

**IMPACT OF RELEVANCE AND CLUTTER OF ADVERTISEMENT ON IRRITATION
– AN EXPERIMENTAL STUDY ON THE US AND INDIAN CONSUMERS**

Khyati Jagani

MICA, India

khyati_fpm14@micamail.in, khyati.jagani@gmail.com

+91-9409435556

Dr. Ronald Goldsmith

Florida State University, USA

rgoldsmith@business.fsu.edu

Authors' Biography:

Ms. Khyati Jagani, is a Research Scholar at Mudra Institute of Communications, Ahmedabad (MICA), India. She has done MBA (Marketing) from IBS Hyderabad and BBA (Marketing) from Saurashtra University. Her area of interest includes advertising, branding, IMC, and digital marketing. She has also contributed in the areas of IMC, Branding, Healthcare and Digital Marketing. She has worked as a visiting scholar at Florida State University for its spring semester in 2016 and is currently working on her thesis on irritation in digital advertising.

Dr. Ronald E. Goldsmith, is The Richard M. Baker Professor of Marketing at the School of Business at Florida State University. His area of interest includes consumer behavior, advertising, retail and branding. He has contributed in the area of consumer behavior and advertising, and has been editor in international journals for over a decade.

IMPACT OF RELEVANCE AND CLUTTER OF ADVERTISEMENT ON IRRITATION – AN EXPERIMENTAL STUDY ON THE US AND INDIAN CONSUMERS

ABSTRACT

Consumer reacts to advertising in a variety of ways. They can find it amusing, entertaining, emotionally moving, or informative. Among the consumer reactions that have received little scholarly attention is the negative reaction termed “irritation.” Irritation lowers the effectiveness of most advertisements. Of the several factors affecting irritation, the most crucial in the digital advertising context with regard to effective interactivity are *relevance* and *clutter* of the advertisement. As for the advertisement to have value and useful information, it needs to have attributes such as relevance, timeliness, and usefulness. The purpose of the present study is therefore to examine two features, namely relevance and clutter, of digital advertisements that could lead consumers to find them irritating. A between-subject experiment (n = 400) was used to understand the impact of relevance and clutter on irritation among the USA and Indian consumers. Contrary to our hypothesis, analysis of variance showed that consumers experienced higher irritation in a non-cluttered advertisement page when showed on YouTube than a cluttered ad on a webpage.

KEY WORDS: Digital Advertising, Irritation, Repetition, Clutter.

INTRODUCTION

Internet and the largely the entire digital space is more complicated and multi-layered than television. Internet both as a media and medium comes with the features of constant delivery of message, agency of audience, multimedia capacity, global reach, and measureable effects. Moreover the Internet provides the kind of control to the audience that they never had prior to the Internet revolution. Various formats and platforms of digital advertisements consist of banner ads, skyscrapers, display ads, pop up messages, search ads, e-mail marketing, frame ad, floating ads, trick banners, interstitial, text ads, chat ads, adware, content marketing, social media marketing, mobile marketing, and text based hyperlinks among others (Korgaonkar & Wolin, 2002, Briggs & Hollis, 1997).

The number of online video ads has increased up 205% since 2013. More than 5.3 trillion display ads were provided to The United States alone in 2013. A typical internet user is served up to 1707 banner ads per month, whereas the click through rates is less than 0.1%. An average of 25-34 year old is exposed to 2094 banner ad in a month. The users of Internet through any digital device is constantly bombarded with advertisement, an individual on a day is exposed to 3000 to 20000 advertisements. The digital advertising industry is increasing at phenomenal rate. In 2013, digital advertising revenues in The US were at \$42.8 billion, which was a 17% increase over 2012 (Nielsen, 2015). According to McKinsey report 2015, digital advertising was the fastest-growing category in 2014 with a 16.1% increase from the previous year. The digital advertising

is projected to grow at the CAGR of 12.7% by 2019 globally. The US is home to 4.4% of the world's population, but accounts for one-third of worldwide media spending in 2015. The US being the dominant advertising market globally represents 33.5% of the global ad market, having spent \$183.7 billion on ads in 2015. The US, advertising market is growing at 3.8% in 2015 falling from 4.5% growth in 2014 (Advertising Age, 2015).

