiller & Spangenberg, 1998; Khuhro et al., 2017). Furthermore, Khuhro (2017) mentioned that ad-skepticism could be practiced across a wide variety of online platforms consumers' general mistrust is reflected in their suspicion about targeted advertising. There is a direct

correlation between skepticism about ads and the frequency with which people avoid seeing them. It also causes people to seek out data from many places regarding the same product (Obermiller et al., 2005). Previous research that looked at the link between skepticism about ads and avoiding them found a positive correlation between the two concepts (Khuhro et al., 2017; Munir et al., 2017; Raziq et al., 2018). Similar results were observed by Baek and Morimoto (2012), who used skepticism about advertisements as an intervening variable and discovered a positive correlation between skepticism and ad avoidance. Therefore, based on the previous studies, the researcher hypothesized that,

H3: There is a significant relationship between ad skepticism and Facebook advertising avoidance in the automotive industry.

2.6. Goal Impediment

Previous research defines goal impediment as the "belief that one's aim while online (e.g., web browsing, looking for content) cannot be realized as a result of online ads, thereby leading to ad avoidance" (Ferreira et al., 2017). The internet is a platform where people go to accomplish specific goals, and because some targeted adverts might be annoying or otherwise detrimental to that experience, users have learned to avoid them (Li & Huang, 2016). Sheehan and Hoy (1999) also found that interrupted advertising will directly affects consumers' advertising avoidance behavior (Li & Hung, 2016). Consumers may also experience negative emotions because the advertising content is not consistent with the webpage they are browsing (Burns & Lutz, 2006). Therefore, based on the previous studies, the researcher hypothesized that,

H4: There is a significant relationship between goal impediment and Facebook advertising avoidance in the automotive industry.

2.7. Negative Experience

According to researchers' consumers' prior interactions have an effect on their current perspectives and decisions (Hong & Sternthal, 2010; Rosengren & Dahlén, 2015). For this reason, ad-skipping may emerge from consumers' historical dissatisfaction with and their belief in the ineffectiveness of internet advertisements (Cho & Cheon, 2004; Obermiller et al., 2005). Negative experiences with online behavioral advertising might include things like inutility and lack of incentive. Customers will stay away from providers that give them negative experiences (Li & Huang, 2016). Therefore, based on the previous studies, the researcher hypothesized that,

H5: There is a significant relationship between negative experiences and Facebook advertising avoidance in the automotive industry.

3. Methods

3.1. Conceptual Framework

The following conceptual framework for this study has been developed using the theoretical underpinnings of Cho and Cheon's (2004) Model of Advertising Avoidance Online and the HOE model (Hierarchy of effect model).

Figure 3: Conceptual Framework
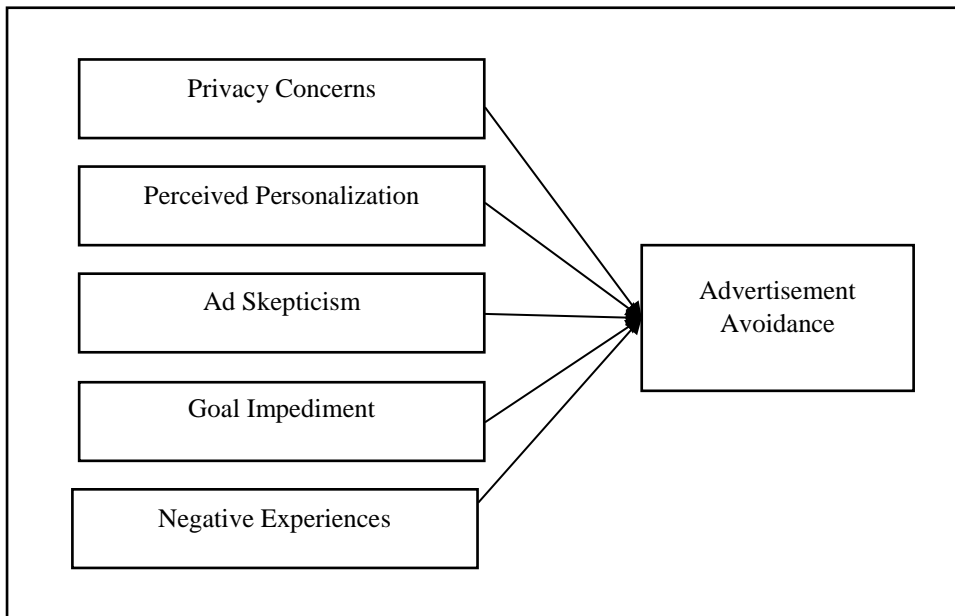
Source: Author Created

