

EFFECTIVENESS OF ONLINE CUSTOMIZED ADVERTISING

AYŞE BENGİ ÖZCİVAN

İSTANBUL BİLGİ UNIVERSITY

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AYŞE BENĞİ ÖZCİVAN

112672034

İSTANBUL BİLGİ UNIVERSITY

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The dissertation of Ayşe Bengi ÖZCİVAN, 112672034,

has been approved by

Assoc. Prof. Dr. Kaan Varnalı

(Dissertation advisor)

Prof. Dr. Selime Sezgin

Assoc. Prof. Dr. Özlem Hesapçı Sanaktekin

Assist. Prof. Dr. Emine Eser Telci

Assist. Prof. Dr. Barış Ursavaş



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ABBREVIATIONS

ADATT	Attitude toward the ad
AGFI	Adjusted goodness-of-fit index
AVE	Average variance extracted
BRATT	Brand attitude
CFA	Confirmatory factor analysis
CFI	Comparative fit index
CPA	Cost per action
CPC	Cost per click
CPL	Cost per lead
CPM	Cost per mile
CPS	Cost per sales
CR	Composite reliability
CRM	Customer relationship management
CTR	Click-through rate
ENT	Entertainment
GFI	Goodness-of-fit index
IFI	Incremental index of fit
INFO	Informativeness
IRR	Irritation
NFI	Normal fit index
PPC	Pay per click
QR	Quick response
ROI	Return on investment

RESP	Behavioral ad responses
RFT	Regulatory focus theory
RMSEA	Root mean square error of approximation
SRisk	Security risk
TLI	Tucker-Lewis index
UGT	Uses and Gratifications theory
WWW	World wide web

LIST OF SYMBOLS

λ : Standardized factor loading

δ : Squared correlations

ε : Error

Σ : Sum

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Dissertation Abstract

Effectiveness of Online Customized Advertising

This research explores the effects of promotion focus and perceived security risk levels of consumers, and dimensions of Uses and Gratifications Theory (UGT) on attitudinal and behavioral outcomes of online customized advertising such as attitude toward the ad, brand attitude, and behavioral ad responses. The data collected from 409 respondents through a scenario-based online survey is analyzed using Structural Equation Modeling (SEM). The results show that attitudinal and behavioral outcomes are directly affected by several UGT constructs, which are predicted by promotion focus level and security risk. In particular, consumers who have higher promotion focus level show higher perceived level of informativeness and entertainment towards online customized ads, whereas consumers who have higher perceived security risk have lower perceived level of informativeness and entertainment, and higher level of irritation. Furthermore, attitude toward the ad is found to be affected positively by informativeness and entertainment, and negatively by irritation. Brand attitude is positively related to entertainment and attitude toward the ad, whereas behavioral ad responses is positively related to informativeness, entertainment and attitude toward the ad. The findings suggest that individual level characteristics and UGT constructs should be considered by marketers who use online customized advertising. The study contributes to the theoretical foundation of online customized advertising by introducing promotion focus as an important individual level predictor of success in online customized advertising.

Keywords: Online advertising, behavioral targeting, attitudes, behavioral responses

Tez Özeti

Kişiselleştirilmiş İnternet Reklamlarının Etkililiği

Bu araştırmada, kişilerin promosyon odak seviyesinin, algılanan güvenlik riski seviyesinin ve Kullanım ve Memnuniyet Teorisi'nin (KMT - Uses and Gratifications Theory) kişiselleştirilmiş İnternet reklamlarının bireylerin tutumsal ve davranışsal çıktıları üzerindeki etkisi araştırılmıştır. 409 katılımcıdan senaryo bazlı bir çevrimiçi anket ile toplanan data, yapısal eşitlik modeli (Structural equation modeling) kullanılarak analiz edilmiştir. Sonuçlarda tutumsal ve davranışsal çıktıların, KMT bileşenlerinden; KMT bileşenlerinin de promosyon odak seviyesi ve algılanan güvenlik riski seviyesinden etkilendiği gözlenmiştir. Yüksek promosyon odak seviyesine sahip kişilerin kişiselleştirilmiş İnternet reklamlarını daha bilgilendirici ve eğlenceli algıladığı sonucuna ulaşılmıştır. Buna karşılık yüksek güvenlik seviyesi riski algısına sahip kişilerin sözkonusu reklamları daha az bilgilendirici ve eğlenceli, ama daha çok rahatsız edici bulduğu belirlenmiştir. Ek olarak, reklama karşı tutum ile bilgilendiricilik ve eğlendiricilik arasında pozitif; rahatsız edicilik ile negatif bir ilişkiye ulaşılmıştır. Markaya karşı tutumun eğlendiricilik bileşeninden ve reklama karşı tutumdan; reklama verilen davranışsal tepkilerin ise bilgilendiricilik, eğlendiricilik ve reklama karşı tutumdan pozitif etkilendiği gözlenmiştir. Bu çalışma, sözkonusu reklam tekniğini kullanan pazarlama profesyonellerine, kullanıcıların bireysel özelliklerini ve KMT bileşenlerini dikkate alacakları yeni bir bakış açısı kazandırırken; literatüre, promosyon odak seviyesi ile kişiselleştirilmiş İnternet reklamları arasındaki ilişkiyi teorik bir katkı olarak sunmaktadır.

Anahtar kelimeler: Çevrimiçi reklamcılık, davranışsal hedefleme, tutum, davranışsal tepki

INTRODUCTION

After the Internet revolution, issues business is faced with changed fundamentally. Marketing literature started to deal with some new topics. New study areas became popular, such as online marketing, online advertising, behavioral targeting, and retargeting. Technological innovations offer new opportunities for marketing managers to keep an eye on their consumers. Consumers are being tracked to create offerings relevant to their needs. For instance, a consumer who is looking for a house credit loan sees a bank advertisement offering credit loan with low interest rate. These kind of ads are called online customized ads. It was said in 2000 that the developments in the digital environment would change marketing practices radically in three to five years, ultimately reaching to a point where marketers will be able to reach the right customer at the right time (Kenny & Marshall, 2000). Now, it is possible to know what an individual seeks in the real time.

New advertising models seem to make sense in manager's point of view. However, technological innovations create a new dimension to an old history: privacy concern. Consumers began to worry about their Internet usage because of the feeling of being followed. Use of personal information and previous browsing data is the key to this new advertisement model, but some consumers may react negatively to this model specifically because of the underlying tracking technology. The more personal information is used, the more the feeling of intrusiveness increases, despite the fact that the customization level of the advertisement increases its relevance (Li, Edwards, & Lee, 2002). The aim of a retargeted ad is to be attractive for the customer, but attraction sometimes comes along with intrusiveness and privacy concern.

In this study, effects of online customized ads are investigated in light of Regulatory Focus Theory in order to evaluate the psychological state of the consumer and in light of the Uses and Gratifications Theory in order to understand consumers' ad perceptions.

Psychological issues are a part of the customized advertising model as a cost (Doorn & Hoekstra, 2013). Different psychological types may react in different ways. The Regulatory Focus Theory (hereafter, RFT) suggests that when people are exposed to a message in parallel with their point of view, they have more reliance on the message (Avnet & Higgins, 2006). Promotion focus people are attracted by messages that offer gains while prevention focus ones do not. This duality should present a difference in reaction toward customized ads.

Uses and gratifications theory (UGT) is first mentioned in 1940s in order to study radio usage, and continued to attract researcher attention thereafter (Li, Liu, Xu, Heikkila, & van der Heijden, 2015). UGT is a media theory that investigates the reasons of media usage (Katz, 1959). The theory explains users' motivations to use traditional media, television, radio or Internet. Users may find the media informative, entertaining, and irritating; which result in different effects on attitudes. In the literature, advertising effectiveness in terms of behavioral and attitudinal outcomes has been repeatedly measured in light of the UGT constructs which contains informativeness, entertainment, and irritation.

Combining these perspectives, this thesis offers a new framework in customized online advertising; aiming to investigate the effects of online customized advertising on attitudinal and behavioral outcomes in the frame of regulatory fit theory

and uses and gratifications theory, at the same time controlling for the effect of the perceived security risk level factor.

CHAPTER ONE

CONCEPTUAL BACKGROUND

1.1.ONLINE ADVERTISING

A marketer tries to reach the consumer in every single place with relevant offers in order to attract the consumer and turn him/her into a customer. Before the Internet, this aim was tried to be accomplished by traditional channels. However, after technological developments, online environment became an irreplaceable area for advertisers. Online media have four properties that help to be distinguished from mass media (Duncan, 2002): (1) targeting individuals as well as segments is possible, (2) consumers can respond to companies on time, (3) interactive media is more measurable and accountable than mass media, (4) more attention is demanded in interactive media because of personalized messages.

Online channels became so critical when reaching the customer that any marketing activity can not be organized without the part of online activities. It is reported that online advertising that is used to pass the marketing message to customers by using World Wide Web (hereafter, WWW) and the Internet (Kim, Park, Kwon, & Chang, 2012) provides as much revenue as traditional advertising channels such as television, radio, and newspaper (IAB, 2013).

After the revolution of WWW in 1989, Internet has become a powerful channel for learning. People have started to find whatever they want easier year by year on the search engines such as altavista and Yahoo!, two of the pioneers of searching on the Internet for consumers. After the searching habit of users became more common, advertising on Internet became an investment channel for brands. A new marketing

channel is created and invested on: search marketing. \$15 billion of spending on search marketing in 2011 in US is expected to be \$24 billion by 2016 (Li & Kannan, 2014).

Searching on Internet provided such an online area that brands can meet with customers and advertising on that online area became inevitable. The first clickable ad is sold by Global Network Navigator in 1993, to a law firm (Adpushup). The first clickable banner is created by AT&T, placed into Hotwired and called the users to click on the ad (Adpushup). The first online advertising placement is made on Hotwired in 1994 with a call-to-action (Chaffey, Ellis-Chadwick, Jonhston, & Mayer, 2006). With “You will!” campaign, the users visit seven museums of the world online when they click on the ad (Figure 1.1)

Figure 1.1. The first banner advertising



Source: <http://www.thefirstbannerad.com/>

Web 2.0 technology provides interaction between consumers and marketers. That kind of communication gives marketers the ability of real-time communication, which means that consumers expect instant customer service (Clow & Baack, 2012). Hence, instant communication give marketers a path to reach consumers who are in their target audience.

1.1.1. Forms of Online Advertising

Online advertising provides advertisers the ability to make existing and potential customers surprised with a lot of methods in an online environment. New

online channels are added and these methods are improving day by day. To be more effective, marketers try to pursue the potential customers by using their behavioral data and catch them suddenly with online ads. Users may be caught by these ads on the edge of the screen, on their Facebook accounts, in their e-mail inboxes, or in the video they are watching.

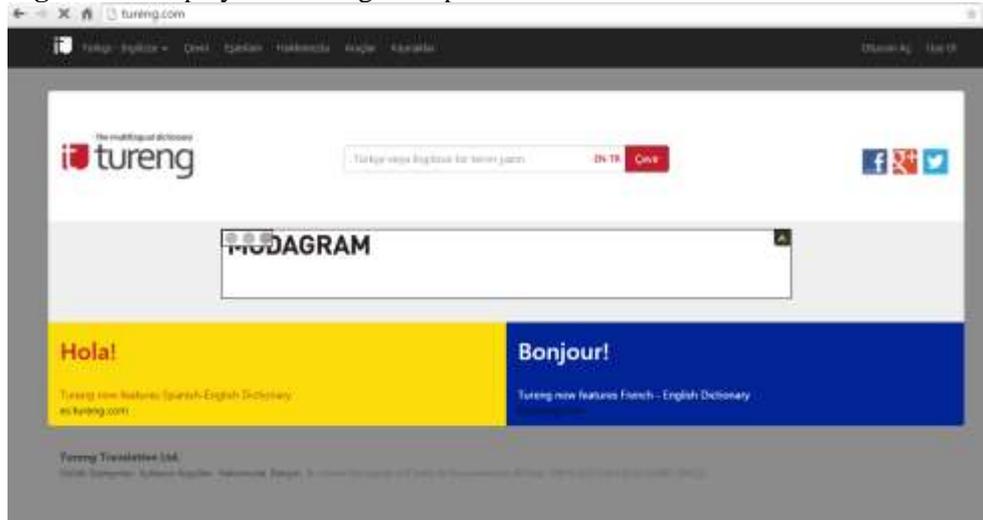
Major online advertising forms are explained next.

1.1.1.1.Display Advertising

Display ads are the ads that is seen on the screen mainly as banners and sometimes interstitials. Banners are small advertisements that are generally seen at the top, bottom, or side of a web page (Duncan, 2002) and they generally have a visual and text together. By clicking on a banner, users can step on another website. In the Figure 1.2, the banner of a fashion e-commerce website can be seen on a dictionary website.

Banners are seperated into three groups: static, rich media, and video. Static banners include only visuals and texts where rich media has animations. Video banners are placed into videos as a seperate view. Interstitials, other type of display ads, are shown suddenly in a different frame as a pop-up (Duncan, 2002). When the user clicks through the site, these ads appear between two webpages (Plummer, Rappaport, Hall, & Barocci, 2007).

Figure 1.2. Display advertising example



Banner effectiveness is a critical measure that shows return on investment to advertisers. Although click through rate (hereafter, CTR) is a critical measure for the advertiser and the web sponsor that displays the ad, it may not be a strong measure of advertising effectiveness (Kim, Park, Kwon, & Chang, 2012; Manchanda, Dubé, Goh, & Chintagunta, 2006; Hofacker&Murphy, 1998). 2 percent to 3 percent of the banners are clicked by the users in the early times of Internet, but the ratio is decreased sharply under 0.25%, so new communication forms are needed by marketers (Kotler & Keller, 2012). According to one of the Web log statistics, banner advertising has a CTR of 0.5% which means that it is not such an effective method (Kim, Park, Kwon, & Chang, 2012).

1.1.1.2. Search Ads

Search engine marketing is one of the main key tools that is used to expose advertisements of the website to the relevant Internet users and get click from them. That kind of marketing tool meets the marketer and the website owner in order to make a deal about placing the ads on the web. The search ad process is listed as follows

(Dinner, Heerde, & Neslin, 2014): (1) The advertiser sets the budget, (2) impressions and click-through rates are calculated (3) sales are translated from resulting clicks. This method is usable for advertisers with its never-exceeded budget, because the payment is calculated after the impressions.

Search advertising has two different dimensions: search engine optimization (hereafter, SEO) and search engine advertising. These dimensions are also called as “organic advertising” and “paid advertising”.

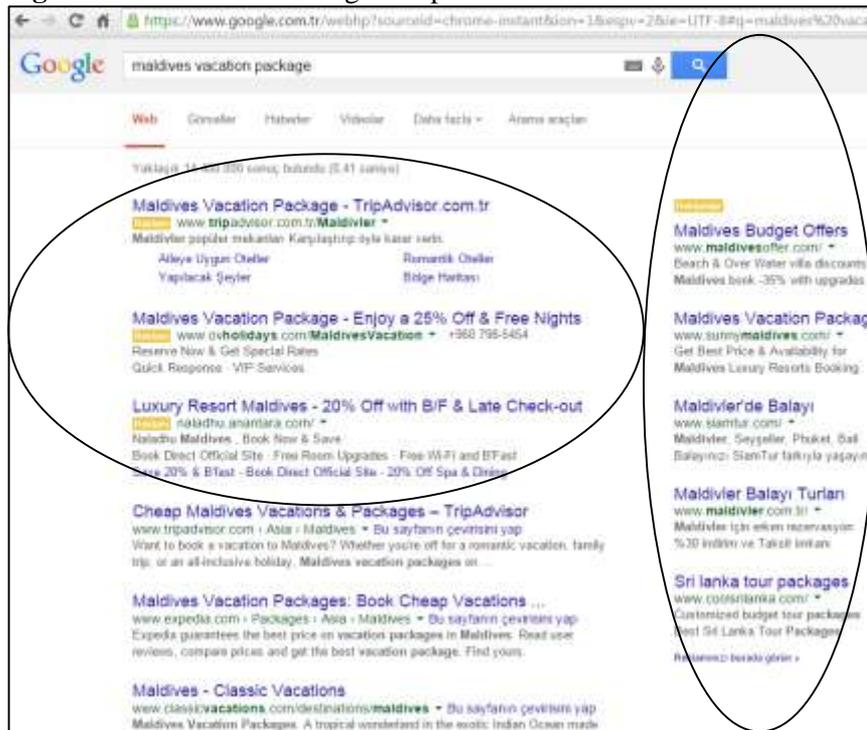
Search engine optimization is defined as improving the website’s performance in a search engine results by optimizing the keywords (Eley & Tilley, 2009). When users try to reach a website, they write the keywords in the search bar and some results are shown as a list. The more the website is higher in the list, the more its awareness increases. In order to increase awareness and accordingly the traffic of the website, marketers optimize the keywords to have a higher grade in the sorting of the ads on search websites.