The Digital advertising market in India has reached Rs. 3,575 crore (US\$ 538.09 million) in 2015 from Rs. 2,750 crore (US\$ 413.92 million) in 2014. Of the current US\$ 538.09 million digital advertisement market, search and display contribute the most; search advertisements constitute 38% of total digital advertisement spends followed by display ads at 29%. The internet's share in total advertising revenue is anticipated to grow two fold from 8% in 2013 to 16% in 2018. Digital advertising, which was estimated at Rs. 2900 crore (US\$ 436.50 million) in 2013, could jump threefold to Rs. 10,000 crore (US\$ 1.51 billion) by 2018, increasing at the compound annual rate of 28% (IBEF, 2015).

In 2014, India became the world's fastest growing smart phone market mainly because of the availability of low-cost smart phones and reduced prices of internet data plans. In 2015 India trumped the US with 300 million internet users in the country and is expected to reach 640 million internet users by 2019. While India's internet user base in sheer numbers is commendable, in terms of percentage it currently has only 19% Internet penetration, where developed countries like the US and the UK has about 90% internet penetration (FICCI-KPMG Indian media and entertainment industry report, 2015). Under the 'Digital India' initiative the government of India is planning to provide free wifi in all the public places throughout the country. The government is also opening up several options for the multinational giants where they can now make the offline internet possible for the people of India. Social networking sites such as Twitter, YouTube and Facebook have now made it possible for people to operate their account on simple phones and also without any Internet. Central to the entire 'Digital India' campaign is to empower the low strata of the society by providing them access to information through net neutrality. This has allowed brands to interact even with those users who they were not able to connect with because of low Internet penetration. As a result of this an ever increasing traffic of advertisement on the digital platform has been observed. This as a result is causing irritation in the minds of the consumers and therefore leads to ad avoidance and ad blocking. There are several factors affecting irritation such as ad repetition, ad intrusiveness and Interruptiveness (Greyser, 1973; Sipior & Ward, 1995); Strategy Similarity (Greyser, 1973; Kirmani, 1997); Ad repetition (Cacioppo & Petty, 1970; Nelson, 1974); Advertised Product (Greyser, 1973); Ad characters (Thota & Biswas, 2009); Ad relevance (Silk & Vavra, 1974; Morimoto & Chang, 2006) and Ad clutter (Ducoffee, 1996).

Of the several factors affecting irritation, the most crucial in the digital advertising context with regard to effective interactivity are *relevance* and *clutter* of the advertisement. As for the advertisement to have value and useful information, it needs to have attributes such as relevance, timeliness, and usefulness. The purpose of the present study is therefore to examine two features, namely relevance and clutter, of digital advertisements that could lead consumers to find them irritating. A between-subject experiment (n = 400) was used to understand the impact of relevance and clutter on irritation among the USA and Indian consumers. The purpose of the present study is therefore to examine two features, namely relevance and clutter, of digital advertisements that could lead consumers to find them irritating.

LITERATURE REVIEW

Digital Advertisements

Advertising plays a crucial role not only as an economic contributor but also as a social contributor; where advertising as an institution facilitates the smooth operations of both the free market economy and consumer welfare especially in a capitalistic economy. Advertising has, however, also been criticized as economic misuse, manipulation of consumer sentiments, sexism and over all moral pollution (Millal, 1994). It therefore becomes highly crucial to understand the consumer sentiments about advertising.

Digital media has been considered as an ideal medium for companies to provide customized and personalized communication messages where the individual user has high level of control (Hoffman and Novak, 1977). Online marketing has become one of the most important media for advertising (Berner & Kiley, 2005). With this medium marketer around the world faces challenges such as understanding the consumers, their beliefs, attitudes and choices towards internet advertising. In order for digital advertising to fulfill its promise of motivating vast number of consumers, advertisers need to understand how consumers react towards it. A first step gaining this understanding requires advertisers to understand consumer attitude towards digital advertising.