Further, similar to the current study, prior studies have been used to develop their conceptual frameworks with similar variables (Smith et al., 2008; Kelly et al., 2010; Baek & Morimoto, 2012; Lee et al., 2016). However, these variables are yet to be applied to the automotive industry, especially in the case of Sri Lanka. Hence, targeting this industry the conceptual framework has been developed to examine ad avoidance behavior in Facebook users.

Since positivistic philosophy constructs hypotheses based on existing theory (Sounders et al., 2014), the current research study follows positivism as the research philosophy. The researcher used the deductive approach and quantitative research design. The study population entails Facebook users who are based in the Western province and have come across automotive ads. The sampling approach utilized was judgment sampling, which is a non-probability sampling strategy based on the researchers' discretion. Since the population size is more than 1,000,000, the sample size selected for this study is 385 based on a

95% confidence level and a margin of Error of 5%. This strategy is effective when searching for suitable persons and is a valuable tool for researchers who want participants to voluntarily engage in a study (Lund Research, 2012). Therefore, the researcher used this method since the questionnaire was shared with the respondents through Facebook as the research was focused on Facebook advertisement avoidance.

4. Results and Discussion

Unprocessed and unanalyzed quantitative data must be processed and evaluated to become actionable information. There are numerous methods for describing and analyzing a connection with data, including charts, graphs, and statistics (Saunders et al., 2014). The SPSS statistical tool was used to extract central tendencies, including mean, mode, and standard deviation for each item. Data analysis in SPSS was also used to conduct Cronbach's alpha, a measure of internal consistency, for the study.

4.1. Descriptive Statistics

A response rate of 79.5% was achieved where 400 questionnaires were shared and 318 completed questionnaires were received. Out of those 318 respondents, most of the respondents were female, and the rest 140 (44%) were male. Considering age, the majority of the respondents, which amounted to over half of the sample size (65.4%) were between the ages of 20-29. The next significant group of customers are between the ages of 30-39 which represents 25.8% of the respondents. However, only 1 participant stated that they were under 20 years old. Moreover, the 40 – 49 age group was represented by 4.1% of the sample, and similarly, 4.4% represented those above 50 years of age.

4.2. Reliability Analysis

The below table 2 examines the reliability of the data by calculating Cronbach's Alpha Values for each of the selected study variables.

Table 2: Cronbach's Alpha Values of the Variables

Variable	Items	Cronbach's Alpha Value	Interpretation
Privacy Concerns	04	0.948	Excellent
Perceived Personalization	04	0.949	Excellent
Ad Skepticism	04	0.949	Excellent

Goal Impediment	04	0.978	Excellent
Negative Experience	04	0.930	Excellent
Advertising Avoidance	04	0.970	Excellent

Source: Survey Data

Since all Cronbach's Alpha Values are above 0.8, the data set is reliable according to the suggestions of Sekaran and Bougie (2016).

4.3. Validity Analysis

The validity of quantitative data was determined by the form of the questions in the questionnaires and how closely they are related to the research area (Collis & Hussey, 2003).

Table 3: Validity Testing

Variable	KMO Values	Bartlett's Test of Sphericity Values	Number of Items	Interpretation
Privacy Concerns	0.846	0.000	04	Accepted
Perceived Personalization	0.868	0.000	04	Accepted
Ad Skepticism	0.824	0.000	04	Accepted
Goal Impediment	0.850	0.000	04	Accepted
Negative Experience	0.804	0.000	04	Accepted
Advertising Avoidance	0.866	0.000	04	Accepted

Source: Survey Data

Since all KMO values are between 1 and 0.8, the sample is considered adequate. Moreover, Bartlett's Test of Sphericity Values confirms that all variables are significant, hence the validity of the study variables are confirmed.