Search Engine Advertising provides the results seen on the first lines of the search engine results, when users define a set of keywords to be requested (Eley & Tilley, 2009). These are the ads that are paid by the brand. Paid advertisements have three different types: paid search ads, contextually targeted search ads, and paid inclusion. Paid search ads, which are also named as pay-per-click (hereafter, PPC) advertising or cost-per-click (hereafter, CPC) advertising, are the text ads placed above the natural results or on the right side of the result page (Plummer, Rappaport, Hall, & Barocci, 2007). Contextually targeted search ads have the target of the webpage subject and they are seen on the page user reads generally under a title of “Ads by Google” (Plummer, Rappaport, Hall, & Barocci, 2007). Paid inclusion is a method that

website owner paid to search engine and similar websites (e.g., comparison sites) in order to the websites including the service’s directory can be seen in the first lines of the results (Plummer, Rappaport, Hall, & Barocci, 2007).

In Figure 1.3, search engine advertising can be seen in the first three lines of the results, and on the right side of the webpage. These are placed under the title of “Ads” that the user can understand the difference between search engine ads and others. Under the paid results, organic results can be seen. Because the search keywords are “Maldives vacation package”, holiday comparison websites are in the results. Tripadvisor is both in the first and fourth lines. It is clear that the website not only paid for the advertisement, but also optimized its website in order to have a high rank in search results in Google.

Figure 1.3.Search advertising example



1.1.1.3.Social media marketing

Social networks, such as Facebook, YouTube, or Twitter, have millions of users log in every single day, so they are the powerhouses of highly targeted advertising (Eley & Tilley, 2009). With the help of social network sites, people can create their personal profile and interact with other users by making a network, sharing posts, and keeping in touch with friends and family (Basak & Calisir, 2015). Social media users give their personal information such as birthday, marital status, location, and interests. This information creates a great data for marketers who is searching for relevant target audience for their products or services. For instance, a brand can find the women aged between 30 and 45, live in metropolitans with a high income, do not work, and have a dog in order to show the advertisement of a new premium dog strap.

Since social networks allow users easily connect with friends and share something with them, marketers pay attention to social media advertising. In Figure 1.4, a sponsored ad can be seen on a Facebook account. Most probably, the owner of the Facebook account is selected as the target and the ad is shown for her (because it is a women's product) after the elimination, because she is interested in shopping sportive products.

Figure 1.4. Social media advertising example



1.1.1.4.E-mail advertising

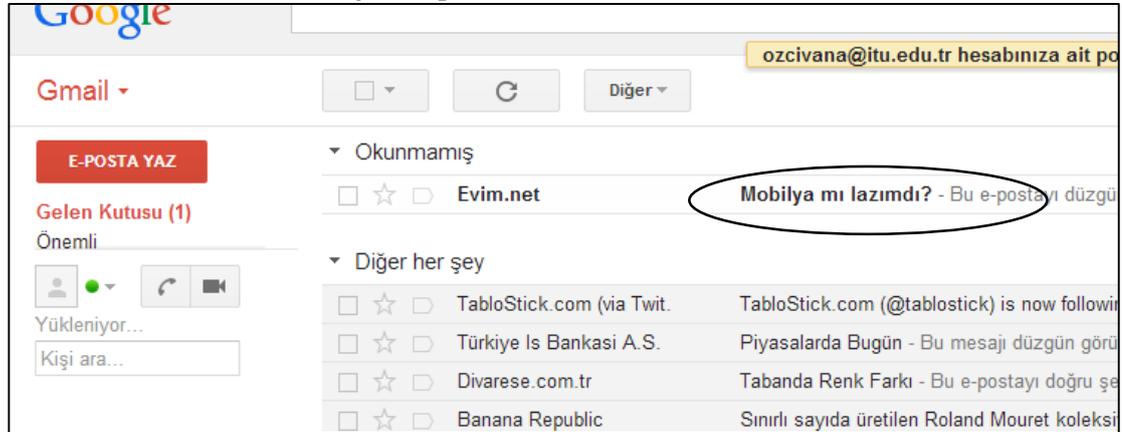
E-mails became one of the most essential parts of our daily lives. Users send and receive e-mails for information or to do business on the Internet network (Kumar & Sharma, 2014). Addition to personal e-mails, users receive some e-mails that contains marketing contents. According to the research conducted by Technology Advice in March 2015, 60% of Internet users read marketing e-mails, 16% of them read regularly and 12.8% read more than half of the mails (Are your emails ending up in the spam folder? - eMarketer, 2015).

E-mail advertising technology allows marketers to send e-mails about the products, campaigns, or new offers to the subscribers. E-mail ads differentiate from spam or junk, which is the same as unsolicited commercial email messages, with users' permissions (Breuer, Brettel, & Engelen, 2011). The statistics show that people are

aware of receiving some e-mails those are not relevant with their needs. So, purchasing huge e-mail lists and sending e-mails to the individuals in that mass list is not a profitable way to get response from consumers (Clow & Baack, 2012). Targeted methods should be used in order to send the right e-mail to the right consumer in the right time.

In order to optimize the distribution of the e-mails, marketers use web analytics. Web analytics provide the information about which websites the user visits and how long he or she stays on the website (Clow & Baack, 2012). For instance, in Figür 1.5, the question of “Do you need furniture?” is asked to the user most probably because of his or her spent time on furniture segment of the website. Evim.net should have sent the e-mail to that user thanks to its analytics results about that user. The same e-mail should have been sent to others who meet the same criteria.

Figure 1.5. E-mail advertising example



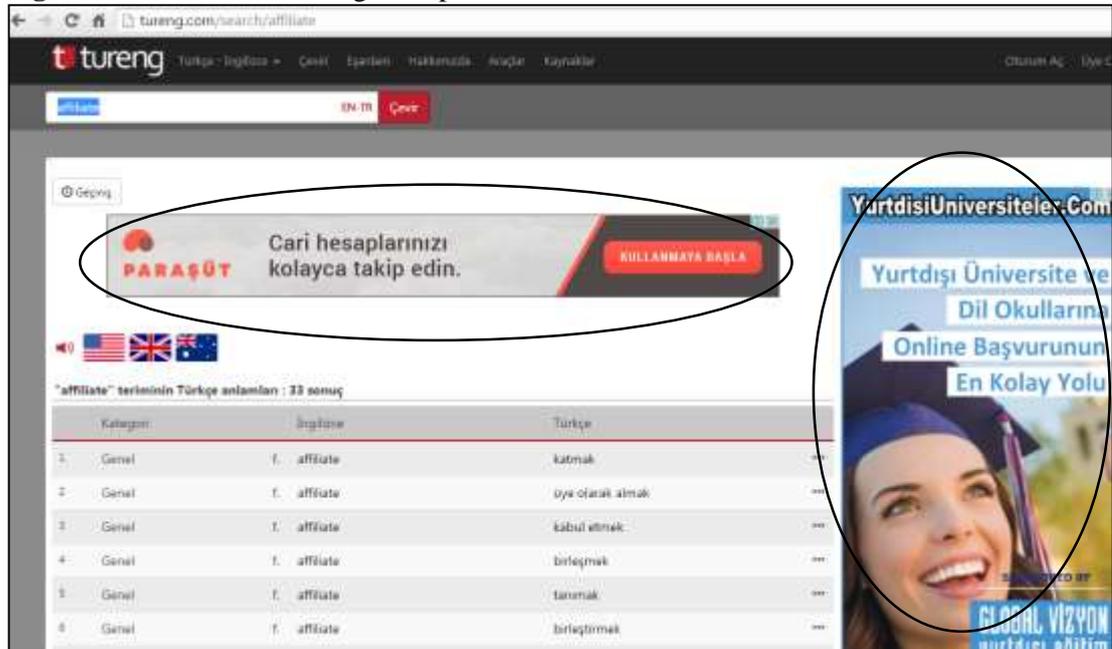
1.1.1.5. Affiliate marketing

Affiliate marketing is an online advertising system that links the websites. This system contains an affiliate marketers, affiliate network and advertisers. A website is a publisher that serves links to users (Edelman & Brandi, 2015). A publisher agrees with a company in order to promote the company’s products on the affiliate’s website

to earn commission from each purchase (Gregori, Daniele, & Altinay, 2014). For instance, when showing a suggestion about bank credits with low interest rates, the website can place a certain bank's advertisement on the website.

In order to earn commissions from affiliate marketing, the user must search affiliate website, click on the link of the advertiser and make a purchase from the website. As an affiliate website aims to sell products or services through online advertising (Edelman & Brandi, 2015), the main objective of the affiliate marketing system is to have users making purchasing activities. Figure 1.6 shows ads on again a dictionary website which is a member of an affiliate network.

Figure 1.6. Affiliate marketing example



1.1.1.6. Video advertising

Watching video is now a daily routine while using the Internet. In 2013, 90% of the consumers watch videos over the Internet (Accenture, 2013). Each month,

hundreds of million hours of video is watched and 300 hours of video is uploaded each minute by more than 1 billion unique visitors (Youtube, 2015).

Pre-roll advertisements are shown to users before a video is viewed. Post-rolls are those shown after the video is viewed. Video advertising has preroll and postroll advertisements in the beginning (Plummer, Rappaport, Hall, & Barocci, 2007), but users now are exposed to video advertisings between videos abruptly. The 85% of these advertisements can be skipped (Youtube, 2015). In Figure 1.7, a pre-roll ad of tripadvisor is seen before playing the music video. On the right side of the ad, an option to skip the ad is presented to the user. Figure 1.8 shows a banner ad of a fashion brand on an online cartoon video that was mentioned in the Display ad part.

Figure 1.7. Video advertising example

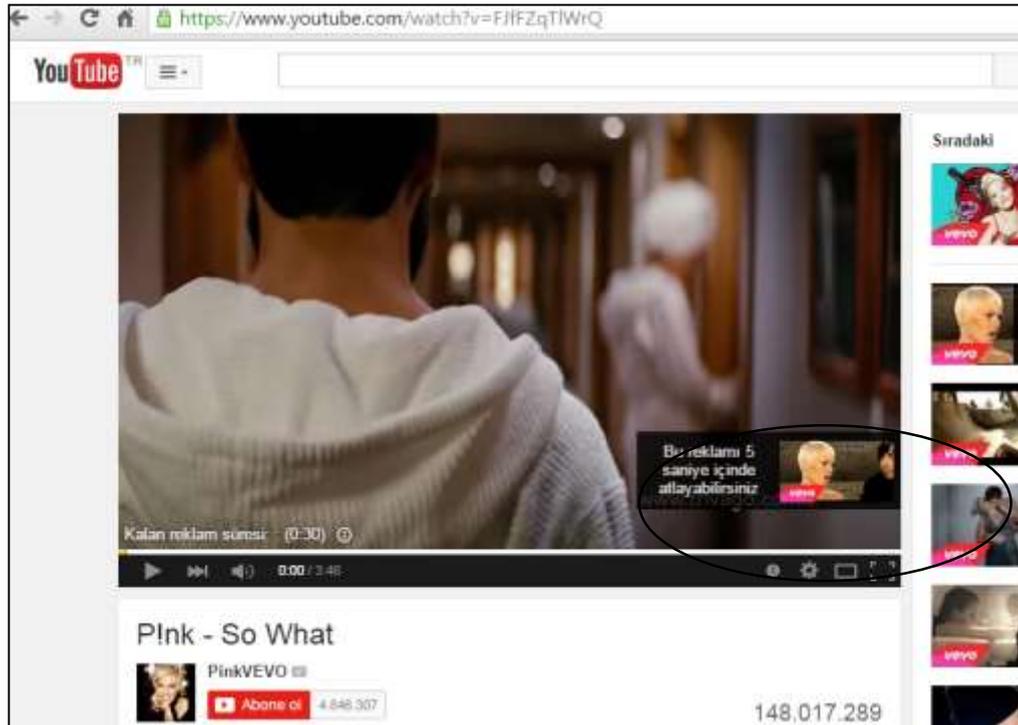
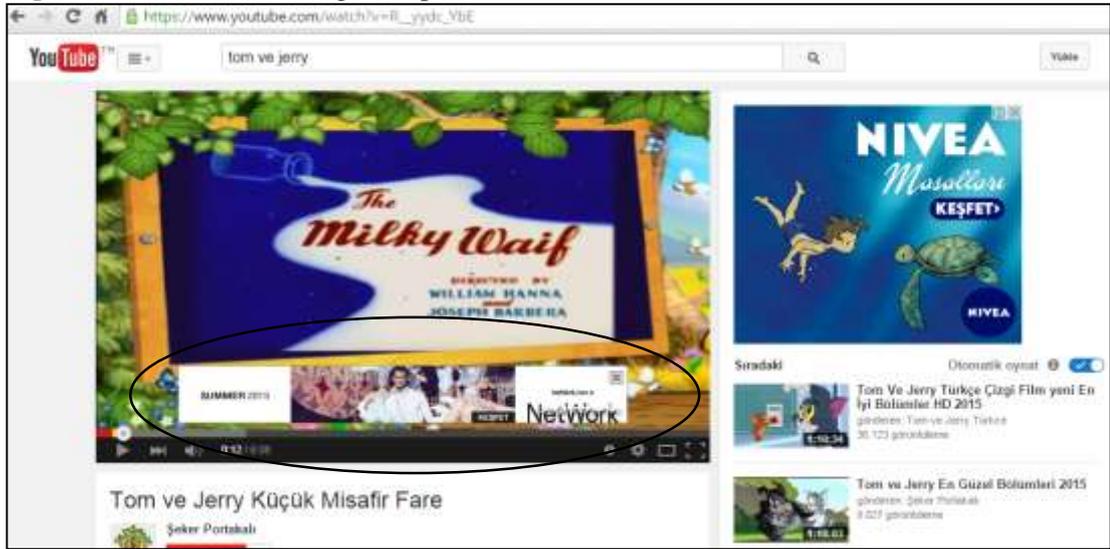


Figure 1.8. Video advertising example



1.1.1.7. Content marketing

Content marketing is defined as “the bit-based objects distributed through electronic channels” (Koiso-Kanttila, 2004). Brands try to take the attention of the audience by promoting the information in the advertisement by content marketing. For instance, a viral video is produced by Jolly Tour in 2015. The video is in a form of scary movie that introduces the horrible holiday of a couple who did not use Jolly Tour while planning the vacation. First, the movie attracts the audience; then the brand and the message is perceived. Since the critical point of the digital content is to create a value for customer (Rowley, 2008), content marketing is a beneficial tool for advertisers. Selling the content can be equal to selling the products in a meaning.

