

## **DETERMINANTS OF SOCIAL MEDIA ADVERTISING AVOIDANCE AMONG THE UniMAP STUDENTS**

### **Abstract**

Social media has become an important medium to marketers for the expansion of advertising. However, consumers are continuously increasing to avoid social media advertising. Consequently, the potential factors of social media advertising avoidance have appeared as a significant focus of research to offer insights that may come out with the effective ways to reduce social media advertising avoidance. Therefore, the aim of this research is to study about the determinants of social media advertising avoidance in the context of university students. This research analyzed the demographic information, descriptive results, strength of each independent variables towards the dependent variable. Generally, this research is a quantitative study. Pilot test is conducted for 30 respondents and all the variables obtain Cronbach's alpha more than 0.7 which is acceptable. Simple random sampling technique is applied in this study for data collection as well. 370 sets of questionnaires are distributed to the UniMAP students to collect data. Statistical Package for the Social Sciences (SPSS) version 20 is used to evaluate data of this research. Under the Multiple Linear Regression Analysis, this study finds out that the independent variables of goal impediment, privacy concern and negative experience are related to advertising avoidance positively whereas perceived personalization is related to advertising avoidance negatively. Therefore, this research suggests to the marketers to personalize the social media advertising so that the consumers will less likely to avoid the advertisement. This research suggests the future researchers to get more sample size in order to obtain a better and precise results.

### **Keywords**

Social media; Advertising avoidance; Goal impediment; Perceived personalization; Privacy concern; Negative experience