4.4. Multiple Regression Analysis

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781[a]	.611	.604	.54534
a. Predictors: (Constant), NEAVG, GIAVG, PCAVG, PPAVG, ASAVG				

Source: Survey Data

This table 4, above indicates how well the regression model fits the collected data. The R-value of 0.781, which is the multiple correlation coefficient, indicates a strong prediction of the dependent variable, which is FB ad avoidance behaviour. The R square, which is the coefficient of determination of 0.611, indicates the proportion of variance in the dependent variable (FB ad avoidance behaviour), which can be attributed to the independent variables (negative effects, goal impediment, perceived personalization, privacy concerns and ad skepticism). Therefore, 61.1% of the variance in FB avoidance behaviour is explained by the chosen independent variables.

Table 05: ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.467	5	29.093	97.828	.000[b]
	Residual	92.786	312	.297		
	Total	238.253	317			
a. Dependent Variable: AAAVG						
b. Predictors: (Constant), NEAVG, GIAVG, PCAVG, PPAVG, ASAVG						

Source: Survey Data

According to Table 05, the analysis of the Variance (ANOVA) test shows the p-value is 0.000, which is less than 0.5. It concludes that the regression model is statistically significant.

Table 06: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.551	.228		2.415	.016	.102	.999
	PCAVG	.333	.056	.258	5.991	.000	.224	.443
	PPAVG	.012	.045	.012	.258	.796	-.077	.100
	ASAVG	.089	.053	.086	1.670	.096	-.016	.193
	GIAVG	-.095	.027	-.128	-3.568	.000	-.148	-.043
	NEAVG	.512	.050	.543	10.169	.000	.413	.611

a. Dependent Variable: AAAVG

Source: Survey Data

According to coefficients table 6, the p-value of the independent variable of privacy concerns is 0.000, and it is statistically significant due to the p-value is less than 0.05. Moreover, the B coefficient of privacy concerns is 0.333, hence the positive beta value indicates that there is a positive impact of privacy concerns on Facebook advertising avoidance in the automotive industry. Therefore, this concludes that there is a significant impact of privacy concerns on Facebook advertisement avoidance in the automotive industry. Thus, there is enough evidence to accept H1. This outcome corresponds with the findings seen in prior research. According to Wijenayake and Pathirana (2018) conclude that most consumers avoid Facebook advertisements due to privacy concerns. Further confirming, a study done by Li and Hung (2016), and Munir et al. (2017) concluded that there is a favorable correlation between privacy concerns and avoidance of internet marketing.

The p-value of the independent variable of perceived personalization is 0.796, and it is not statistically significant as the p-value is greater than 0.05. Therefore, perceived personalization does not impact Facebook advertisement avoidance in the automotive industry. Thus, there is enough evidence to reject H2. Turow et al. (2015) assert in the same context that customers are implicitly prepared to provide their information as a trade-off for their privacy. As a result, marketers are driven to develop more targeted, intrusive, and disruptive

advertising strategies capable of tracking users' social media profiles, backgrounds, activities, and lifestyles across platforms. However, according to other academics (e.g., Awad & Krishnan, 2006), customers who value information openness are wary of disclosing personal information and hence are less interested in participating in online customization. Similarly, Kim et al. (2019) contended that the openness of customized marketing influences ad performance by adjusting consumers' relative privacy concerns against their desire in customization. This privacy-related reaction has resulted in a protective mindset, making customers less motivated to make purchases and displaying ad avoidance, which prevents users from engaging with the advertisement.

Furthermore, the p-value of the independent variable of ad skepticism is 0.096, and it is not statistically significant due to the p-value being greater than 0.05. Therefore, this concludes that ad skepticism does not impact Facebook advertisement avoidance in the automotive industry. Thus, there is enough evidence to reject H3. This outcome corresponds with the findings seen in prior research. Miia and Dong (2019) further concluded that ad skepticism does not have any impact on Facebook advertisement avoidance. The p-value of the independent variable of goal impediment is 0.000, and it is statistically significant as the p-value is less than 0.05. However, the B-coefficient of the variable is -0.095 of the, hence the negative beta value indicates that there is a negative impact of goal impediment on Facebook advertising avoidance in the automotive industry. Thus, there is enough evidence to accept H4. This outcome corresponds with the findings seen in prior research. According to Hossian (2018) people dislike it when advertisements interfere with their goals. This is significant since the internet is thought to be more goal and task focused than conventional media such as television. When advertising delays or ceases data collection and processing, customers may react negatively to the advertising or product (Cho & Cheon 2004). Pop-up ads, distracting ads, and commercials that need consumer action before they can resume their online activity can convince people to remove the message instantly and therefore avoid the advertising completely (Miia & Dong, 2019).