1.1.1.8. Mobile advertising

Using mobile communication technology to promote products or services is called mobile marketing (Pousttchi & Wiedemann, 2006). Mobile advertising is one of the critical dimensions of mobile marketing. Advertising in mobile devices is

mainly on targeted advertising. Mobile devices are more suitable for targeting since it provides some information about location, transaction and measurement of campaign effectiveness (Pousttchi & Wiedemann, 2006; Bauer, Barnes, Reichardt, & Neumann, 2005; Figge & Schrott, 2003). This channel of advertising has been updated since quick response (QR) codes are developed. A QR code is a barcode that carry a marketing message by scanning it with a camera of a smart phone (Cunha, Peres, Morais, Bessa, & Reis, 2010). Brands can take customers into their websites or applications with the help of little square codes, called QR codes, with their mobile phones.

1.1.1.9. Advergaming

Game industry is now a star for marketers for its creating real time engagement with the users. The advertisements that have a game inside are called advergaming. For instance, Axe developed an online game that men try to attract 100 different hot women with their effort by playing the game (Clow & Baack, 2012).

1.1.1.10. Text advertising

Text ads are the smart texts that include a title, a short description and hyperlinked to a website (Eley & Tilley, 2009). They usually seen through a paragraph with a different colour.

1.1.2. Online Behavioral Advertising – Online Customized Advertising

Online targeted advertising has two forms: contextual advertising and behavioral targeting. Contextual advertising has a system that browses the words in website and matches the advertisement category with the text. It is a technology that is based on the brand, whereas behavioral targeting is based on the user. Before a customer made a conversion, he or she visits the websites for a couple of times (Li & Kannan, 2014). These visits helps marketers to collect information about the customers. Behavioral targeting uses the web search or visited websites data of individuals and shows the relevant advertisements (Brahim, Lahmandi-Ayed, & Laussel, 2011). The behavioral data of people is used in different channels of advertising in order to reach the relevant customers. Different methods of online advertising can be applied by using behavioral information in order to reach the right consumer and avoid waste costs.

Online advertising is a critical dimension for marketing because it can be formed in the frame of the interception of marketers' needs and consumers' data. The thing that gives this ability to online advertising is 'customization'. Behavioral targeting system chooses the advertisement to show to a specific individual parallel with his or her web-browsing behavior including the pages visited and specific keywords searched (Chen & Stallaert, 2014). If customers recognize the suggestions which fit to their preferences and if marketers know the preferences of the customers, the customized suggestions can create a high value for individuals (Simonson, 2005). Since ad-consumer interest relevancy has not hit the bull's eye yet, users may show a resistance to online ads. Websites which cannot increase users' acceptance of

customized advertising will suffer from sharp decreases in advertising revenues (Schumann, Wangenheim, & Groene, 2014).

Today, firms are able to target advertisements with the help of two key changes: ease of collecting data and Internet as an advertising channel (Iyer, Soberman, & Villas-Boas, 2005). Any form of online advertising that uses the information such as past searching and buying behavior of the advertising receiver is called targeted online advertising (Schumann, Wangenheim, & Groene, 2014). Little text files called “cookies” installed on user’s computer in order to follow his or her online behavior (Chen & Stallaert, 2014). As soon as a user is caught by a cookie, his or her profile is matched with a banner relevant to the behavior and the banner is shown on a particular web site instantly (Clow & Baack, 2012). For instance, if a user sees a display banner about a camera while searching for the translation of a word in tureng.com, most probably he or she searched about digital camera pricings before. Additionally, a L’oreal anti-aging product advertisement on Youtube can be seen by a 30-35 year-old young woman.

Marketers are facing with one important challenge: online media planning. The aim of media planning is to reduce advertising costs by sending the advertisements only to the customers who are interested in the category (Iyer, Soberman, & Villas-Boas, 2005). Increasing investments on digital media allows marketers to reach customers in effective ways on Web 2.0 technologies (Bright & Daughtery, 2012). In order to minimize waste costs, the ads should be distributed to relevant consumers by targeting methods. The paid search system allows marketers to show their banner ad to the users they choose (Clow & Baack, 2012).

1.1.2.1.Level of customization

Customization is a method that is used to have more effective and efficient advertising by the brands. Realizing the interests of customers increases the relevancy of the advertisements. In online environment, retargeting is used for showing the right content to the right customer at the right time. However, right customer and right time are determined in exact frames while right content is in an unlimited frame. Since the content of the message affects customers' persuasion process, it should be edited intently.

The data collected from targeted Internet users is used for the content of the advertising. There is a thin line between targeting and irritating the customer. Customization level of the advertising can be resulted in brand awareness or in brand hatred. Although retargeted advertisement prevent from information overload, the misuse of customization level might cause intrusiveness on the user. In order to avoid the cause of the feeling of being poached, the customization level must be optimized. Customization levels of online ads can be classified as aggressive and subtle.

Aggressive customization is the level of online advertisement that is clearly saying that "I followed your path and I know what you are interested in". For instance, a person who is searching for flights to Barcelona sees the banner of a tourism website which has a message of "Are you planning to go to Barcelona? Cheapest hotels are waiting for you on our website!" with visuals of Barcelona Hotels. That kind of banners are usually shown on video websites such as Youtube. The user sees the advertisement directly in front of her or his eyes. It is not a sneaky way to show the brand to the customer.

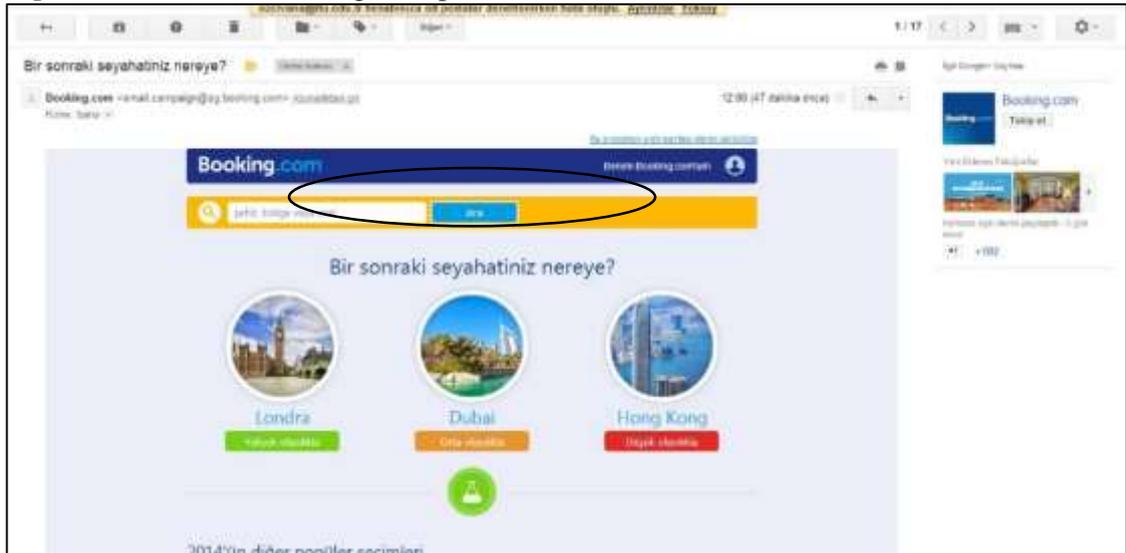
Subtle customization is the level of online advertisement that is not saying anything about the poaching process. It is an obscure way to catch the customer and introduce the product. In subtle customization, there is no customer name or personal information, no feeling of being watched, and no information about following the customer. For example, in the same case given in aggressive customization; the text message contains only “Cheapest Barcelona Hotels are in our website” with adding the visuals of Barcelona Hotels. A person reading this message is not expected to be irritated more than that in aggressive type.

A special example for aggressive and subtle customization can be seen on Figure 1.9. It is a screen from a user who searched about Berlin flights and hotels. On the right hand, the Booking.com advertisement shows three different alternatives for Berlin hotels which include one that the users looked in detail on web. The other advertisement is shown just on the video. It is straightly asking “Are you planning a vacation? Find the cheapest flight dates with Price Radar!” The first one does not say that the user is followed. It shows the banner in a sneaky and silent way. However, the second one is clearly asking something about the user’s behavior knowing what the user is searching for. Figure 1.10 shows a subtle e-mail advertising example that asks the next transaction to a user who already have made a transaction.

Figure 1.9.Aggressive advertising example



Figure 1.10.Subtle advertising example



1.1.2.2. Online Advertising Effectiveness

In order to understand how consumers react the advertisements, marketers use different measurements. Ad or page impressions are the metrics that show the exposure number of the advertising. Ad impression is used if the ad is, for example, a pop-up

which alone contains only the advertisement. If it is a banner, page impression is measured in order to know how many of the page with that banner is exposed to the users. A user can view an advertisement more than once, so “reach” is an important measure. Reach is the unique number of user that sees the ad. The click-through rate (hereafter, CTR) or conversion rate is the most common measurement used in order to show the return on investment (hereafter, ROI) of the advertisement. CTR is the ratio of clicking number of an ad to the exposure number of that ad (Wang & Sun, 2010).

Some other metrics are used in order to measure the cost of online advertising. Cost per mile (hereafter, CPM) shows the cost per 1000 exposure. If CPM is \$2, the advertiser pays \$2 for 1000 views. Cost per click (hereafter, CPC) means how much cost is recorded per click. If CPC is \$0.25, the advertiser pays \$0.25 per click. Cost per lead (hereafter, CPL) is the cost per the record from the website that the online ad is linked to. Advertiser pay CPL only if the consumer fills the targeted form and finishes it completely. Filling the form is not the same as sales, it is just getting the registration. The metric for sales is cost per sales (hereafter, CPS) which is paid only if the sales is actualized. Cost per action (hereafter, CPA) is the metric that is generally measures the number of action that advertiser states what it is. The action can be sales or registration.

These mentioned metrics of effectiveness and costs are monetary scales. However, there are some other measures of outcomes which shows the customer’s sensitive reactions after seeing the advertisement. After 25% of CTR is generated by the first banner ad of Hotwired with a call-to-action “Click here!” in 1995, average CTR rates are drastically fell down between 0.2% and 0.3% (www.doubleclick.com) and generally about 1% of those who creates the click-through make purchase

(Duncan, 2002). Since Internet users have become experienced and familiar with the brands and advertisements, the decline in CTR is inevitable (Dahlen, 2001; Dahlen et al., 2000; Briggs & Hollis, 1997). Although ratios have some advantages of measuring easily behavioral responses immediately, there may be other factors that has effect on responses (Briggs & Hollis, 1997). So, some other metrics should be considered when measuring the online advertising effectiveness. Advertisers should consider some user related measures of online advertisements such as perceptions, feelings, and attitudes. After clicking the ad, to know where the consumer goes and how he/she interrupts the interaction is critical for marketers. Is the ad strong enough to create a purchase intention on consumer?

1.2.REGULATORY FOCUS THEORY

In today's marketing world, marketers are eager to know consumers' needs and wants to be able to meet them. The managing styles are turned into a customer-focused management, so customer relationship management starts to be more and more important. To know what the consumer searches for and surfs on the Internet form the critical knowledge for a product manager. In online marketing context, advertisements are tried to be tailor-fit for each consumer. This effort requires to have the consumers' insights about what they need and what they want. The difference between "need" and "want" is crucial in the frame of purchasing behavior of a consumer. If a consumer buys a product just because he/she "needs" it, he/she tries to feel more safe, however if he/she buys because of his/her "wants" instead of needing it, he/she tries to be the "owner". The reason for spending money on a product gives hint about a consumer about his/her goal orientation and it modifies the method for getting the product. If a

person who wants to buy the product just because of a “benefit” such as a social need that will represent him/herself as a wealthy person, the buying process will be clear and as short as “go and get it”. In contrast, the buying process will be long and full of price and benefit investigations if the consumer only “needs” the product, for instance in case of a health issue. The “buy-for-need” method will be in a sense of mission, while “buy-for-benefit” will be an eager process. In regulatory focus theory, the feeling of need indicates to be “prevention-focused” and the feeling of want indicates to be “promotion-focused”.

Decision process of spending money on something and settling the value of a decision is a subjective process that depends on the personal needs and wants. Need or benefit determines the result of the decision process and the value for the decision. The perceived value of an object is changing with the manner in which it is chosen or the decision process strategy and the manner is formed by consumer's concerns and interests (Avnet & Higgins, 2006).

In social psychology literature, regulatory focus theory (RFT) is explained as a person's behavioral motivation, that is changing with the person's goal orientation, when his or her manner matches with the stimuli (Aaker & Lee, 2006). Regulatory focus of a person alters his/her manner for a decision. On the basis of the regulatory focus theory, the outcome of a decision should be fit the focus orientation of a person in order to have a positive perception for the decision. The regulatory fit theory suggests that the value of a decision settled by the decision maker is affected by the parallelism of goal orientation and strategic manner (Avnet & Higgins, 2006). Physiological needs, psychological moods, epistemic needs, and social forces affect a person's regulatory orientation (Higgins, 2002).

The goal orientation of a person is different for two types of people: promotion-focused and prevention-focused. Promotion-focused people are attracted by the benefits of the outcomes while prevention-focused people are attracted by the absence of negative outcomes (Fransen & Hoeven, 2013). Nurturance and security are the main survival needs of two distinct self-regulations (promotion and prevention) respectively and RFT suggests that these kind of different needs are operated by self regulation (Higgins, 2002). A person's being promotion- or prevention-focused affects his or her decision making process. Promotion-focused people make their decisions considering the outcomes, while prevention-focused ones consider the arguments (Pham & Avnet, 2004). Promotion-focused people are attracted by the benefits of the outcomes while prevention-focused people are attracted by the absence of negative outcomes (Fransen & Hoeven, 2013). Aaker and Lee (2006) found that promotion focus and prevention focus people are affected by promotion framed messages and prevention framed messages respectively (Avnet & Higgins, 2006). Promotion oriented ones try to have good grades and be respected by peers, while prevention oriented ones try to avoid failing grades and avoid disrespect by peers when the goal is to be smart (Leonardelli, Lakin, & Arkin, 2007).

For example, students working for attaining the grade A may be different in different motivations for that grade (Higgins, 2000). It is suggested that the goal of promotion focused students is taken as an ideal and accomplishment while the goal of prevention focuses students is taken as an obligation and secure (Higgins, 2005). The difference between the students' studying motivation shows how the regulatory orientation affects their feeling about their goals and their studying process and methods. The promotion focused students read more than assigned materials, while

the prevention focused students only do the necessary work for the class. The manner of the students differ in two ways: promotion focused ones are using an eager way, prevention focused are using a vigilant way to achieve their goals. Prevention-focused are motivated with the utilitarian products and they have stronger purchase intention to them, however the promotion-focused are motivated with the hedonic products and satisfied from them (Khajehzadeh, Oppewal, & Tojib, 2014). Prevention-focused people decides positively on safe and easy choices, while promotion-focused individuals prefer extreme options which have high risk for both failure and success (Ryu, Suk, Yoon, & Park, 2014).

1.2.1. Promotion-Focused People

A promotion-focused person aims mainly to obtain positive outcome after a decision and is more conscious about the having benefits (Ryu, Suk, Yoon, & Park, 2014). The main goal of these kind of individuals is to gain the benefit which is parallel with his/her ideals. These goals are said to be “ideal goals” (Werth & Foerster, 2007). The ideal goals shapes their attitudes in online environment. For instance, when searching for a product on the WWW, the product with a free gift will be the winner. The promotion can be a discount, a free gif, a brand loyalty, etc. It can be even the feeling when using the product. They are focused on the gain when a decision is about to be made. The keywords of a promotion focus are advancement, growth and accomplishment (Crowe & Higgins, 1997).