According to prior studies, attitude towards digital advertising consists of four main categories: perceived informativeness, entertainment value, irritating characteristics, and trustworthiness of content in the context of prices (Schlosser et al., 1999; Wolin et al., 2002) adopted from attitude towards advertising model (Aaker & Bruzzone, 1985). Among this attitude towards advertisement, a single negative attitude namely irritation has received little attention in both academia and industry and now as a result of which advertisers are losing millions of dollars annually because nobody considered bombarding consumers with too many ads will irritate them and force them to take the action of blocking advertisements all together.

Irritation with advertising

Irritation has been conceptualized as one of the six dimensions of personal reactions to advertising (Wells et al., 1971). Irritation is viewed more negative than mere dislike for advertisement (Aaker & Bruzzone, 1985), and the response of irritation to commercials is exemplified by the dimensions of frustrating, silly, pointless, and phony among others (Aaker & Stayman, 1990). Aaker & Bruzzone (1985) found that consumers were irritated when commercials portrayed phony and over dramatic situations, depicted threatened relationships or physical discomfort and showed unattractive character or had poor casting. One of the pioneer work on Irritation by Aaker and Bruzzone (1985) studied irritation based on the product category and consumer segmentation indicators such as demographics and socioeconomic class.

Advertisers adopt intrusive tactics for getting consumer attention and interest, however most of the time these methods do not work rather the communication effort ends up being perceived as annoying (Zhang, 2000). According to Ducoffe, (1996) most of the advertisement messages are not related to the viewers immediate interests and needs. Therefore they dismiss the message.

Irritation also occurs when ads contain untruthful or confusing content or are executed poorly (Aaker & Bruzzone, 1985; Bauer & Greyser, 1968).

Ideally digital advertisements have been characterized as ones that are non-intrusive and value-based (Nutley, 2004) mainly because the users of the internet accept commercial contents only if they are requested rather than intruded upon their attention (Hawkins, 1994). It is thus, that digital advertising is perceived to be not as insulting, offending, or misleading by consumers as other traditional forms of advertising such as television (Schlosser et al., 1999). The interactive element of the internet creates a “pull” nature for digital advertising, such that it allows consumers to tailor the ad to meet their individual needs (Ducoffe, 1996). However, despite interactive element, the digital advertisement evokes certain level of irritation for consumers (Ducoffe, 1996; Brackett & Carr, 2001). According to Ducoffe (1996) irritation has a negative impact on the perception towards digital advertising. Irritation is mainly due to increase in the “push” technology in digital advertisements such as pop-ups, skyscrapers and email ads among others. These push ads are increasing the consumers’ feeling of discontent towards digital advertising.

Relevance

For a advertising message to be of positive value and useful information for the consumers it needs to have features like relevance, timeliness and usefulness such that the consumer is interested in getting the messages that are relevant to them (Siau & Shen, 2003). Baker and Lutz (2000), have defined “relative relevance of a message as the one having its ability to most easily achieve the choice goal.” According to Steuer (1992) the interactivity is crucial for effective communication with the consumers. However, this interaction should be accompanied by the relevance of the ad, the importance of the information that the ad contains, along with the current needs of the consumers to ensure consumer interest and involvement with the ad (Alina, 2013).

According to Ducoffe (1996), in the moment of exposure most of the advertising messages are not of any direct interest or needs of the consumer, resulting in dismissal of the message without paying any mind share or attention to the advertisements. In the context of banner ads Ducoffe (1996), suggested that in order to increase the conversion click rates to banner ads targeted to selected individual on the basis of their search suggests that relevance (hence, value) is key to generating on-line site visits.

Relevance of an advertisement has a high correlation with the advertisement value (Ducoffe, 1996). Majority of the advertisements are viewed by the consumers when they are not shopping for product or service being advertised so most of the messages are simply not relevant to the consumer concerns at the time of advertisement exposure (Ducoffe, 1996). In a research Aaker, Batra and Myers (1992) found that 80 percent of the ad recalls and persuasion is dependent on whether the viewer of the advertisement is interesting in the message or not.

