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## **The Effects of Negative Feelings Caused By Forced Exposure to Banner Ads on Advertising Responses**

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This study explores the possibility that the level of forced exposure in banner ads may affect consumer's negative feelings, ad avoidance, and ad attitude. Especially this study sheds light on the moderating roles of negative feelings and ad avoidance. This study employed 2(forced level) x 2 (involvement) experimental designs using different types of banner presentation formats. The results showed that the level of forced exposure revealed significant differences in relationships among negative feelings, ad avoidance, and ad attitude. And, among negative feelings, feelings of annoyance significantly induced both of cognitive avoidance and physical avoidance, while irritation induced cognitive avoidance only. Also, both of ad avoidance dimensions negatively affected ad attitude.

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**Contributions of this research:**

From a theoretical perspective, this research contributes to the extant literature by 1) demonstrating cross-cultural differences in the way future events are constructed, 2) introducing cross-cultural differences as an important variable that influences prediction of future affective states, and 3) demonstrating affective misforecasting biases for specific emotions, namely ego-focused versus other-focused emotions.

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Most exposures to advertisements in traditional media occur at the same level of forced or intrusive exposure conditions. Unlike traditional media, the internet advertising makes it possible for the audience to be exposed to advertisements at many different levels of forced exposure. Moreover, as presentation techniques of the web rapidly advanced and sophisticated, the advertisers can generate different levels of advertising conditions. Despite such unique characteristics of the internet advertising, there are little research regarding the negative impact of different levels of forced exposure conditions on consumers' feelings, as well as on ad processing including avoidance behavior.

This study examines the possibility that the intensity level of forced exposure in banner ads may affect consumer's negative feelings, ad avoidance, and ad attitude. Especially this study sheds light on the moderating roles of negative feelings and ad avoidance. Based on literature review, it was hypothesized that: (H1) level of forced exposure and involvement would cause differences in relationships among negative feelings, ad avoidance, and ad attitude; (H2) negative feelings would be positively related to ad avoidance; and (H3) ad avoidance would be negatively related to ad attitude.

For the experiment, 2(forced level: no-skip 5" vs no-skip 10") x 2(involvement: high vs low) factorial designs were used. A total of 161 undergraduate students in Korea participated in the experiment. To represent different experimental conditions, two different types of banner presentation formats were created. For each condition, a pop-up window containing banner ad appeared when subjects opened the designated website. For the measure, negative feelings consisted of 3 dimensions: annoyance, irritation, and embarrassment. And, ad avoidance consisted of 2 dimensions: cognitive avoidance and physical avoidance.

It was found that the level of forced exposure showed significant differences in relationships among negative feelings, ad avoidance, and ad attitude. And, among negative feelings, feelings of annoyance significantly induced both of cognitive avoidance and physical avoidance, while irritation induced cognitive avoidance only. Also, both of ad avoidance dimensions negatively affected ad attitude. With the implications of these findings, extensive suggestions for future research are provided.

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