1.2.2. Prevention-Focused People

Prevention focused individuals have an “execution” aim for their responsibilities. Their goals are called “duty goals” (Werth & Foerster, 2007). The duties they have shape their decisions. These individuals feel anxiety before making a decision because of the responsibility for their tasks. One of the main characteristic of these individuals is evaluating an outcome in the scope of security. A decision is right if only it is safe for a prevention-focused person. This point of view triggers the risk perception. The probability of risk is another key factor for their evaluation of the outcomes of a decision. The risk factor includes both positive and negative outcomes. The keywords of a promotion focus are security, safety and responsibility (Crowe & Higgins, 1997).

1.2.3. Regulatory Focus Theory and Consumer in Decision Making

Various examples can be given in marketing context. Advertisements include some stimuli touching the feeling “hope” or “goal”. A person decides what to feel about a product with the help of these stimuli, so the regulatory focus of a person affects the feeling as a subjective norm. For instance, a visual saying that the hair care product is protecting your hair from harmful sunlight attracts prevention focus people. If it says the product gives your hair a shiny appearance, promotion focus people will be attracted. This effect shows in which case the RFT is critical for marketing and advertising contexts. High fit between the message and the consumer’s concerns increases the value of the outcome in consumer’s viewpoint (Avnet & Higgins, 2006).

In marketing context, both marketers and academics try to understand when consumers behave how. The motivations behind the decisions have been researched

for years in consumer behavior models. However, the behavioral habits and motivations of consumers are changing with the environment, so research has continued in this topic.

Since motivation is entire set of steps those are taken while behaving in an exact way (Jansson-Boyd, 2010), it is the key factor before making a decision. Several reasons such as previous experiences, cultural norms and values, and internal beliefs may affect on a consumer's goal focus (Jansson-Boyd, 2010). When the discrepancy between the goal focus and the outcome of the decision decreases, the motivation increases (Förster, Grant, Idson, & Higgins, 2001).

Self-regulation includes the results perceived as both positively and negatively (Higgins, 2000). A prevention focused consumer feels anxiety when he/she buys or feels relaxation when he/she does not buy the product and a promotion focused one is dissatisfied when he/she does not buy or is pleased when he/she buys (Werth & Foerster, 2007). In order to feel relieved or pleasant, consumers evaluate the product in their regulatory focus limits.

Social cognition studies why people need the acceptance of others, successive moves, security and safety of their family, and to shine in a positive way to other people for 20 years (Bargh, 2002). Since these needs may be the factors that affect consumers before a decision is made, marketers should understand the decision makers' such psychological needs. To investigate what a person focus on while making a decision is crucial as regulatory focus theory approach is a new point of view for understanding consumer behavior (Werth & Foerster, 2007).

1.3. USES AND GRATIFICATIONS THEORY

Uses and Gratifications Theory (UGT) suggests an understanding of the motivations behind the use of media. Mass media communication is the origin of the functionalist perspective of UGT (Luo, 2002) and the antecedents of UGT is studied in 1940s as functionalist effects of radio programs on listening audience (Eighmey & McCord, 1998). That old media use theory explains the motivations of people when using the media such as radio, television, and Internet (Ruggerio, 2000) by searching for the answer of the question of “What do individuals do with media?” instead of “What do media do with individuals?” (Katz, 1959). According to the theory, people are aware of their needs and they aim to fulfill their various needs while using media actively (Katz, Blumler, & Gurevitch, 1974). In today’s world, people use Internet rather than television and radio in order to meet their needs (Basak & Calisir, 2015), so the theory now concerns about the motivations of people surfing on the world wide web after doing their business or checking their e-mails when it is adopted to online media (Eighmey & McCord, 1998).

UGT is studied with its different dimensions in the literature. The first two studies that indicate the functional interpretations of the media were Laswell (1948) and Wright (1960) which indicated the functions as surveillance, correlation, entertainment, and cultural transmission for society, for individuals or for groups (Katz, Blumler, & Gurevitch, 1974). After these, several research have been conducted with different dimensions. Several constructs of UGT are used as metrics in the literature and they are shown in Table 1.1 with additions to Plank and Parker (2000).

Uses and gratifications literature indicates that computer based communications are used with the aim of entertainment and information (Eighmey &

McCord, 1998). The other important constructs of the theory that are studied in the literature are informativeness, entertainment and irritation (Luo, 2002; Korgaonkar and Wollin, 1999; Chen and Wells, 1998; Eighmey & McCord, 1998; Eighmey, 1997; Plummer, 1971).

Table 1.1. Selected UGT constructs

Source	Uses and Gratifications Constructs
McQuail, Blumler and Brown (1972)	Diversion, personal identity, personal relationships, surveillance
Blumler (1979)	Diversion, personal identity, curiosity, surveillance
Ball-Rokeach et a. (1984)	Understanding, orientation, play
Palmgreen and Rayburn (1979), Wenner (1986), Mukherji, Mukherji and Nicovich (1998)	Entertainment/diversion, interpersonal utility, social interaction, surveillance
Payne, Savern, Dozier (1988)	Diversion, surveillance, interaction
Lin (1993)	Informational guidance, interpersonal communication, parasocial interaction, entertainment, diversion
O'Keefe, Sulanowski (1995)	Entertainment, sociability, acquisition, time management
Vincent and Basil (1997)	Entertainment, escape, boredom, surveillance
Eighmey and McCord (1998)	Entertainment, personal involvement, personal relevance, information, clarity of purpose
Parker and Plank (2000)	Companionship&social relationship, surveillance&excitement, relaxation&escape
Svenning (2000)	Diversion, personal relationship, social relationship, personal identity, surveillance, imagination, stimulation, mood changing
Luo (2002)	Entertainment, irritation, informativeness
Starkman (2007)	Relaxation, fun, encouragement, status
Leung (2007)	Relationship building, social maintenance, social recognition, entertainment, informativeness
Banning (2007)	Entertainment, surveillance, personal relationship

Table 1.1. Selected UGT constructs (continued)

Roy (2007)	User-friendly, self-development, educational opportunities, convenience in communication, enhancement of self-development, wide exposure, global exchange, relaxation
Shao (2009)	Self-expression, self-actualization, social interaction, community development, information, entertainment
Li, Liu, Xu, Heikkila, Heijden (2015)	Enjoyment, fantasy, escapism, social interaction, social presence, achievement, self-presentation
Huang and Yang (2015)	Experiencing a different lifestyle, enjoying the fun of the game, maintaining friendships
Basak and Calisir (2015)	Entertainment, self-expression, information seeking, status seeking

1.3.1. Informativeness

Informativeness is defined as the resourceful, useful and knowledgeable level of the media (Chen & Wells, 1999). People can use media in order to search for and reach information. According to UGT, informativeness is a kind of motivation that triggers people's use of media. In online environment, it can be seen from people's often visits to Wikipedia that searching for information is conducted by an individual's desire to increase knowledge and awareness of him or herself (Shao, 2009). Users can reach many sources and find information in different formats from simple texts to animated videos in the WWW (Eighmey & McCord, 1998).

The motivations before the use may have an effect on the outcomes after the use. Chen and Wells (1999) found that informativeness is positively related to attitude toward the website. Additionally, Brackett and Carr (2001) found that entertainment, informativeness, irritation, credibility, and demographic variables have effect on attitude toward the ad on the Internet.

1.3.2. Entertainment

Entertainment refers to the extent to which media channel is funny for the users. Users are more likely to use the Internet if they feel fun when using it. In 2007, the most watched video category on Youtube is entertainment (Shao, 2009). Previous research show that serving higher entertainment value makes individuals more motivated to use the Internet (Luo, 2002; Chen & Wells, 1999; Ducoffe, 1996). Social media can be counted as a successful example of effective entertaining media that provides high usage levels. Basak and Calisir (2015) found that entertainment has a positive effect on satisfaction from using Facebook.

The informativeness and entertainment are both critical for an advertisement's value (Ducoffe, 1996; Aaker, Batra, Myers, 1992). Not only the information catches people on the Web, but also entertainment level helps e-marketers keep users on websites (Luo, 2002). If the message both contains information and engagement, then the value of the advertising is optimized (Ducoffe, 1996).

1.3.3. Irritation

Irritation dimension of UGT refers to the feeling of intrusiveness when using the media. Intrusiveness is defined as a perception or psychological consequence that occurs when an audience's cognitive processes are interrupted (Li, Edwards, & Lee, 2002). Ha (1996) also defined intrusiveness as the degree of interruption in the editorial unit process made by an advertisement in a media vehicle. So, the critical point is to try not to put anything between the consumer and the advertising in perception process. In online advertising context, irritation is an obstacle to be overcome by marketers. People who perceive the Web as irritating have negative

attitude toward the Web (Luo, 2002). In several studies, the effect of intrusiveness on the Internet is researched. When a consumer feels intrusive about an advertisement, that consumer hardly transacts with that brand.

In Uses and Gratifications Theory perspective, irritation can be defined as the perception of the media content as being intrusive and scunge. In online advertising context, irritating banner ads have an additive effect on anxiety and may be distracting for users' attention (Ducoffe, 1996). Internet users may be negatively affected by big flashy banners those are exposed by using collecting users' online information and behavior (Luo, 2002).

Previous research (Tsang, Ho & Liangl., 2004; Luo, 2002; Ducoffe, 1996) showed that entertainment and informativeness has positively related to attitude, whereas irritation has negatively related to it.

1.4.RISK PERCEPTION

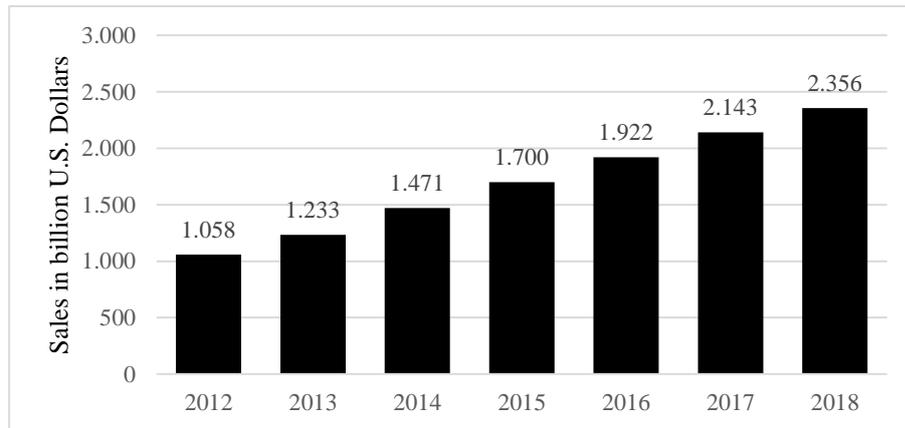
In every way of spending money, generally, the feeling of risk is founded inside the consumer. When a boy buys a gift for his girlfriend, he worries if the girl will like the gift. When a woman buys a T-shirt for himself, she concerns about the situation of the T-shirt after washing it. When a father makes a reservation in a hotel for summer holiday, his concern may be the safety integrity level of the facility. Even if it is a product or service, risk perception exists. Unexpected shipping costs, delivery problems, credit card frauds, and nonexistence of guarantee cause risk perception and it becomes a block between consumers and online shopping (Noort, Kerkhof, & Fennis, 2008).

In consumer psychology, risk perception is originated by the potential negative outcomes of the consumption (Dhlokia, 2000). These negative outcomes are not only about the product or the service but also financial and security.

1.4.1. Security Risk

In the first years of online shopping, consumers experienced difficulty to trust websites about giving their personal information. They used to hide their credit card numbers, password, and some other confidential details from even their best friends. How could it be easy to believe in an online “jungle” can keep all the personal data? Year by year, technological developments positively affect security systems and the privacy became a crucial topic for both brands, marketers, advertisers, consumers, and even lawyers. Today, people can shop online safely through their PCs, laptops, tablets, and even mobile phones. As it is shown in Graph 1.1, in 2018, e-commerce sales is expected to increase by 123% compared to 2012 and reach nearly 2.4 billion dollars (Statista: The Statistics Portal, 2014).

Graph 1.1. B2C e-commerce sales worldwide from 2012 to 2018



Source: Statista: *The Statistics Portal*, 2014

Thoughts about giving financial and personal information in online environment cause security risk on Internet (Coker, Ashill, & Hope, 2011). Previous experience may decrease these negative thoughts, however it also may increase them. A person who is defrauded after an online shopping activity will choose offline shopping then. So, the players in the sector affect each other. A company which does not care about safety issues cause the customer not only avoid that company but also the e-commerce sector.

1.4.2. Financial Risk

Financial risk is the possibility of economical loss. After buying a product from an online store, the consumer tries to be sure about whether the product will worth to the money. Although all the details are generally written on the webpages, the consumers want to have exactly what is seen on computer. Sometimes, the reality may be different. For example, the colours can be seen shinier on screen and when the consumer opens the package, he/she is dissappointed. This can be seen on clothing shoppings. A woman falls in love with a pair of shoes on an e-commerce website and

bought it in parallel with her size. But when the shoes come, the woman tries the shoes and it is small or big or made of a hard material or some different negative situations.

This kind of risk is about losing money via credit card fraudulent issues, so the amount of money is not important (Bhatnagar, Misra, & Rao, 2000). The price of the product is a main dimension of financial risk (Grewal, Gotlieb, & Marmorstein, 1994). Actually, financial risk is directly related to product risk because of the benefit cost ratio. The cost is worth the product or service if only the consumer likes it.

1.4.3. Product/Service Risk

With the technological support, e-commerce is now available for every single product or service. From clothes to durable consumer goods, from holidays to breakfast occasions every product type or event can be bought online. Online shopping has a lot of benefits such as time-saving, seeing a lot of options, and ability to compare products and prices (Chen & Dubinsky, 2003). These benefits make e-commerce a perfect channel for purchasing. Consumers are becoming more and more involved to online buying behavior.

A wide range of products and services are available online, and this variety makes consumers' behavior about these products and services different from each other. Consumers perceive the products risky when they can not evaluate them physically by themselves (Coker, Ashill, & Hope, 2011). This "online evaluation" becomes different in different products or services. Each product class has its own risk level. For example, a photo frame is not as risk as a mobile phone. Both price and product risks affect the general risk perception of buying these products. In case a

faulty product is sent to the consumer, a wrong photo frame does not have a negative effective as a mobile phone.

1.5.ATTITUDE TOWARD THE AD

Attitude is defined as the overall positive or negative evaluation (Ajzen, 1991) of a stimuli such as a behavior, a product, a brand, or an advertising. Consumers are exposed to thousands of advertisements while using the Internet and that causes the establishment of some appraisals about the advertisement. These appraisals are called attitude toward the ad in the literature. Attitude toward the ad is defined as the attitude developed by advertising receivers and it has an effect on measures of advertising effectiveness such as purchase intention and brand attitude (Lutz, MacKenzie, & Belch, 1983). Another definition is made by Mackenzie and Lutz (1989): “A predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion”.

Advertising has a thin line between being powerful or nonsense. Because the bridge between the consumer and the brand is the advertising, it should be placed in the right way. Consumer’s perceptions about an advertisement whether it meets his or her purposes shapes the acceptability of the advertisement for that consumer (Kim, Kim, & Park, 2010).

In online customized advertisements, messages are generally personalized by using some information such as using demographics, name, age, or behavioral data. Marketers aim to have a close relationship with consumers by this way. However, from marketers’ intention, consumers may perceive this kind of customization as too personal different (White, Zahay, Thorbjornsen, & Shavitt, 2008). Intrusiveness

should occur in different ways such as irrelevancy of the message content, the number of ad exposure, privacy concerns etc. E-business websites cannot acquire consumers if they irritate the users (Luo, 2002) although Internet users see some messages saying something similar to their past search data or past transactions on online customized ads. In order to avoid irrelevancy, marketers should arrange the customization level in optimum degrees. Fit level of the ad affects directly consumer's perception, however the high level of fit may negatively affect because of the feeling of being poached.