Addressability permits exposure to be self-selected, which should result in consumers receiving advertising they consider more relevant, a significant predictor of informativeness in Ducoffe’s (1995) study. For example, banner ads transmitted to online users that employ specified keywords when browsing the web have been found to generate far higher conversion click rates (the percentage of people who click on a banner ad to reach the advertiser’s linked website) than

do non-targeted banner ads (Cyber-Marketing Letter, 1996). The context of websites, one of the value-enhancing advantages of its interactive abilities is the access that it has to provide the timely and relevant information required by the consumer (Ducoffe, 1996).

H1: Relevant ads receive more positive evaluations than irrelevant ads.

Clutter

Prior studies on advertisement clutter suggest that number of ads on a particular medium is closely related to the perceived advertisement clutter (Speck & Elliot, 1997). According to Elliot and Speck (1998), perceived advertisement clutter is “consumer’s conviction that the amount of advertising in a medium is excessive.” In the context of television ad clutter has been defined as the amount of advertising in one or several breaks or in an average hour (Webb & Ray, 1979). Ha (1996) however argues that the number of ads on a particular media is only one of the several factors affecting ad clutter, other factor being ad intrusiveness.

Clutter on the digital platform can be operationalised as the number of ads, in any format of advertorials, banner ads, hyperlinks, pop-ups and so forth, when appear more than two ads on a single webpage, and therefore negatively impacting, disturbing and distracting the consumer from its actual goal is ad clutter. This ad clutter is said to create irritation in the minds of the consumer and therefore the ads face the risk of avoidance through ad blocking and the brands run into risk of brand devaluation.

H2: Cluttered ads receive more negative evaluations than uncluttered ads.

H3: Ads that are both relevant and uncluttered receive more positive evaluations than ads that are irrelevant and cluttered.

METHOD

Subjects and Design

The data was collected through online survey methods from 400 students from large universities of The US and India. 200 survey questionnaires were collected from each country from consumers who are daily users of internet in the age group of 18 to 21. Respondents were randomly assigned to each condition in a 2 X 2 (cluttered x relevant; cluttered x irrelevant; uncluttered x relevant; uncluttered x irrelevant) between subject design. The experiment was perform during the regular lectures of the under-graduate students in one major university in southern USA and one major university in west India. The students were not aware of the intent of the research in order to reduce the experimenter bias (Aronson & Carlsmith, 1968). The survey questions were developed from the prior studies on attitude towards advertising by Aaker & Bruzzone, 1985; Bauer & Greyser, 1968; Ducoffe, 1996.

Procedure

Four digital advertisements were manipulated for the 2 x 2 subject design for each country. The first ad was designed on a webpage with cluttered and relevant ads. The second ad was designed on a webpage for cluttered and irrelevant ads. The third ad was designed on a YouTube page with uncluttered and relevant ads; the YouTube page was selected as on that platform there are uncluttered ads. The fourth ad was designed on YouTube with uncluttered and irrelevant ads. Each respondent were first shown one of the four manipulated ads and based on that they were asked to answer a seven item questionnaire on a Likert scale.

Independent & Dependent Variable

The two independent variables were relevance and clutter of digital advertisement. Relevance of advertisement was manipulated as relevant ad and irrelevant ad and clutter of advertisement was manipulated as cluttered and uncluttered ads. These variables were then measured with seven-item attitude towards advertising scale (Aaker & Bruzzone, 1985; Bauer & Greyser, 1968; Ducoffe, 1996). Two of the seven items were related to positive attitude towards advertising namely informativeness & entertainment value; whereas five were related to negative attitude towards advertising namely irritation. All the items were asked on a five-point Likert scale (from strongly disagree to strongly agree). There were seven dependent variables, namely insulting, annoying, good, deceptive, fun, phony, and disturbing (Aaker & Bruzzone, 1985; Bauer & Greyser, 1968; Ducoffe, 1996). Table 1 depicts the measures used in the study.

