The Moderating Factors of Click on Intrusive Online Advertising

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Abstract
The advent of new media such as Internet, has allowed the advertising communication a new boom. Now integrated into the communication strategy, online advertising is not only means of budgetary savings but also an essential tool for the brand and sales development. In the context of intrusive advertising on websites, the major objective of this study is to shed light on most important variables that influence the click behavior among Internet users and identify the consequences on the brand and the company for a greater understanding and perception of this advertising message. The methodology of the study is carried out in the form of experimentation of a population of 960 people exposed to 34 combinations of different forms of intrusive advertisements. This study is being experimented no results can be exposed. The implications are set out at the end of this article.

Keywords: online advertising, web-site object, behavior, click, intrusion, comprehension, characteristics of online advertising, perception.

JEL classification: M31

1. Introduction: History and Stakes

Wanting to retrace the history of online advertising, this one was recently born in 1994 in the United States with the first banner published on the site HotWired.com for the launch of the advertising campaign AT & T realized by the agency Modem Media.

The dizzying development of programming, especially the Java language, made it possible, in 1995, for the first time to appear on major search engines such as Yahoo (1996) and Google (1998). And it is therefore, only two years after the United States, that the French canvas launches the first online advertisement (1996).

The continued development of new information and communication technologies such as Flash Software by Macromedia and Realplayer G2 (1997), Quicktime 0.4 by Appele and Media player 6 by Microsoft (1999) have enabled the renewal of online advertising and birth of new types of online advertising such as interstitials (1997) and banner ads (1999). The growth of the online advertising industry and its influence on the economy in general and the management of the company in particular, brought together the professionals of the field for the optimization of this practice by the creation of IAB Usa in 1996 and the Advertising Bureau in 1996 in France. Indeed, the attention of the latter quickly turned to a crucial debate which is the effectiveness of it and have created tools to measure the effectiveness of advertising companions on the Internet and the return on investment. As a result, in 1999, AdNetTrack was the first service to identify, and list the banners on the website according to the CECODIP nomenclature.

In 2000, advertising on mobile phones made its first appearance in Finland and created a real enthusiasm among advertisers. In parallel, other forms of online advertising continue to develop and marked the creation of Pop-ups and Flash Rectangles. In constant evolution, online advertisement has allowed to integrate interactive content including sound and video, in support of text and image. Indeed, in 2001 the great automaker BMW, used the so-called Rich Media technology to promote its website "Blues". The various advertising formats mentioned above, and others such as the Skayscarpers, were the subject of a standard and official definition by the American IAB in 2002. Finally, in 2006, a real revolution in online advertising

was led by the young Startup specialized in multimedia who is named IDSide through the use of hypertext technology and which allows to click on the advertising content.

From the first decade of the launch of Internet advertising, static data have confirmed the success of this new medium and position it as the main competitor of classical media. Indeed, according to a study carried out by Médiamétrie (2007), 66% of Internet users are e-buyers. On the other hand, social media have taken part in this success by allowing online advertising an unprecedented platform to interact with web users. One of the best known examples of this success is the "Gorilla" companion launched by Cadbury Shweppes and seen 6 million times on community video sites. Since 2008, Google has positioned itself as the leader in online advertising by partnering with Yahoo and thus discarding Microsoft's takeover offers.

Putting online advertising at the center of marketing managers' concerns, online Medias have advanced traditional Medias. According to Interactive Advertising Bureau (IAB), spending in 2012, online advertising has reached $ 36 trillion, an increase of 15% over the previous year. This trend was underlined in Canada (about 16% in 2011) and more than 15% the same year in Europe. The migration of advertisers to the Internet is probably the result of the efficiency of the Internet reaching a maximum audience (Journal of Advertising Research, 2013). However, the effectiveness of online advertising has been the subject of controversial debates (Machanda, Dupé, Goh, and Chintagunta, 2006). In the current context, where the web is full of intrusive advertisements that incite more and more resistant to Internet users, marketing managers are faced with the challenge of developing other advertising strategies to gain audience and retain customers.

2. Context and positioning of research

At a time when research is focusing on the effectiveness of online advertising in general and on intrusive advertising in particular, the question of how advertisers can improve this negative image among Internet users remains relatively unanswered. There is some exploratory research on intrusive advertising, which does not provide real answers to managers about effective practices in this subject.

This study is positioned in relation to intrusive advertising on websites and focuses on the case of interstitial advertising. Considering it the most disturbing and annoying form, the interstitials are classified among the more intrusive advertisements ahead of the pop-ups (Chouk, and Guiot, 2013). This format can negatively influence the image of the brand and that of the site hosting the advertisement. The importance of this study is to take an extensive view of the factors influencing the click on this form of advertising and the consequences on the brand and the firm.

In this sense, the experimentation of our sample will shed light on several questions that are still ambiguous. First, we will first try to understand what intrusive advertising is and what are the forms of resistance? In a second step, we will identify the variables that can influence the user's behavior and finally provide the answers essential for a better practice of intrusive advertising.