Attitude toward the ad can be affected by different factors about the website, the ad, or the characteristics of the user. For instance, the attitude toward the advertising is positive if the website and the ad is congruent (Cho, 2003) whereas people who have a high desire for control have more negative attitude toward the ad because ad can be seen as loss of control (Bright & Daughterty, 2012). On the other hand, dimensions of UGT can be the factors affecting the attitude positively (Ducoffe, 1996). Information, entertainment, and behavioral utility of advertising comprise the Internet advertising attitude (Schlosser, Shavitt, & Kanfer, 1999). Additionally, regulatory focus of the user is a predictor of the attitude. If a person's regulatory focus fit with the advertising, attitude toward that ad will be higher (Noort, Kerkhof, & Fennis, 2008).

1.6.BRAND ATTITUDE

As attitude is defined as "a function of a person's salient beliefs at a given point in time" (Fishbein & Ajzen, 1975), evaluations and feelings of a consumer about a brand is called brand attitude (Newman, Stem Jr, & Sprott, 2004). Advertising has a critical dimension of shaping consumers' attitude toward the brand and the product (Jansson-

Boyd, 2010). Because of this relation, attitude toward the ad and brand attitude could not be evaluated separately. Brand attitude has attitude toward the advertising as an antecedent. In several studies, it is indicated that attitude toward the ad contributes to brand attitude, purchase intention, or ad clicking (Wang and Sun, 2010; Wolin, Korgaonkar and Lund, 2002; Goldsmiths, Lafferty and Newell, 2000; Homer, 1990; Mittal, 1990; MacKenzie, Lutz and Belch; 1986; Mitchell and Olson; 1981). Additionally, UGT constructs are found to be predictors of brand attitude. In online advertising context, the website that the ad is shown on may be the brand that the user generates an attitude toward. Entertainment and informativeness of the website are positively related to the attitude toward the website (Luo, 2002).

As purchase intention may be affected by brand attitude (Hausman & Siekpe, 2009), consumer's attitude toward the brand is an important factor for marketers. For instance, people are more likely to surf on Web if they have positive attitudes (Luo, 2002). In order to create such an effect, advertisers should work for triggering positive evaluations and beliefs which then mediates positive attitudes. The main goal of a brand should not only be to create a favorable attitude toward the ad, but to generate a favorable brand attitude (Okazaki, Katsukura, & Nishiyama, 2007).

1.7.BEHAVIORAL ADVERTISING RESPONSES

The last step of the results of the advertising process is selling the product. If an ad is able to make the consumer buy the product, it can be said that the ad is powerful enough. In online advertisements, CTR is the performance criteria.

Behavioral responses are the actions which consumers take after seeing an ad. These responses are differentiated in different studies in the literature. Clicking on the

ad is the most studied construct of behavioral response to an ad (Wang and Sun, 2010; Wolin, Kargaonkar and Lund, 2002). Purchase intention (Hyejeong & Sharron J, 2010), seeking out for further information (Zeng, Huang and Dou, 2009; Nedungadi, Mithcell and Berger, 1993), and online shopping frequency (Wang & Sun, 2010) are some of the other constructs researched for behavioral responses.

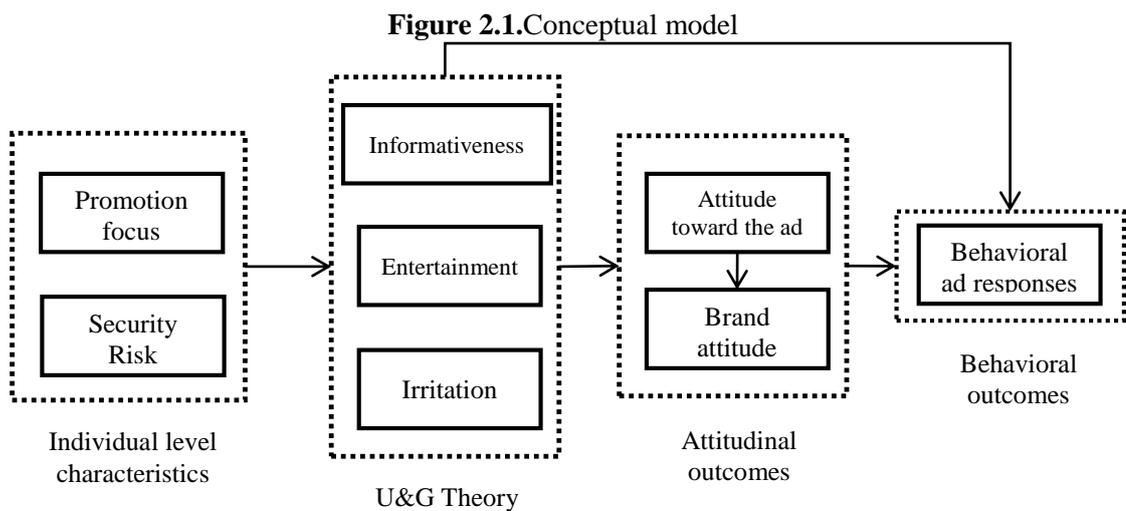
Consumers' behavioral responses to ads are affected by attitudes (Mithcell and Olson, 1981; Wang and Sun, 2010; Doorn and Hoekstra, 2013; Jin and Villegas, 2006). Attitude toward the ad has positive effect on behavioral response such as clicking on the ad (Wang & Sun, 2010). Banner ads helps brand recognition which turns into a positive brand attitude and, as a result, a purchase intention (Briggs & Hollis, 1997). Behavioral intent, the consumer's decision about staying or leaving the firm as a customer (Zeithaml, Berry, & Parasuraman, 1996), has a critical impact on customer's intention for interaction in the future (Kim & Lennon, 2011).

CHAPTER TWO

RESEARCH

2.1.HYPOTHESES DEVELOPMENT

This study proposes to examine behavioral responses, attitude toward the online customized advertising, and attitude toward the brand that gives such advertisements on the Internet, in the scope of uses and gratifications theory. Specifically, as shown in Figure 2.1, a model in which consumer's regulatory focus and security risk perceptions influence utility perceptions and gratifications associated with a customized ad, which in turn determine attitudinal and behavioral outcomes is proposed.



Promotion focus level and perceived security risk level of the users are hypothesized to directly influence the informativeness, entertainment and irritation constructs of uses and gratifications theory. These constructs are estimated to be the predictors of attitude toward the ad, brand attitude and behavioral ad responses. Next, hypotheses are developed.

2.1.1.Promotion Focus Level and UGT Constructs

People have both promotion and prevention focus characteristics in different levels. In regulatory focus theory, promotion-focused people refers to the ones who have the psychological state of focusing on benefits when making a decision. They expect a positive outcome after a decision, and the motivation of the decision is to have their ideal goals (Werth & Foerster, 2007; Pham & Avnet, 2004). Since this psychological state triggers the decisions, promotion focus level of an individual may be an indicator of the motivations to the use of media that is used to meet his or her needs. Individuals are aware of their needs, so they choose their media tool in order to fulfill their needs in a goal-oriented manner (Rubin, 1993). Since the choice of the way of meeting the needs is about the goal orientation of a person, regulatory focus can be a good interpretive theory of people's perceptions. Interestingly, no empirical findings exist in the context of UGT and promotion focus level relationship in the literature.

The present study explores the effects of promotion focus level on perceived informativeness, entertainment, and irritation levels of ads. Since customization increases relevancy of the ad message to the needs of the person being exposed, promotion focused people should perceive the message as a timely opportunity pertaining to his/her cognitive task at the time of exposure and, hence, react to it more positively. Therefore, it is hypothesized that promotion focus level is positively related to perceived informativeness and entertainment level of an online customized ad because of their being beneficial outcomes, while it is hypothesized that promotion level is negatively related to perceived irritation level of an online customized ad because of its being a negative outcome.

H1a: Promotion focus level is positively related to perceived informativeness level of an online customized ad.

H1b: Promotion focus level is positively related to perceived entertainment level of an online customized ad.

H1c: Promotion focus level is negatively related to perceived irritation level of an online customized ad.

2.1.2. Perceived Security Risk and UGT Constructs

Risk perception arises from the potential negative outcomes of the consumption (Dhlokia, 2000). In online customized ads, privacy issues can be counted as one of the main negatively perceived results of clicking on ads. Online shopping habits of people may be closely related to the perceived security risk levels and this relationship may have an affect on the motivations to use the Internet. One of the premises of the conceptual model proposed in this thesis is that security risk perception affects the perception of online customized ads. It is estimated that when an individual feels his or her security is threatened, he or she will have a negative overall evaluation of the ad, which may also reflect negatively on the evaluations regarding the product or service being advertised. Since informativeness and entertainment are counted as positive perceptions, whereas irritation is a negative one, it is expected that there will be a negative relationship between perceived security risk level and perceived informativeness and irritation levels of an online customized ad, and a positive relationship between the irritation level of an online customized ad. Therefore, the following hypotheses are developed.

H2a: Perceived security risk is negatively related to perceived informativeness level of an online customized ad.

H2b: Perceived security risk is negatively related to perceived entertainment level of an online customized ad.

H2c: Perceived security risk is positively related to perceived irritation level of an online customized ad.

2.1.3.UGT Constructs and Behavioral and Attitudinal Outcomes

The online media consumption become more and more common since the technological development has accelerated in the last years. Since people's approach to the online environment shapes their motivation for usage of Internet. The effects of uses and gratifications theory on Internet is researched several times in the literature (Basak & Calisir, 2015; Kim, Kim & Park, 2010; Luo, 2002; Chen & Wells, 1999; Kargaonkar & Wolin, 1999). Online customized ads are estimated to be affected by consumers' perceptions about that quite new technology. Perceived entertainment and informativeness levels of online customized ads are expected to have positive effects on attitude toward the online customized ad, brand attitude, and behavioral responses to online customized ads, whereas perceived irritation level of online customized ads is expected to have negative effect on the same constructs.

H3a: Perceived informativeness level of an online customized ad is positively related to attitude toward the ad.

H3b: Perceived informativeness level of an online customized ad is positively related to brand attitude.

H3c: Perceived informativeness level of an online customized ad is positively related to behavioral ad responses.

H3d: Perceived entertainment level of an online customized ad is positively related to attitude toward the ad.

H3e: Perceived entertainment level of an online customized ad is positively related to brand attitude.

H3f: Perceived entertainment level of an online customized ad is positively related to behavioral ad responses.

H3g: Perceived irritation level of an online customized ad is negatively related to attitude toward the ad.

H3h: Perceived irritation level of an online customized ad is negatively related to brand attitude.

H3i: Perceived irritation level of an online customized ad is negatively related to behavioral ad responses.

2.1.4. Attitudinal and Behavioral Outcomes

Behavioral advertising response is one of the main indicators of advertising effectiveness. Previous literature shows that attitude toward the ad is a crucial predictor of ad effectiveness (Luo, 2002; MacKenzie, Lutz & Belch, 1986). Users' having a positive attitude toward online advertising is expected to create positive behavioral responses. Moreover, it is expected that attitude toward the ad has a positive effect on brand attitude.

H4a: Attitude toward the ad is positively related to behavioral ad responses.

H4b: Brand attitude is positively related to behavioral ad responses.

H5: Attitude toward the ad is positively related brand attitude.

2.2.METHODOLOGY

The current research investigates the effectiveness of customized online advertising through a survey based quantitative research. The proposed research model is tested with the data collected via online survey (see Appendix B). The scale items in the survey are adopted from previous literature (Table 2.1). First, a pilot study is conducted with 20 participants in order to confirm the questionnaire by wording, by relevancy and by general adequacy. The questionnaire is reformed after the feedbacks from the participants of pilot study.

Table 2.1. Scales used in the research

Construct	Items	Source	Cronbach's Alpha
Regulatory focus theory		Higgins,	
Promotion	Compared to most people, I am typically able to get what I want out of life. I usually accomplished things that got me “psyched” to work even harder. I often do well at different things that I try. When it comes to achieving things that are important to me, I find that I perform as well as I ideally would like to do. I feel like I have made progress toward being successful in my life. I have found lots of hobbies or activities in my life that capture my interest or motivate me to put effort into them.	Friedman, Harlow, Idson, Ayduk, Taylor (2001)	0.783
Prevention	Growing up, I "cross the line" by doing things that my parents would not tolerate.		0.719

Table 2.1. Scales used in the research (continued)

	I often get on my parents' nerves when I was growing up.		
	I usually obey the rules and regulations that were established by my parents.		
	Growing up, I act in ways that my parents thought were objectionable.		
	Not being careful enough has gotten me into trouble at times.		
Security Risk	I am afraid that my personal information will be shared with other companies if I click on this ad.	Sitkin and Weingard (1995)	0.843
	I am afraid that my reservation history will be recorded if I click on this ad.		
	I am anxious about the security of my credit card while I am making online reservation.		
Informativeness	Customized online ad gives me quick and easy access to large volumes of information.	Luo (2002)	0.936
	Information obtained from the customized online ad is useful.		
	I learned a lot from customized online ads.		
	I think information obtained from customized online ads is helpful.		
	Customized online ad makes acquiring information inexpensive.		
	Customized online ads are entertaining to me.		
Entertainment	I think customized online ads are cool.	Luo (2002)	0.895
	I enjoy clicking on customized online ads.		
	I think customized online ads are irritating.		
Irritation	Customized online ads are annoying to me.	Luo (2002)	0.905
	I feel that customized online ads are confusing.		
	I think customized online ads are messy.		
	Customized online ads are deceptive to me.		
	I will be happy to see this customized online ad.		
Attitude toward the ad	I respond customized online ads positively.	Shimp and Kavas (1984)	0.910
	I appreciate the technic of customized online ad.		
	I think this hotel is good.		

Table 2.1. Scales used in the research (continued)

Brand attitude	I think this hotel is nice.	Jarvenpaa, Tractinsky, Vitale (2000)	0.961
	I think this hotel is suitable for a holiday.		
	I will click on this customized online ad.		
Behavioral ad responses	The customized online ad that I see in such a way attracts me.	Zeng, Huang, Dou (2009)	0.877
	I will search about the content of the ad after seeing this customized online ad.		

After the pilot study, main study is conducted via online survey. The survey link is distributed via e-mailing and via online education web pages. The students who fill in the questionnaire gained 2 points to their final points for the lesson. A total of 421 responses are collected, of which in 12 of them demographics are missing. 409 fully filled surveys are obtained. Sample characteristics can be seen on Table 2.2

Table 2.2. Sample characteristics

Measure	Items	Frequency	Percentage
Gender	Male	189	46.2
	Female	220	53.8
Age	Under 18	1	0.2
	18-25	381	93.2
	26-35	21	5.1
	36-50	2	0.5
	Over 50	4	1
Education(last graduation)	High school	277	67.7
	Graduate	112	27.4
	Postgraduate	20	4.9

Participants started by reading the scenario and then they answered the questions according to that scenario. The scenario told the participants to imagine themselves as a person who is planning to go on a vacation and searching for hotels. Then it is said that they looked at White Hotel (a fictitious brand) in detail, and jumped to another website without making any reservation. While surfing on the Internet, they continuously see some advertisements offering 20% discount at White Hotel.