Table 1
Measure Used in the Study

| Items | Response Format |
|--|-------------------------|
| These digital ads. insult my intelligence | Five-point Likert Scale |
| These digital advertisements are annoying | Five-point Likert Scale |
| These digital ads. are good source of product information | Five-point Likert Scale |
| These digital ads. are highly deceptive | Five-point Likert Scale |
| These digital advertisements are fun to see | Five-point Likert Scale |
| These digital advertisements are phony | Five-point Likert Scale |
| In general most digital advertisements are highly disturbing | Five-point Likert Scale |

Manipulation and Confound Checks

To check the impact of relevance and clutter on the consumers reactions ANOVA was used to compare the respondents' assessment. The results showed that the manipulations were successful. The ANOVA was repeated and no new statistically significant different in the mean score was observed, hence it verifies that the random assignment has equalized the treatment group on these variables (Correlations Table 2)

Table 2
Correlations

| | | | | | | | |
|--|--------|----------|-------------|-----------|-----|-------|------------|
| | Insult | Annoying | Informative | Deceiving | Fun | Phony | Disturbing |
|--|--------|----------|-------------|-----------|-----|-------|------------|

| | | | | | | | | |
|-------------|---------------------|---------|---------|---------|---------|---------|--------|---------|
| Insult | Pearson Correlation | 1 | .533** | -.281** | .436** | -.325** | .255** | .451** |
| | Sig. (2-tailed) | | .000 | .001 | .000 | .000 | .003 | .000 |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Annoying | Pearson Correlation | .533** | 1 | -.432** | .400** | -.606** | .290** | .481** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .001 | .000 |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Informative | Pearson Correlation | -.281** | -.432** | 1 | -.094 | .425** | -.125 | -.169 |
| | Sig. (2-tailed) | .001 | .000 | | .284 | .000 | .153 | .052 |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Deciving | Pearson Correlation | .436** | .400** | -.094 | 1 | -.256** | .407** | .457** |
| | Sig. (2-tailed) | .000 | .000 | .284 | | .003 | .000 | .000 |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Fun | Pearson Correlation | -.325** | -.606** | .425** | -.256** | 1 | -.031 | -.315** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .003 | | .724 | .000 |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Phony | Pearson Correlation | .255** | .290** | -.125 | .407** | -.031 | 1 | .295** |
| | Sig. (2-tailed) | .003 | .001 | .153 | .000 | .724 | | .001 |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |
| Disturbing | Pearson Correlation | .451** | .481** | -.169 | .457** | -.315** | .295** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .052 | .000 | .000 | .001 | |
| | N | 132 | 132 | 132 | 132 | 132 | 132 | 132 |

** . Correlation is significant at the 0.01 level (2-tailed).

ANALYSIS AND RESULTS

Analysis of variance (ANOVA) was used to assess difference in mean scores for all seven items across the two variables. The multivariate tests shows that there is a statistically significant difference ($p < .05$) between relevance and clutter independently. The observed power is 0.862 in relevance and 0.838 in clutter, where as the effect size is 0.125 in relevance and 0.119 in clutter.

Table 3
Multivariate Tests^a

| Effect | Value | F | Hypothesis df | Error df | Sig. | Partial Eta Squared | Noncent. Parameter | Observed Power ^c |
|-------------------|--------|----------------------|---------------|----------|------|---------------------|--------------------|-----------------------------|
| Pillai's Trace | .976 | 709.887 ^b | 7.000 | 122.000 | .000 | .976 | 4969.209 | 1.000 |
| Wilks' Lambda | .024 | 709.887 ^b | 7.000 | 122.000 | .000 | .976 | 4969.209 | 1.000 |
| Hotelling's Trace | 40.731 | 709.887 ^b | 7.000 | 122.000 | .000 | .976 | 4969.209 | 1.000 |