3. Definition of intrusive advertising

In order to define intrusive advertising, it is necessary to observe this phenomenon deliberately on the web. Unlike traditional media where the consumer is accustomed to advertising interruptions such as television, for example, intrusive advertising is totally unpredictable and invades the screen until interrupting the user's activity. At this time, this new advertising format is opposed to the cognitive process of the individual.

In this sense, a definition has been proposed by Li, Edwards and Lee (2002), which defines intrusive advertising as a psychological reaction to those that interfere with the consumer's

current cognitive process" (p.39). Xia and Sudharshan (2006) add that intrusive advertisements are designed to gain attention, and are pushed towards the audience that is intended for them. Despite the development of technologies, and the targeting tools for a better visibility of advertisements on the Internet, the rate of click on them remains very low. In 2013, a study was conducted on consumer opinion regarding online advertising as part of targeted audience. Choicestream (2013), announces that 60% of Internet users ignore these advertisements and only 2.5% click on them and convert their click into purchase. In order to better understand this avoidance phenomenon, it is useful to define intrusive web advertising formats (see Table 1).

Advertising format	***Level of intrusiveness***	***Characteristics***	***Rate of click***
Pop-Up / Under-pop	*Middle*	*Windows of variable dimensions that appear above (pop-up) or below (pop-under) of the active web page. They have been developed to compensate for the very low click-through rates of classic banners*	*0.5 to 5%*
Flash transparent	*High*	*This is an animation created on a transparent layer that allows you to see the rest of the page. The duration of the animation should be short so as not to interfere with navigation*	*0.5%*
Interstitial	*Low*	*The interstitial is a format that loads itself before the home page of a site (interstitial pre-home) or intercalates between two pages of the same site (interstitial session)*	*0.1% to 0.3%*

Table 1. Different formats of intrusive online advertising
Source: Chouk & Guiot, 2013

Advertising agents were confronted with several forms of resistance on the part of Internet users. Effectively, there are in practice software that can block all forms of online advertising (IAB France, 2012). At the same time, the least vigilant Internet users limit themselves to the physical resistance of pop-ups, for example by closing the window or ignoring them. In a qualitative study, Chouk and Guiot (2013) have identified four forms of resistance, including functional resistance, ideological resistance, conative avoidance, and nonresistance. In another study, the researchers add that advertisements on information sites are perceived even more intrusive (W. Zha and H.D. Wu, 2014). At this level of reflection, does the nature of the sites that host advertisements such as pop-ups and interstitials influence the perception of intrusiveness?

4. The moderating variables of the click

The review of the online advertising literature revealed an important set of variables influencing the effectiveness of online advertising. To better understand these theoretical

contributions, it was useful to categorize these variables according to the level of influence in the pattern of exposure to intrusive advertising.

4.1. Characteristics of advertising (moderating variables)

Research on online advertising has focused primarily on the effectiveness of banners as the most successful model in the web. Indeed, A. Kameya and K. Zmija (2002) only bring animation as a revolution in advertising by integrating flash technology, as well as the size of advertising (large or small). And the position of advertising on the website have a considerable impact on the recognition, and recall of the brand. In parallel, Macias (2003); Wang, Zhang, Choi, and Eredita (2002) suggest that the level of interactivity of advertising influences positively the understanding and persuasion of the advertising message. In the same sense, Lohtia and Donthu, Edmund, and Hershber (2003); Huang, Su, Zhou, and Liu (2012) add that the content of advertising (cognitive or emotional) and the elements of design (video, color, and animation) have an attitudinal influence.

A recent extensive study on the characteristics of online banners, conducted by Flores, Che and Ross (2014), notes that the format of advertising, form, and language are the variables Moderators of the effectiveness of online advertising. The latter, specify the format of advertising a major impact on the attitude towards advertising and brand. On the other hand, a series of research studies have focused on banners efficiency that take into account click, print and conversion as measurement tools. Indeed, Kuneinen (2012) studied the significant effect of the format and size of advertising on click or (CTR) Click Through Rates and conversion from click to buy (TCR).

4.2. Individual characteristics (moderating variables)

Research in advertising in general and online especially holds their evolution from the Integrated Advertising Model (IAM) and the model of understanding and persuasion (S.Rodgers and E.Thorson, 2000). Indeed, Rodgers and Thorson (2000), Wang, Zhang, Choi and Deredita (2002), Zorn, Olaru, Veheim, Zhao and Murphie (2012) studied the motivational variables in online research and the impact of the advertising format on its behavior. Sicilia and Ruiz (2007) and Macias (2003) argue that the current, identified as a form of interaction between the individual and the website hosting the advertisement, as well as the mastery of computer tools have an impact on attitude towards the site Web, and on buying intentions. They also add that the current is a variable dependent on a positive experience that reinforces the commitment to the brand and encourages positive word-of-mouth. Reijmersdal (2010) adds other individual variables, such as experience and familiarity in the web, degree of attention and involvement in the website as a control variable within intrusive advertising.