Finally, the p-value of the independent variable of negative experience is 0.000, and it is statistically significant due to the p-value is less than 0.05. Moreover, the coefficient of the Negative Experience is 0.512, hence the positive beta value indicates that there is a positive impact of negative experience on Facebook advertising avoidance in the automotive industry. Thus, there is enough evidence to accept H5. Therefore, finally, we can conclude that there is a significant impact of negative experience on Facebook advertisement avoidance in the automotive industry. Evidence from the prior research further concluded that there is a meaningful connection (effect) between adverse experiences and

aversion to advertising (Cho & Cheon, 2004). In addition, Li & Huang (2016) found that the major reasons people have bad experiences with online ads are due to a lack of utility and incentives or rewards. Another study discovered that the most common reasons for avoiding internet advertisements were associated with feelings of being overwhelmed, wasted time, and irritation (de Gregorio & Jung, 2017).

5. Conclusion and Policy Implications

The study findings provide notable managerial implications when examining Facebook ad avoidance behavior in the automotive industry. As highlighted in the problem statement, the conversion rate of ads is relatively low at 5.11% in the automotive industry. This indicates that the advertising spending in this sector has failed to reap the expected benefits. Hence, the findings of this study would provide valuable insights to managers which could be utilized when conducting Facebook advertisement campaigns in the future.

The study findings indicated that the higher the privacy concerns and negative experiences faced, the greater the ad avoidance behaviors. Concerns about privacy mostly stem from the terms and restrictions that marketers are required to comply with. Businesses should figure out how to show advertisements online without compromising the privacy of users. Additionally, they have to disclose the reason for data collection while using cookies. Data transparency is essential as a remedy for this. Therefore, the findings signify that advertisers targeting the automotive sector must continue to focus on protecting privacy and not compromise this trust. Moreover, this would ensure that the exchange of information allows more precise targeting. In the realm of digital advertising within the automotive industry, the ramifications of negative experiences on Facebook ad avoidance behavior are profound and demand strategic consideration from marketers. Negative encounters, be they related to product dissatisfaction, suboptimal customer service, or unmet expectations, wield significant influence over consumer perceptions and preferences. Such adverse experiences can trigger a defensive response, prompting users to actively avoid or disengage from subsequent advertisements on the platform. To mitigate this phenomenon, marketers must prioritize a proactive and customer-centric approach. This involves closely monitoring and promptly addressing negative feedback, leveraging social proof mechanisms such as positive reviews and testimonials, and implementing targeted strategies to counterbalance adverse perceptions. Crafting ad content that resonates positively with specific audience segments, optimizing user experience on landing pages, and transparently addressing concerns contribute to fostering a more favorable environment. By acknowledging the impact of negative experiences and actively working to counteract them, marketers in the automobile industry can not only mitigate

Facebook ad avoidance but also cultivate a more receptive audience, ultimately optimizing the effectiveness of their digital advertising efforts.

The findings assist advertisers in creating tactics that are more potent at boosting click-through intentions. Since social ads offer benefits to both consumers and marketers. It reduces the amount of time and money spent searching by providing customers with messages that are pertinent to their needs (Srinivasan et al., 2002). Additionally, social ads give advertisers access to affordable, customized commercial adverts that have a greater chance of reaching the target market's prospects (Kim & Ko, 2012). However, a balance should be ensured to minimize the risk of creating privacy concerns for the customer. Given the trend toward online personalization and data collection technologies, the findings of this paper are important for academics and advertisers because personalized advertising on social media can result in unfavorable results, such as negative consumer responses and ineffective ad performance.

On the other hand, goal impediment indicated a negative response which suggests that goal impediment is not a factor that increases advertisement avoidance behavior. Therefore, if managers are able to make attractive advertisement campaigns, they are more likely to gain the attraction of target groups.

Finally, understanding the causes of ad avoidance may help marketers develop solutions to increase ad effectiveness, reduce marketing budget, and boost good consumer attitudes toward customized ads. Because online advertising is an important source of revenue for social media platforms, it is also interesting for social network services to provide an advertising format that is appealing to marketers and increases the likelihood of consumers interacting with the automobile Facebook advertisement.

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