

Proceedings of 28th International Business Research Conference

8 - 9 September 2014

Novotel Barcelona City Hotel, Barcelona, Spain

Editor: Mr. Md. Mahbubul Hoque Bhuiyan, World Business Institute, Australia

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Editorial Note: These proceedings are organised under the following tracks:

Accounting
Banking
Economics
Finance
Management
Marketing

Spain Conference 2014

Beginning Note

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Validating the Impact of Factors on Acceptance of Online Advertising for Turkish Consumers

Author(s) : Anil Dal

Conference : Spain Conference 2014

Field : Marketing

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Validating the Impact of Factors on Acceptance of Online Advertising for Turkish Consumers

Anil Dal

Due to not only the widespread usage of internet but also it became an important source of information for consumers, the Internet now presents a huge opportunity for advertisers who seek effective communication with their target markets. On the other hand from the consumer side, online advertising can often be regarded as intrusive, frustrated, irritant so that consumers' attitudes toward the online advertising can be usually negative and they would have tendency to avoid or ignore. Therefore, it is important to know the factors that might affect the consumers' acceptance of mobile advertising.

This study aims to investigate and validate the factors that could influence the acceptance of Turkish consumers toward the online advertising. Within the scope of this research, four antecedents were selected; utility, convenience, control, irritation and trust.

For methodology, this study employed a questionnaire and measured the acceptance of online advertising. The total subjects participated this research is 350. Using structural equation modeling, it was found that congruency and utility is the most important and effective factors of acceptance.

JEL Code: M3

Key Words: Online advertising, advertising acceptance