After the scenario, regulatory focus level, perceived security risk, perceived informativeness level, perceived entertainment level, perceived irritation level, attitude toward the ad, brand attitude and behavioral ad responses questions are respectively asked with existing scales in literature (Table 2.1). For promotion focus, 11 items are adopted from Higgins et al. (2001) (Cronbach's alpha = 0.783). Security risk is measured by 3 items adopted from Sitkin and Weingard (1995) (Cronbach's alpha = 0.843). Uses and gratifications theory constructs are adopted from Luo (2002). Informativeness scale has 5 items (Cronbach's alpha = 0.936) and irritation scale has also 5 items (Cronbach's alpha = 0.905). 2 items from entertainment are eliminated after translation into Turkish because they have the same words with others, so entertainment is measured with 3 items (Cronbach's alpha = 0.895). Attitude toward the ad is measured with 3 items adopted from Shimp and Kavas (1984) (Cronbach's alpha = 0.910). Brand attitude is measured with 3 items adopted from Jarvenpaa et al. (2000) (Cronbach's alpha = 0.961). Behavioral ad response is measured by 3 items from Zeng et al. (2009) (Cronbach's alpha = 0.877). All the questions are pretested with a pilot survey before the study. Responses were measured on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

2.3.DATA ANALYSES

First, reliability analyses for the scales are conducted. In order to test the reliability of the items and constructs, Cronbach's alpha values are extracted. Cronbach's alpha is a value that shows the internal consistency of the constructs and it should be higher than 0.60 (Hair, 2010). The results of the statistical analysis for Cronbach's alpha show also the new value if an item is deleted. That value should be considered while analyzing the data, and the item should be deleted if Cronbach's alpha value would be higher. As it can be seen in the results of the reliability analysis, shown in Table 2.3, none of the item is required to be deleted.

Table 2.3. Descriptives and reliability statistics for the scales

Item	Mean	Std. Deviation	Corrected Item-Total Correlation	Cronbach's alpha	Cronbach's Alpha if Item Deleted
<i>Promotion focus level</i>				0.78	
Compared to most people, I am typically able to get what I want out of life.	5.08	1.40	0.59		0.74
I usually accomplished things that got me “psyched” to work even harder.	4.49	1.60	0.51		0.76
I often do well at different things that I try.	4.77	1.41	0.49		0.76
When it comes to achieving things that are important to me, I find that I perform as well as I ideally would like to do.	5.71	1.37	0.58		0.74
I feel like I have made progress toward being successful in my life.	5.14	1.38	0.63		0.73
I have found lots of hobbies or activities in my life that capture my interest or motivate me to put effort into them.	5.12	1.66	0.43		0.78
<i>Perceived security risk</i>				0.84	
I am afraid that my personal information will be shared with other companies if I click on this ad.	4.59	2.13	0.73		0.76
I am afraid that my reservation history will be recorded if I click on this ad.	4.45	2.10	0.71		0.78
I am anxious about the security of my credit card while I am making online reservation.	5.18	1.96	0.68		0.81
<i>Perceived informativeness level</i>				0.94	
Customized online ad gives me quick and easy access to large volumes of information.	4.16	1.77	0.83		0.92
Information obtained from the customized online ad is useful.	3.97	1.69	0.85		0.92
I learned a lot from customized online ads.	3.78	1.80	0.84		0.92
I think information obtained from customized online ads is helpful.	3.68	1.73	0.86		0.92
Customized online ad makes acquiring information inexpensive.	4.08	1.83	0.77		0.93

Table 2.3. Descriptives and reliability statistics of the scales (continued)

<i>Perceived entertainment level</i>				0.90	
Customized online ads are entertaining to me.	3.07	1.71	0.79		0.85
I think customized online ads are cool.	3.43	1.75	0.78		0.86
I enjoy clicking on customized online ads.	3.27	1.78	0.81		0.84
<i>Perceived irritation level</i>				0.91	
I think customized online ads are irritating.	4.10	2.04	0.82		0.87
Customized online ads are annoying to me.	3.91	2.02	0.77		0.88
I feel that customized online ads are confusing.	3.72	2.02	0.68		0.90
I think customized online ads are messy.	3.94	2.05	0.80		0.88
Customized online ads are deceptive to me.	4.15	2.01	0.76		0.89
<i>Attitude toward the ad</i>				0.91	
I will be happy to see this customized online ad.	3.46	1.72	0.85		0.84
I respond customized online ads positively.	3.60	1.70	0.87		0.83
I appreciate the technic of customized online ad.	3.72	1.89	0.75		0.94
<i>Brand attitude</i>				0.96	
I think this hotel is good.	3.39	1.60	0.93		0.93
I think this hotel is nice.	3.40	1.59	0.91		0.95
I think this hotel is suitable for a holiday.	3.52	1.60	0.91		0.95
<i>Behavioral ad responses</i>				0.88	
I will click on this customized online ad.	3.30	1.87	0.78		0.81
The customized online ad that I see in such way attracts me.	3.61	1.83	0.82		0.78
I will search about the content of the ad after seeing this customized online ad.	3.74	1.98	0.70		0.89

Structural equation modeling is employed for the data analysis and AMOS 16.0 software is used. First, a confirmatory factor analysis (hereafter, CFA) is conducted in order to test the psychometric properties of the measurement theory. CFA provides the ability to evaluate the validity of the measurement model, which means to investigate if the observed variables accurately measure what they are supposed to measure (Cook & Campbell, 1979). As a result of this analysis, some goodness of fit (hereafter, GOF) indices need to be reported (Wang & Sun, 2010): the Chi-square, comparative fit index (hereafter, CFI), the root mean square error of approximation (hereafter, RMSEA), the incremental index of fit (hereafter, IFI), and the goodness-of-fit index (hereafter, GFI). The model fit demonstrated satisfactory values (GFI = 0.881; AGFI = 0.855; NFI = 0.922; IFI = 0.958; TLI = 0.952; CFI = 0.958; RMSA = 0.050). The cmin/df ratio of this model is 2.05 which is also satisfactory. According to Kline (2005), cmin/df ratio should be less than 3. Other thresholds for the measures can be seen on Table 2.4.

Table 2.4. Threshold values for goodness of fit measures

MEASURE	THRESHOLD
Chi-Square /df (cmin/df)	<3 good; <5 Sometimes permissible
P- value for the model	>.05
CFI(Comparative fit index)	>.95 Great; >.90 traditional; >.80 Sometimes permissible
GFI(Goodness-of-fit index)	>.95
AGFI (Adjusted goodness of fit index)	>.80
RMSEA(root mean square error of approximation)	<.05 Good; .05-.10 moderate; >.10 Bad

Table 2.5. Confirmatory factor analysis results

Construct	Item	Mean	SD	Factor loading	AVE	α	Composite reliability
Promotion focus	RFT1	5.08	1.40	0.68***	0.51	0.78	0.83
	RFT3	4.49	1.60	0.57***			
	RFT7	4.77	1.41	0.57***			
	RFT9	5.71	1.37	0.68***			
	RFT10	5.14	1.38	0.73***			
	RFT11	5.12	1.66	0.50***			
Informativeness	UseGrat1	4.16	1.77	0.87***	0.71	0.94	0.83
	UseGrat2	3.97	1.69	0.89***			
	UseGrat3	3.78	1.80	0.87***			
	UseGrat4	3.68	1.73	0.90***			
	UseGrat5	4.08	1.83	0.80***			
Entertainment	UseGrat6	3.07	1.71	0.82***	0.72	0.90	0.75
	UseGrat7	3.43	1.75	0.81***			
	UseGrat8	3.27	1.78	0.93***			
Irritation	UseGrat9	4.10	2.04	0.90***	0.75	0.91	0.83
	UseGrat10	3.91	2.02	0.85***			
	UseGrat11	3.72	2.02	0.68***			
	UseGrat12	3.94	2.05	0.82***			
	UseGrat13	4.15	2.01	0.78***			
Security Risk	SRisk1	4.59	2.13	0.85***	0.76	0.84	0.75
	SRisk2	4.45	2.10	0.80***			
	SRisk3	5.18	1.96	0.76***			
Attitude toward the ad	AttAd1	3.46	1.72	0.94***	0.73	0.91	0.75
	AttAd2	3.60	1.70	0.94***			
	AttAd3	3.72	1.89	0.78***			
Behavioral responses	BehAdResp1	3.30	1.87	0.88***	0.74	0.88	0.75
	BehAdResp2	3.61	1.83	0.90***			
	BehAdResp3	3.74	1.98	0.74***			
Brand attitude	AttBrand1	3.39	1.60	0.97***	0.70	0.96	0.75
	AttBrand2	3.40	1.59	0.94***			
	AttBrand3	3.52	1.60	0.93***			

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Convergent validity and discriminant validity are tested in order to assess the measurement model. Convergent validity measures if the items are theoretically accurate for the scale (Li, Liu, Xu, Heikkila, & van der Heijden, 2015). Composite

reliability (CR) and average variance extracted (AVE) formulas (Fornell & Larcker, 1981) are calculated manually using Microsoft Excel. CR is measured by the formula (Figure 2.2) that divides the sum of the squares of the standardized factor loadings to the sum of the squares of the standardized factor loadings and sum of the squared correlations. AVE is calculated by dividing the the square of sum of the standardized factor loadings to the sum of the dividend and sum of error variance (Figure 2.3).

Figure 2.2. Composite reliability formula

$$CR = \frac{\left(\sum_{i=1}^n \lambda_i\right)^2}{\left(\sum_{i=1}^n \lambda_i\right)^2 + \left(\sum_{i=1}^n \delta_i\right)}$$

Figure 2.3. Average variance extracted formula

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum_i \text{var}(\varepsilon_i)}$$

As it is shown in Table 2.6, CR values are above 0.75 which is satisfactory for the model. Average variance extracted (hereafter, AVE) values are also satisfactory because the least is 0.51 (Table 2.7). Therefore, convergent validity is achieved for these constructs. Discriminant validity measures whether the questions in the scale are related to the construct or to the other constructs in the model (Li, Liu, Xu, Heikkila, & van der Heijden, 2015). Since AVE for each construct included in measurement model tests is greater than its squared correlations with other constructs (Fornell &

Larcker, 1981), discriminant validity of the measurement scales meet the criteria (Table 2.8).

Table 2.6. Composite reliability measures of the constructs

	Std. Load	Srq. Multiple Corr.	Composite Reliability
Srisk1	0.846***	0.715	0.75
Srisk2	0.796***	0.634	
Srisk3	0.762***	0.581	
RFT1	0.678***	0.460	0.83
RFT3	0.570***	0.325	
RFT7	0.566***	0.320	
RFT9	0.684***	0.468	
RFT10	0.729***	0.531	
RFT11	0.500***	0.250	
INFO1	0.872***	0.760	0.83
INFO2	0.891***	0.795	
INFO3	0.872***	0.760	
INFO4	0.895***	0.801	
INFO5	0.795***	0.633	
ENT1	0.820***	0.673	0.75
ENT2	0.810***	0.656	
ENT3	0.933***	0.870	
IRR1	0.903***	0.815	0.83
IRR2	0.852***	0.726	
IRR3	0.681***	0.464	
IRR4	0.816***	0.665	
IRR5	0.779***	0.607	
ADATT1	0.935***	0.874	0.75
ADATT2	0.942***	0.887	
ADATT3	0.777***	0.604	
BRATT1	0.968***	0.936	0.75
BRATT2	0.937***	0.878	
BRATT3	0.928***	0.861	
RESP1	0.884***	0.781	0.75
RESP2	0.904***	0.817	
RESP3	0.741***	0.549	

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Table 2.7. AVE measures of the constructs

	Std. Load	Srq. Multiple Corr.	Variance	AVE
Srisk1	0.846***	0.715	3.254	0.76
Srisk2	0.796***	0.634		
Srisk3	0.762***	0.581		
RFT1	0.678***	0.460	1.045	0.51
RFT3	0.570***	0.325		
RFT7	0.566***	0.320		
RFT9	0.684***	0.468		
RFT10	0.729***	0.531		
RFT11	0.500***	0.250		
INFO1	0.872***	0.760	2.483	0.71
INFO2	0.891***	0.795		
INFO3	0.872***	0.760		
INFO4	0.895***	0.801		
INFO5	0.795***	0.633		
ENT1	0.820***	0.673	2.520	0.72
ENT2	0.810***	0.656		
ENT3	0.933***	0.870		
IRR1	0.903***	0.815	2.986	0.75
IRR2	0.852***	0.726		
IRR3	0.681***	0.464		
IRR4	0.816***	0.665		
IRR5	0.779***	0.607		
ADATT1	0.935***	0.874	2.654	0.73
ADATT2	0.942***	0.887		
ADATT3	0.777***	0.604		
BRATT1	0.968***	0.936	2.368	0.70
BRATT2	0.937***	0.878		
BRATT3	0.928***	0.861		
RESP1	0.884***	0.781	2.872	0.74
RESP2	0.904***	0.817		
RESP3	0.741***	0.549		

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Table 2.8. Discriminant validity

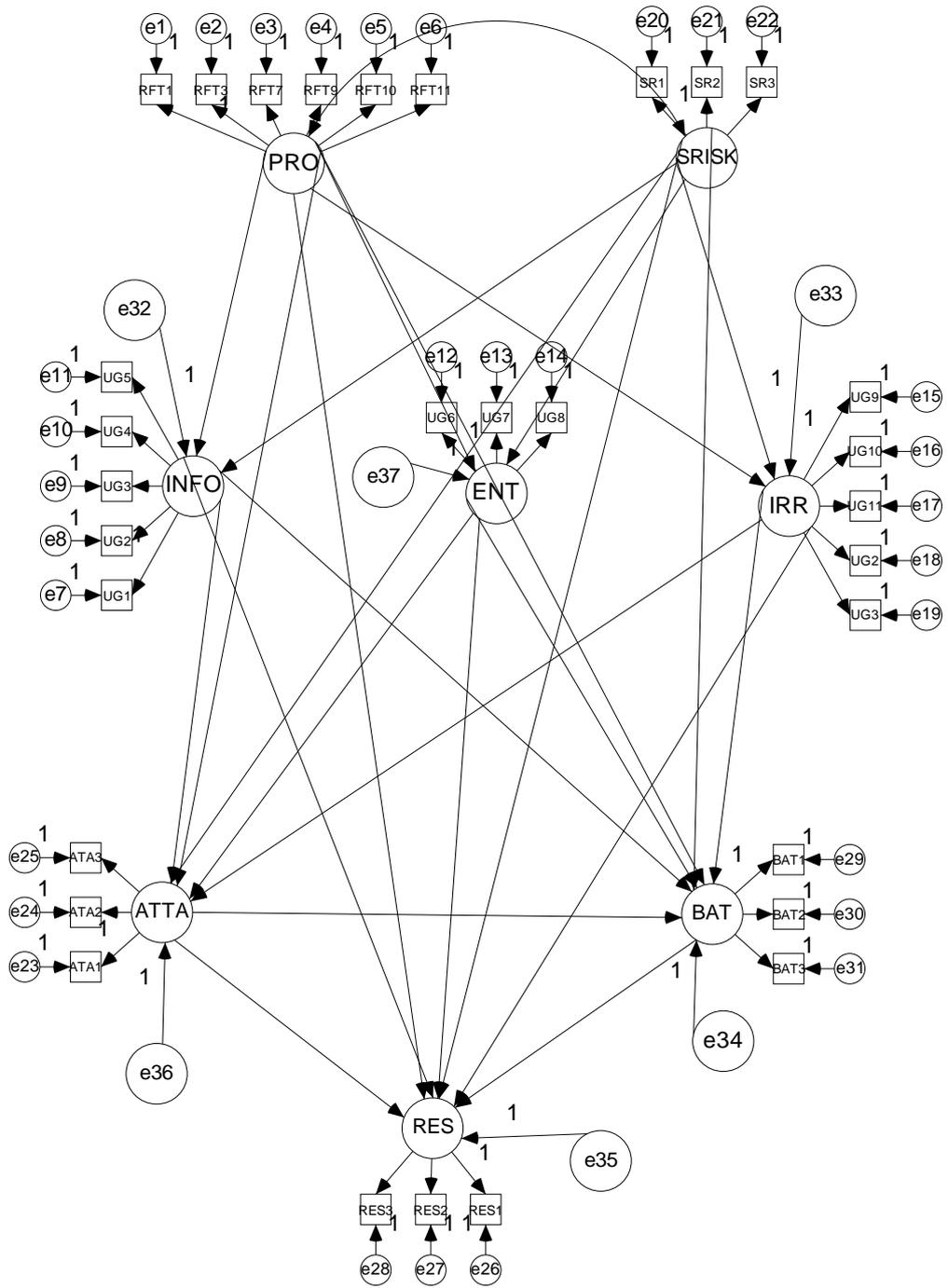
	SRISK	RFT	INFO	ENT	IRR	ADATT	BRATT	RESP
SRISK	0.76							
RFT	0.01	0.51						
INFO	0.02	0.02	0.71					
ENT	0.02	0.02	0.64	0.72				
IRR	0.08	0.00	0.22	0.23	0.75			
ADATT	0.05	0.02	0.68	0.56	0.24	0.73		
BRATT	0.02	0.02	0.44	0.42	0.14	0.50	0.70	
RESP	0.05	0.01	0.64	0.60	0.18	0.70	0.43	0.74

Bolds are AVE, rest are squared correlations among constructs.