4.3. Characteristics of the product (moderator variable)

Much research has focused on the role played by the product in the attractiveness of advertising. These studies have investigated the influence of the product category and implication in the category, while others have measured the credibility of the advertiser and the website on attitude towards the brand (Marina, Choi, Rifon, and Nora, 2002). Flores and al. (2014), Grigorovici, and Constanton (2004) propose that the size of the product has a moderating effect on the consumer's click. According to them, the bigger the image of the product is related to the very involved products, the more consumers will be interested in advertising and unlike the lesser products, consumers will be more attracted to an advertisement containing only text. Rutz and Backlin (2007), in a descriptive study of the determinants of e-commerce, emphasize that the attributes of the product and the preference for these attributes play a moderating role on the click on the advertising offer.

5. Research methodology

The present research methodology was designed according to the variables chosen (see Figure 1).

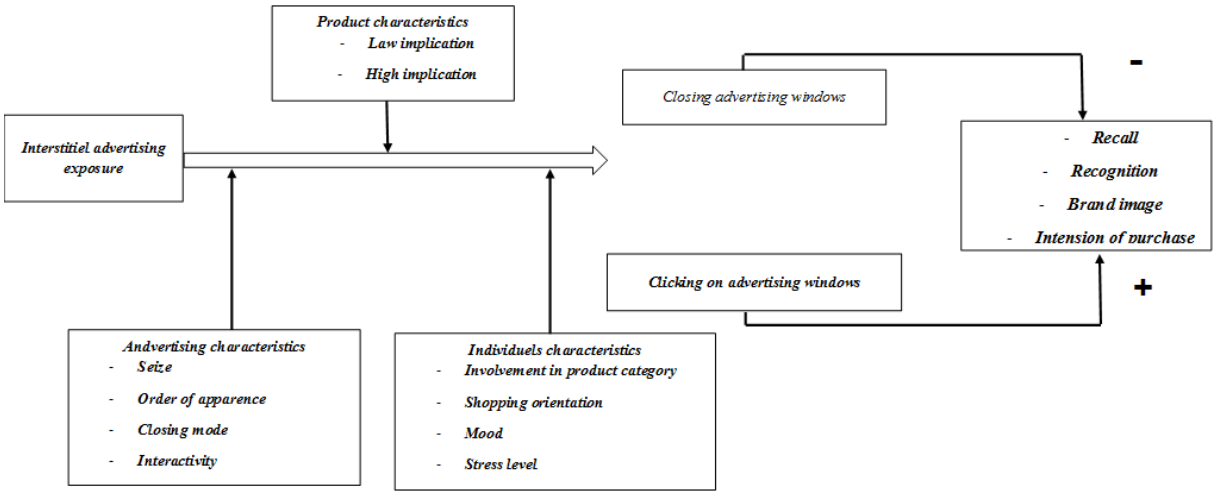

Figure 1. Conceptual Model of the Moderating Factors of Click on Intrusive Online Advertising: Interstitial Case.

In the experiment, a heterogeneous sample was chosen and mathematically answered to 32 combinations multiplied by the theoretical number of statistical studies 30 individuals (32 x 30) (Marketing Research, 2006, p113). Thus, this study will include 960 individuals who will experiment with an exposure to interstitial advertising on the Internet. Compared to experimental conditions, the sample is located in France and Morocco, will be contacted by email for a maximum of 12 minutes. Additionally, advertising was declined under two themes, the promotion of the brand and sales content. According to the probability principles, the sample will receive an advertising theme in a random manner.

Initially, the sample will be directed to a streaming movies site that hosts the advertisement. At this point in the experiment, the sample will respond to a mini-questionnaire on individual and situational variables. Then we will see the behavior of click according to the two scenarios (click on the closing button or click on the advertisement). In the first case of experimentation (closure of the advertising window), the sample will respond to the questionnaire concerning the moderator variables studied in the conceptual framework (including the advertising and product characteristics) and finally the dependent variables related to the brand. If not, click on the advertisement, the individual will be directed to the site of the mark and therefore will answer the second part of the questionnaire. Note: the technical design phase of the experiment is being completed, it is planned to complete the empirical study at the end of August 2017.

6. Conclusion

6.1. The theoretical contribution

The development of advertising on the web represents an endless field of research. Indeed, the study of the effectiveness of online advertising and more particularly the intrusive advertising, presents itself as a field of research very complex whose factors of effectiveness are in perpetual evolution due to the development of the computer tools. This study sheds light on many types of variables such as situational, psychological, technical variables related to different formats and contents of advertising such us brand promotion or sales. The most important of this study is to classify the importance of these variables, depending on the influence of these variables on the coat and attitude of the consumer in terms of perception,

recall, recognition, purchase and of recommendation. Finally, the experimental study of click moderating factors on intrusive advertising will also help to understand whether the nature of the site hosting advertising has an effect on understanding, comprehension and attitude towards advertising.

6.2. The managerial contribution

The advertising landscape is characterized by the close combination between the various traditional media and online and social media. The purpose of this experimental study is not only to draw the attention of managers to the importance of online advertising, but also to shed light on practices that can negatively and positively influence their Investment in terms of brand image, recognition, recall and purchase intentions and recommendations among connected consumers.

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