Chapter 10
Variables That Affect Avoidance of Online Behavioral Advertising

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ABSTRACT

Technological developments considerably affect the lives of individuals in many ways. Advertisement sector and those targeted by advertising companies are largely prone to this effect. Online behavioral advertisement (OBA), as one of these practices, is based on the principle of tracking internet users' web footprints and delivering them advertisements that match their areas of interest, needs, preferences, etc. Despite technological advancements, internet users tend to avoid advertisements while surfing on the internet. This study aims to explore variables that affect OBA avoidance.

INTRODUCTION

Rapid developments in technology inevitably affect advertisement sector. Thus, there is a current enhanced trend towards digitalization in the sector; especially in innovative advertisement applications. Therefore, digital advertisement market is increasingly growing day by day. According to the report published by Advertisers Association of Turkey titled Estimated Media and Advertising Investment in Turkey, digital advertising market grew by 14.8% in 2018 and total investment reached 2.47 billion TL (Marketing Türkiye, 2019). As part of this process, the change in internet advertising occurs in the form of personalized advertising applications being developed for each user.

Contextual advertising, which is the simplest version of personalized ads, is based on showing ads that are appropriate to the content of the web page. In the more complex online behavioral advertising (OBA), ad networks create user profiles based on their online activity, such as websites that internet users visit over time. Ad networks then use this profile information to serve ads that are likely to attract more attention from a particular user (Ur, Leon, Cranor, Shay, and Wang, 2012, p.1).Online behavioral advertising (OBA) is believed to play a significant role in the future of advertising sector since it provides various opportunities to reach more specific target audience and allows more personal interaction so that advertisements become more personal and more efficient (Keller, 2016; Kumar and Gupta, 2016;

Beales, 2010; Chen and Stallaert, 2014; Schultz 2016; Rust, 2016). On the other hand, in addition to all these advantages, OBA applications require the collection, use and sharing of personal data and raise concerns about consumer privacy and confidentiality (Boerman, Kruikemeier and Zuiderveen Borgesius, 2017, p.363).

Considering the rapid growth in the digital advertising market, it could be noted that digital advertising applications will further increase in the upcoming years. It will not be wrong to say that the attitudes of internet users towards OBA will determine the success of advertising practices. It is understood that the studies conducted on this subject are mainly aimed at this directionand there are limited studies on OBA avoidance. In this respect, this study aims to explore the variables leading to OBA avoidance by internet users.

BACKGROUND

What is Online Behavioral Advertising (OBA)?

A unique type of targeted advertising, Online Behavioral Advertising (OBA) is defined as applications used to deliver personally targeted advertisements by tracking people's online behaviors (McDonald and Cranor, 2010; Boerman et.al, 2017, p.364). In today's digital world, advertisers are technically able to collect and use online data about potential consumers to personalize advertisements so that they can reach their targeted individuals. The contents of advertisements personalized for potential consumers within the framework of OBA applications are determined by analyzing their online behaviors. Just like advertisements delivered according to current locations of people and involving their names, OBA uses personal information to adapt or modify advertisements (Bang and Wojdynski, 2016).

The IAB (Internet Advertising Bureau) Turkey website defines OBA as follows (Internet Advertising Bureau Turkey, 2019, Online Behavioral Advertising):

Online Behavioral Advertising (OBA) is a way of making the ads served on the websites you visit more suited to you and your interests. Within the system, users are grouped according to their common interests by taking previous web browsing activities into consideration and appropriate advertisements are sent to these groups according to their interests. This way, advertisements are made as relevant and useful to you as possible.

One of the major components of OBA practices is online behavior, which might include data about web pages visited, search history, media consumption data (such as videos watched), data about mobile application use, online purchase data, the number of clicked advertisements, e-mail messages, data about current location and shares on social media websites (Zuiderveen Borgesius 2015; Boerman et.al 2017; Jiang, Zhang and Jia, as cited in Li and Huang, 2016; Carrascosa et.al. 2015, s.2-3). OBA tracks these behaviors and accesses available data about their personal information, preferences and personality traits so that personalized advertisements are delivered to potential consumers accordingly (Jiang, Zhang and Jia, as cited in Li and Huang, 2016).

The data about internet users' online behaviors are collected via "cookies". Defined as the data stored in our personal computers by webpages we visit, cookies provide personalized/customized information reflecting our needs and preferences. They might involve various information including personal

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