2.4.RESEARCH MODEL AND HYPOTHESES TESTING

The hypotheses are tested through path analysis using SEM with the model seen in Figure 2.4. The results indicate acceptable and satisfactory goodness of fit between proposed research model and the empirical data (GFI = 0.840; AGFI = 0.806; NFI = 0.883; IFI = 0.918; TLI = 0.906; CFI = 0.918; RMSA = 0.070). Cmin/df value of the model is found as 3.04 which is acceptable for such a sample size of 409 (Hu & Bentler, 1999). Supported hypotheses are shown in Table 2.9.

Figure 2.4. Figure of SEM



All hypotheses regarding the relationships between individual level characteristics and U&G theory constructs but one are accepted. Promotion focus level ($\beta=0.221$; $p<0.01$) is found to have a positive effect on informativeness whereas security risk ($\beta=-0.214$; $p<0.01$) is found to have a negative effect on it. Promotion focus ($\beta=0.196$; $p<0.01$) is positively related to entertainment whereas security risk ($\beta=-0.210$; $p<0.01$) is negatively related. Irritation is only affected positively by security risk ($\beta=0.320$; $p<0.01$). All hypotheses those are developed between individual level characteristics and U&G theory constructs but one are accepted.

It was also hypothesized that U&G theory constructs has effects on attitudinal and behavioral outcomes. It is found that attitude toward the ad is affected by all three constructs of the UGT. Informativeness ($\beta=0.679$; $p<0.01$) and entertainment ($\beta=0.260$; $p<0.01$) has a positive effect, whereas irritation ($\beta=-0.109$; $p<0.01$) has a negative effect on attitude toward the ad. Brand attitude is found to be affected positively only by entertainment ($\beta=0.230$; $p<0.01$). Informativeness ($\beta=0.282$; $p<0.01$) and entertainment ($\beta=0.264$; $p<0.01$) are found to have positive significant effects on behavioral ad responses. Irritation is found to have no effect on neither brand attitude nor behavioral ad responses.

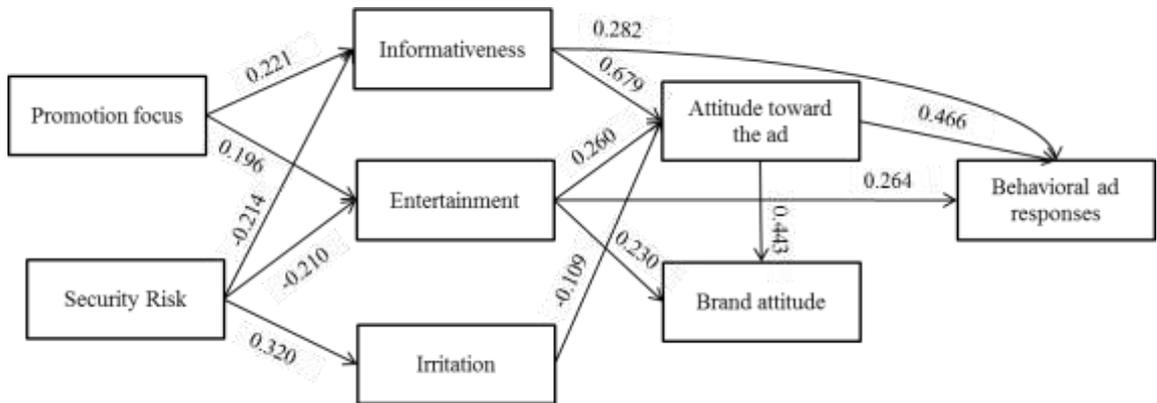
Moreover, attitude toward the ad ($\beta=0.443$; $p<0.01$) is found to be positively related to brand attitude as hypothesized.

The results of the hypotheses testings are summarized in Table 2.9.

Table 2.9. Summary of researched hypotheses

Hypothesis	Result
H1a Promotion focus level is positively related to perceived informativeness level of an online customized ad.	(+)Supported
H1b Promotion focus level is positively related to perceived entertainment level of an online customized ad.	(+)Supported
H1c Promotion focus level is negatively related to perceived irritation level of an online customized ad.	(-)Rejected
H2a Perceived security risk is negatively related to perceived informativeness level of an online customized ad.	(-)Supported
H2b Perceived security risk is negatively related to perceived entertainment level of an online customized ad.	(-)Supported
H2c Perceived security risk is positively related to perceived irritation level of an online customized ad.	(+)Supported
H3a Perceived informativeness level of an online customized ad is positively related to attitude toward the ad.	(+)Supported
H3b Perceived informativeness level of an online customized ad is positively related to brand attitude.	(+)Rejected
H3c Perceived informativeness level of an online customized ad is positively related to behavioral ad responses.	(+)Supported
H3d Perceived entertainment level of an online customized ad is positively related to attitude toward the ad.	(+)Supported
H3e Perceived entertainment level of an online customized ad is positively related to brand attitude.	(+)Supported
H3f Perceived entertainment level of an online customized ad is positively related to behavioral ad responses.	(+)Supported
H3g Perceived irritation level of an online customized ad is negatively related to attitude toward the ad.	(-)Supported
H3h Perceived irritation level of an online customized ad is negatively related to brand attitude.	(-)Rejected
H3i Perceived irritation level of an online customized ad is negatively related to behavioral ad responses.	(-)Rejected
H4a Attitude toward the ad is positively related to behavioral ad responses.	(+)Supported
H4b Brand attitude is positively related to behavioral ad responses.	(+)Rejected
H5 Attitude toward the ad is positively related brand attitude.	(+)Supported

Figure 2.5. Structural model*



*Only paths that are significant at 0.01 level are included in the model.

Contrary to the hypothesis, promotion focus level is found to have no relation with irritation level ($\beta=-0.105$; $p>0.05$). Additionally, the results show that brand attitude is only affected by entertainment out of UGT constructs. Irritation ($\beta=-0.004$; $p>0.05$) and informativeness ($\beta=0.144$; $p>0.05$) are found to have no effect on brand attitude. Moreover, brand attitude has no effect on behavioral ad responses ($\beta=0.036$; $p>0.05$) contrary to the expectation. It was hypothesized that irritation is negatively related to behavioral ad responses, however the hypothesis is rejected ($\beta=0.057$; $p>0.05$). All paths can be seen in Figure 2.5.

CHAPTER THREE

DISCUSSION

The main objective of the study is to understand the effects of promotion focus and security risk perception level of the consumers on uses and gratifications theory, and accordingly on attitudinal and behavioral outcomes of online customized advertising. Data collected through an online survey proved that promotion focus level has a positive effect on informativeness and entertainment, while security risk has a negative effect on informativeness, entertainment and irritation. Additionally, informativeness is found to have positive effect on attitude toward the ad and behavioral ad responses; entertainment is found to have positive effect on attitude toward the ad, brand attitude and behavioral ad responses; irritation is found to have a negative effect on attitude toward the ad. The study also reveals the relationship between attitudinal and behavioral outcomes. Attitude toward the ad is positively related to behavioral ad responses and brand attitude.

The primary output of the study is that promotion focus level of a consumer is directly proportional with informativeness and entertainment which have effect on attitudinal and behavioral outcomes. Promotion focus people target the positive outcome (Ryu, Suk, Yoon, & Park, 2014), so the advertising should give the consumer such benefits. Findings show that promotion focus level of a consumer is positively related to informativeness ($\beta=0.221$; $p<0.01$) and entertainment ($\beta=0.196$; $p<0.01$) which can be considered as the positive outcomes of online advertising. Promotion focus people mainly indicate that they find online customized advertising providing accurate information easily and cheaply and they state that these kind of ads are

enjoyable. These two constructs can be considered as benefits of online customized ads for promotion-focused people. These findings are not studied in previous research, so it is the main significance of this study for the consumer psychology in online advertising literature. Contrary to expectations, irritation does not have a negative relation with promotion focus level. Irritation is a dimension that measures the intrusiveness level of the customized online advertising. Since the nature of promotion focus that is mainly the benefit, irritation is not in the scope of promotion-focused people. People who pay attention to the benefit of an online customized ad do not concern about the irritation of the ads.

Security risk perception is one of the main threats for online customized advertisers. The study suggested that security risk have a relation with UGT constructs those have attitudinal and behavioral outcome effects. Consumers who have high security risk perception have lower informativeness measure ($\beta=-0.214$; $p<0.01$) and lower entertainment measure ($\beta=-0.210$; $p<0.01$), while higher irritation measure ($\beta=0.320$; $p<0.01$). These results are in parallel with the hypotheses. If consumers feel that their security risk is threatened with the customized online ads, they do not think that the ads provide information or fun. The positive relationship between irritation and security risk is found as expected. In the literature, it is found that risk perception negatively effects online shopping behavior (Pavlou, 2003). In this research, it is found that the reason of the negative relationship between security risk and behavioral and attitudinal outcomes is the effect on UGT constructs.

The main findings of the research are the direct effects of UGT dimensions on attitudinal and behavioral outcomes. The effects of UGT constructs on the outcomes are hypothesized in the research and many of them are supported. The highest

relationship in the study is found between informativeness and attitude toward the ad ($\beta=0.679$; $p<0.01$). People who think that customized online ads are informative, have a positive attitude toward the ad. If the ad provides easy and cheap access to relevant information, consumer has a high probability to respond positively to the ad. Entertainment ($\beta=0.260$; $p<0.01$) has a similar effect on customized online ads. Customized online ads which beguile the users will attract them to be clicked on. These findings are parallel with Ducoffe (1996). In Ducoffe's study (1996), entertainment and information are positively related to attitude toward the ad in terms of perceived ad value. Irritation ($\beta=-0.109$; $p<0.01$) is found to have a negative effect on attitude toward the ad as expected. It is regular to find such a result because the dimension of irritation has a distracting property. This finding is also the same with Ducoffe's (1996) study.

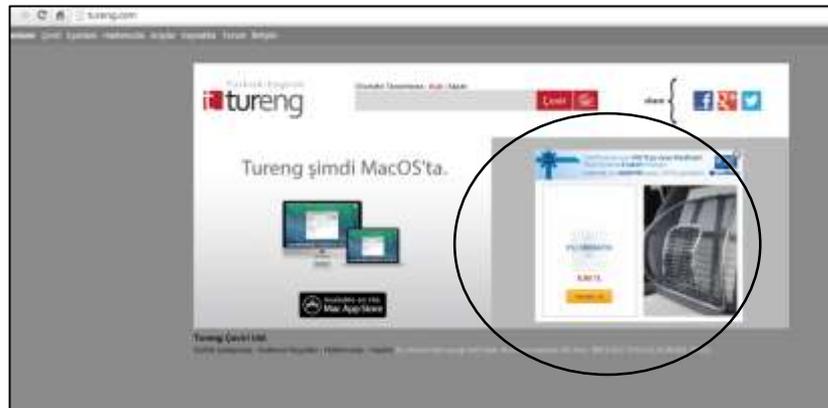
Because the responses to banner ads and to brands are naturally different (Ducoffe, 1996), approach to the brand is measured in the study. Brand attitude is found to be affected by only entertainment ($\beta=0.230$; $p<0.01$) construct of UGT. If consumers enjoy the online customized ad, they strike a positive attitude toward the ad. The other variable that affects brand attitude is attitude toward the ad. If consumers have a positive ad attitude, it reflects on the brand attitude. Mithcell and Olson (1981) indicated for the first time that attitude toward the ad has a positive effect on brand attitude. Since 1981, some other studies have found parallel results (Wolin, Korgaonkar and Lund, 2002; Wang and Sun, 2010).

Lastly, behavioral responses to the ad is found to be affected by informativeness ($\beta=0.282$; $p<0.01$), entertainment ($\beta=0.264$; $p<0.01$), and attitude toward the ad ($\beta=0.466$; $p<0.01$). Main concrete aim of an advertiser is to have

clickable and attractive ads. In order to increase click intention and attention to the product/service, the advertising should give accurate information and make consumers enjoy. If attitude toward the ad is positive, consumer gives positive behavioral responses to the ad.

In this study, attitudes and responses of a consumer who sees an online advertisement of a product that is in the process of evaluation of buying are researched and some managerial implications for advertisers are suggested. For instance, a consumer who should have been searched for the product sees the visual in Figure 3.1 while surfing on the Internet. However, the consumer might have bought it offline or given up. If he/she bought, it might be from that website or from another one. It also might be that brand or the competitor. These probabilities cause the irrelevancy of the advertisement in consumers' perception.

Figure 3.1. Targeted advertisement example



First of all, if informativeness and entertainment are triggered in the online customized ads, users will have positive attitudes toward the ad, and accordingly give positive behavioral responses to the ads. Informativeness can be considered in two ways. First,

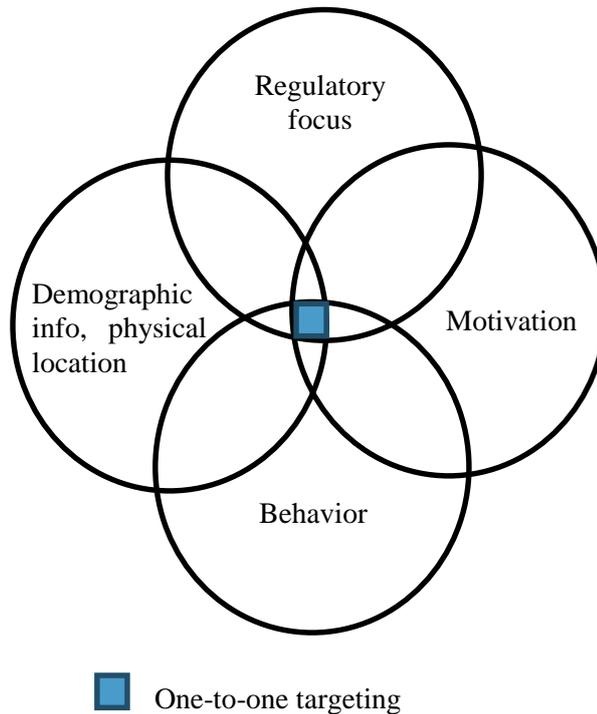
the aim of the online customized advertisement technic should be clearly explained to the users. If users know that the customized advertisements are shown to them in order to increase their information level about their needs, they may enhance positive attitudes toward the ad. Second, content of the ads should contain more information about the product. Users have positive attitudes if they believe that customized online ads provide them relevant information. Entertainment is another critical dimension that has a positive effect on online customized effectiveness. According to the results, users click on the ad which they enjoy. Advergaming can be a focus point when increasing entertainment. A negative relationship between irritation and attitudinal and behavioral outcomes is found. Security risk and irritation should be considered together since they have parallel outcomes. Security risk positively affects irritation, and accordingly irritation affects attitude toward the ad. If customized online ads give the consumer the feeling that they are being poached or something is threatening their privacy and security, the consumer resists to the advertisement. Advertisers should consider to publish subtle advertisements.

As a result, in order to increase the effectiveness of online customized advertising, not only CTR but also personal psychological states and motivations should be considered. Technological developments in big data management give the chance to create more value for consumers. For instance, it may be possible to estimate users' promotion focus level by their previous transactions in discounted products.

As a result, consumer's individual level characteristics should not be neglected in today's competitive marketing environment. Customer relationship management (CRM) which is based on the knowledge of the preferences and on the ability to serve or produce parallel with that knowledge is used to have an insight about consumer

segments. For many years, most marketing moves are applied with the help of CRM outputs. In early CRM approaches, customers are separated into groups, called segments, and offered in the frame of their common choices (Franke, Keinz, & Steger, 2009). However, every single customer has individual characteristics, therefore separate needs. In order to have competitive advantage, brands should provide the freedom of choice to the consumers. The marketers are expected to offer one-to-one marketing instead of old segmented marketing (Simonson, 2005). In recent years, practitioners applied the strategy that puts customer in the center: customization. Since online environment provides so many beneficial data about consumers, customized online areas for users can be developed easily. Online customized ads can be counted as the most important area that marketers are invested on. Online customized ads are perfectly suited for such a one-to-one marketing strategy. Since segments that are created in early CRM applications are not enough for today's marketing approach, customers should be considered individually with their psychological states and personal approaches in order to have higher return on investment for online customized advertisements. Regulatory focus and media use motivations should be added to the figure of targeting combination of Capon and Kagan in Online Advertising Playbook (Figure 3.2) (Capon & Kagan, 2007). New projection of one-to-one targeting combination can be a guide for marketers who would like to have more satisfied customers and have a sustainable success in competition.

Figure 3.2. Targeting combination



3.1. LIMITATIONS AND FURTHER RESEARCH DIRECTIONS

This study explores relationship between consumers’ regulatory focus, perceived security risk, perceived informativeness, irritation, and entertainment level of online customized ads and attitudinal and behavioral responses to them. Research findings may help understanding the attitudinal and behavioral responses toward online customized ads in an individual level characteristics and UGT contexts and offer useful information to online advertisers.

However, the study also has some limitations that should be considered in future research. First, the study is conducted with a scenario based survey. The main reason for using a scenario-based method was to increase internal validity, which inevitably compromised external validity. Future attempts of inquiry in this domain could benefit much from an experimental approach in which the data is collected in a

real online environment where the participants are exposed to the online customized ad designated specially for them in order to have higher external validity. Furthermore, prior experience about online ads may have an effect on perceived UGT constructs. Users who have higher experience in online environment may have knowledge about online customized ad technologies and accordingly may have differentiated perceptions. Further investigations should have the Internet usage frequency and online ad technology knowledge as additional control variables in their models. Another important predictor of studied dependent variables may be the extent of which personal data is used in the online customized ads. In this point of view, advertising channels should be considered separately, because different privacy levels of personal data is used in different channels. For example, in e-mails, customers' names are generally used in the subject as an attention-grabbing factor, whereas banners use only previous browsing data. Future research could perform a wider study in terms of participants' profile, which will be more generalizable to all online users.

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Appendix A. The questionnaire in Turkish

Giriş

Sayın Katılımcı,

Bu anket, İstanbul Bilgi Üniversitesi'nde yürütülen bir yüksek lisans tezi kapsamında, İnternet reklamlarının etkinliğinin ölçülmesi amacıyla uygulanmaktadır.

Anket sırasında size hiçbir şekilde kimlik bilgileriniz sorulmayacaktır. Cevaplar isimsiz olarak yalnızca bilimsel analiz amacı ile kullanılacak ve hiçbir üçüncü parti ile paylaşılmayacaktır.

“Next” butonuna basarak bu araştırmaya katılmayı kabul etmiş sayılacaksınız.

Araştırmamıza katıldığınız için teşekkür ederiz.

Saygılarımızla

1/3

1) Bu bölümde karakter özelliklerinizle ilgili genel sorular bulunmaktadır. Lütfen aşağıdaki sorulara yandaki ölçeği kullanarak yanıt veriniz. (1-Kesinlikle katılmıyorum, 7-Kesinlikle katılıyorum)

	1	2	3	4	5	6	7
Diğer insanlarla karşılaştırıldığında, hayatta tuttuğumu koparan biriyimdir.							
Büyüme çağındayken anne ve babamın çok sinirleneceği şeyler yaparak "sınırları aşardım".							
Ben zor işlerin adamıyım.							
Büyüme çağındayken anne ve babamın sinirlerini yıpratırdım.							
Büyüme çağındayken anne ve babamın koyduğu kurallara uyardım.							
Büyüme çağındayken anne ve babamın sakıncalı gördüğü şekilde davranırdım.							
İlk kez denediğim işlerde sıklıkla başarılı olurum.							
Dikkatsizliğim beni sıklıkla zor duruma düşürür.							
Benim için önemli bir şeyi başarmak söz konusu olduğunda genellikle istediğim kadar iyi bir performans gösterebilirim.							
Hayatta başarılı olmak konusunda yol katettiğimi düşünüyorum.							
İlgimi çeken ve üzerine çaba harcamak isteyeceğim çok sayıda hobi veya aktivite bulabiliyorum.							

2/3

Google’da herhangi bir arama yaptığınızda, aradığınız konu ile bağlantılı şirketler, eğer isterlerse sizi teknolojik takibe alabilirler. Örneğin, "konut kredisi" kelimeleri ile arama yapan bir kişinin bilgisayarına gönderilen bir eklenti sayesinde kişi, gezdiği web sitelerinde tanınır ve konut kredisi ile ilgili kişiselleştirilmiş banka reklamları kendisine gösterilir. Bu uygulamanın adı “Kişiselleştirilmiş İnternet Reklamcılığı”dır. Bugün, birçok sektör bu uygulamayı sıklıkla kullanmaktadır. Bu sayede kullanıcıların İnternetteki gezinim bilgileri şirketlerin yararına bir araç olarak kullanılmaktadır. Bu bilgiler kullanıcıların bilgisayarına gizlice eklenen “cookie”ler aracılığıyla toplanmakta ve kişiler adım adım takip edilebilmektedir.

Önümüzdeki aylarda tatile gitmeye karar verdiniz. Kalacağınız otele karar vermek için İnternette çok uzun ve detaylı bir araştırma yapıyorsunuz, çünkü bulacağınız her bilgi rezervasyon yaptırmadan önce sizin için çok önemli olacak. Bu araştırma esnasında bir turizm şirketinin web sayfasında White Otel’in odalarını, fiyatlarını, fotoğraflarını incelediniz. Araştırmanıza devam ederken girdiğiniz diğer turizm sitelerinde sayfanın çeşitli yerlerinde White Otel’in reklamı ile karşılaşıyorsunuz. Reklamda, görsele tıklayarak White Otel’de rezervasyon yaptırmanız halinde %20 indirim kazanacağınız söyleniyor.

2) Lütfen aşağıdaki soruları yukarıda belirtilen senaryoya göre, parantez içindeki ölçek karşılıklarını kullanarak cevaplayınız.							
	1	2	3	4	5	6	7
İnternette bir süre otel rezervasyonu için araştırma yaparken bir turizm şirketinin web sayfasında incelediğiniz otel ile ilgili reklamın size nasıl gösterildiğini ne kadar anladığınızı düşünüyorsunuz? (1-Hiç anlamadım, 7-Çok iyi anladım)							

3) Lütfen aşağıdaki ifadelere ne kadar katıldığınızı yandaki ölçeği kullanarak belirtiniz. (1-Kesinlikle katılmıyorum, 7-Kesinlikle katılıyorum)							
	1	2	3	4	5	6	7
Bu reklamı tıklayarak online rezervasyon yaparsam kişisel bilgilerimin başka şirketlerle paylaşılmasından korkarım.							
Bu reklama tıklayarak yapacağım rezervasyonun kayıtlarının tutulmasından rahatsız olurum.							
Bu reklamı tıklayarak yapacağım online rezervasyon esnasında kredi kartımın güvenliğinden endişe ederim.							

4) Lütfen aşağıdaki ifadeye katılıp katılmadığınızı yandaki ölçeği kullanarak belirtiniz.(1-Kesinlikle katılmıyorum, 7-Kesinlikle katılıyorum)							
	1	2	3	4	5	6	7
Bu şekilde gördüğüm bir kişiselleştirilmiş İnternet reklamına tıklarım.							
Bu şekilde gördüğüm bir kişiselleştirilmiş İnternet reklamı ilgimi çeker.							
Bu kişiselleştirilmiş İnternet reklamını gördükten sonra reklamın içeriğiyle ilgili araştırma yaparım.							

5) Lütfen aşağıdaki ifadelere ne kadar katıldığınızı yandaki ölçeği kullanarak belirtiniz. (1-Kesinlikle katılmıyorum, 7-Kesinlikle katılıyorum)							
	1	2	3	4	5	6	7
Bu reklamı gördüğüme memnun oldum.							
Genel olarak bu reklamı olumlu karşıladım.							
Bu reklam uygulamasını takdir ettim.							

6) Lütfen aşağıdaki ifadelere yandaki ölçeği kullanarak yanıt veriniz. (1-Kesinlikle katılmıyorum, 7-Kesinlikle katılıyorum)							
	1	2	3	4	5	6	7
Bana göre bu otel iyidir.							
Bana göre bu otel hoş ve keyiflidir.							
Bana göre bu otel tatil yapmaya uygundur.							

7) Lütfen aşağıdaki ifadeye katılıp katılmadığınızı yandaki ölçeği kullanarak belirtiniz.(1-Kesinlikle katılmıyorum, 7-Kesinlikle katılıyorum)							
	1	2	3	4	5	6	7
Kişiselleştirilmiş İnternet reklamları, bana ilgilendiğim konular ile ilgili bilgiye hızlı ve kolay ulaşmamı sağlar.							
Kişiselleştirilmiş İnternet reklamları aracılığıyla ulaştığım bilgi işime yarar.							
Kişiselleştirilmiş İnternet reklamları sayesinde birçok bilgiye ulaşırım.							
Kişiselleştirilmiş İnternet reklamları aracılığıyla ulaştığım bilgiler bana çok yardımcı olur.							
Kişiselleştirilmiş İnternet reklamları sayesinde ihtiyacım olan bilgiye masrafsız bir şekilde ulaşabiliyorum.							
Kişiselleştirilmiş İnternet reklamları eğlencelidir.							
Kişiselleştirilmiş İnternet reklamları ilginçtir.							
Kişiselleştirilmiş İnternet reklamları hoşuma gider.							
Bence kişiselleştirilmiş İnternet reklamları rahatsız edicidir.							
Kişiselleştirilmiş İnternet reklamları sinirimi bozar.							
Bence kişiselleştirilmiş İnternet reklamları kafa karıştırıcıdır.							
Bence kişiselleştirilmiş İnternet reklamları dağınıklık yaratır.							
Bence kişiselleştirilmiş İnternet reklamları aldatıcıdır.							

3/3

8) Lütfen cinsiyetinizi işaretleyiniz.	
Kadın	
Erkek	

9) Lütfen yaş aralığınızı işaretleyiniz.	
18 yaş altı	
18-25 yaş arası	
26-35 yaş arası	
36-50 yaş arası	
50 yaş üzeri	

10) Lütfen son mezun olduğunuz okula göre eğitim durumunuzu işaretleyiniz.	
İlköğretim ve altı	
Lise	
Lisans	
Lisansüstü	

Appendix B. The questionnaire in English

Dear Participant,

This survey is conducted in order to assess the effectiveness of online customized advertising in the scope of a graduation thesis in Istanbul Bilgi University.

Any of your personal information will never be asked in the survey. The responses will be used for scientific purposes without using names and will not be shared with third parties.

You will accept participating by clicking on “Next” button.

Thank you for participating our research.

Kind regards

1/3

1) This section includes general questions about your characteristics. Please response questions by using the following scale (1-Strongly disagree, 7-Strongly agree).							
	1	2	3	4	5	6	7
Compared to most people, I am typically able to get what I want out of life.							
Growing up, I "cross the line" by doing things that my parents would not tolerate.							
I usually accomplished things that got me “psyched” to work even harder.							
I often get on my parents' nerves when I was growing up.							
I usually obey the rules and regulations that were established by my parents.							
Growing up, I act in ways that my parents thought were objectionable.							
I often do well at different things that I try.							
Not being careful enough has gotten me into trouble at times.							
When it comes to achieving things that are important to me, I find that I perform as well as I ideally would like to do.							
I feel like I have made progress toward being successful in my life.							
I have found lots of hobbies or activities in my life that capture my interest or motivate me to put effort into them.							

2/3

When you search something on Google, companies in the same sector with your searching issue can follow you on the Internet. For example, a person who write “mortgage loan” on Google will be identified in the websites with the help of a cookie placed on his/her computer, and customized ads about mortgage loans will be exposed to him/her by banks. The name of this method that is used by a lot of brands today is “Online Customized Advertising”. This technology provides users’ browsing and surfing data that is used as a beneficial tool for brands. These data is collected by cookies those are placed in users’ computers and users can be followed step by step on the Internet.

You decided to go on a vacation on following months. In order to settle your accommodation, you search for hotels on tourism websites and look for their photographs, prices and some properties. White Hotel catches your attention and you look its websites in detail. After your investigation, you continue surfing on the Internet and see the online ads of White Hotel, indicating that you will gain 20% discount if you click on the ad and make reservation.

2) Please response the following question according to the by using the following scale (1-Strongly misunderstood, 7-Strongly understood).							
	1	2	3	4	5	6	7
How strong did you understand the mechanism of seeing the hotel ad that you previously viewed on a tourism website?							

3) Please indicate how strong you agree the expressions by using the following scale (1-Strongly disagree, 7-Strongly agree).							
	1	2	3	4	5	6	7
I am afraid that my personal information will be shared with other companies if I click on this ad.							
I am afraid that my reservation history will be recorded if I click on this ad.							
I am anxious about the security of my credit card while I am making online reservation.							

4) Please indicate how strong you agree the expressions by using the following scale (1-Strongly disagree, 7-Strongly agree).							
	1	2	3	4	5	6	7
I will click on this customized online ad.							
The customized online ad that I see in such way attracts me.							
I will search about the content of the ad after seeing this customized online ad.							

5) Please indicate how strong you agree the expressions by using the following scale (1-Strongly disagree, 7-Strongly agree).							
	1	2	3	4	5	6	7
I will be happy to see this customized online ad.							
I respond customized online ads positively.							
I appreciate the technic of customized online ad.							

6) Please indicate how strong you agree the expressions by using the following scale (1-Strongly disagree, 7-Strongly agree).							
	1	2	3	4	5	6	7
I think this hotel is good.							
I think this hotel is nice.							
I think this hotel is suitable for a holiday.							

7) Please indicate how strong you agree the expressions by using the following scale (1-Strongly disagree, 7-Strongly agree).							
	1	2	3	4	5	6	7
Customized online ad gives me quick and easy access to large volumes of information.							
Information obtained from the customized online ad is useful.							
I learned a lot from customized online ads.							
I think information obtained from customized online ads is helpful.							
Customized online ad makes acquiring information inexpensive.							
Customized online ads are entertaining to me.							
I think customized online ads are cool.							
I enjoy clicking on customized online ads.							
I think customized online ads are irritating.							
Customized online ads are annoying to me.							
I feel that customized online ads are confusing.							
I think customized online ads are messy.							
Customized online ads are deceptive to me.							

3/3

8) Please mark your gender.	
Female	
Male	

9) Please mark your age.	
Under 18	
18-25	
26-35	
36-50	
Above 50	

10) Please indicate your education level by marking your lastly graduated school.	
Under primary school	
High school	
Undergraduate	
Graduate	