| | | | | | | | | | |
|---------------------|--------------------|--------|----------------------|-------|---------|------|------|----------|-------|
| Relevance | Roy's Largest Root | 40.731 | 709.887 ^b | 7.000 | 122.000 | .000 | .976 | 4969.209 | 1.000 |
| | Pillai's Trace | .125 | 2.496 ^b | 7.000 | 122.000 | .020 | .125 | 17.472 | .862 |
| | Wilks' Lambda | .875 | 2.496 ^b | 7.000 | 122.000 | .020 | .125 | 17.472 | .862 |
| | Hotelling's Trace | .143 | 2.496 ^b | 7.000 | 122.000 | .020 | .125 | 17.472 | .862 |
| | Roy's Largest Root | .143 | 2.496 ^b | 7.000 | 122.000 | .020 | .125 | 17.472 | .862 |
| | Pillai's Trace | .119 | 2.358 ^b | 7.000 | 122.000 | .027 | .119 | 16.505 | .838 |
| | Wilks' Lambda | .881 | 2.358 ^b | 7.000 | 122.000 | .027 | .119 | 16.505 | .838 |
| Clutter | Hotelling's Trace | .135 | 2.358 ^b | 7.000 | 122.000 | .027 | .119 | 16.505 | .838 |
| | Roy's Largest Root | .135 | 2.358 ^b | 7.000 | 122.000 | .027 | .119 | 16.505 | .838 |
| | Pillai's Trace | .050 | .926 ^b | 7.000 | 122.000 | .489 | .050 | 6.484 | .386 |
| relevance * clutter | Wilks' Lambda | .950 | .926 ^b | 7.000 | 122.000 | .489 | .050 | 6.484 | .386 |
| | Hotelling's Trace | .053 | .926 ^b | 7.000 | 122.000 | .489 | .050 | 6.484 | .386 |
| | Roy's Largest Root | .053 | .926 ^b | 7.000 | 122.000 | .489 | .050 | 6.484 | .386 |
| | Root | .053 | .926 ^b | 7.000 | 122.000 | .489 | .050 | 6.484 | .386 |

a. Design: Intercept + relevance + clutter + relevance * clutter

b. Exact statistic

c. Computed using alpha = .05

The results show that there is a significant difference between two of the seven variables ($p < .05$). Three variables namely, annoying, informative, and fun were found to be statistically significant for the variable relevance. Two variables namely, annoying and fun are found to be statistically significant for the variable clutter. In the interaction effect between relevance and clutter, there is no statistically significant difference observed.

Table 4

Tests of Between-Subjects Effects

| Source | Dependent Variable | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared | Noncent. Parameter | Observed Power ^h |
|-----------|--------------------|-------------------------|----|-------------|------|------|---------------------|--------------------|-----------------------------|
| Corrected | Insult | 1.116 ^a | 3 | .372 | .356 | .785 | .008 | 1.067 | .118 |

| | | | | | | | | |
|-----------|-------------|----------|-----|-------|--|--|--|--|
| | Fun | 167.129 | 128 | 1.306 | | | | |
| | Phony | 132.174 | 128 | 1.033 | | | | |
| | Disturbing | 165.611 | 128 | 1.294 | | | | |
| | Insult | 759.000 | 132 | | | | | |
| | Annoying | 1523.000 | 132 | | | | | |
| | Informative | 1212.000 | 132 | | | | | |
| Total | Deciving | 1082.000 | 132 | | | | | |
| | Fun | 1035.000 | 132 | | | | | |
| | Phony | 1148.000 | 132 | | | | | |
| | Disturbing | 905.000 | 132 | | | | | |
| | Insult | 134.992 | 131 | | | | | |
| | Annoying | 230.811 | 131 | | | | | |
| | Informative | 163.636 | 131 | | | | | |
| Corrected | Deciving | 121.879 | 131 | | | | | |
| Total | Fun | 184.811 | 131 | | | | | |
| | Phony | 133.182 | 131 | | | | | |
| | Disturbing | 172.265 | 131 | | | | | |

- a. R Squared = .008 (Adjusted R Squared = -.015)
- b. R Squared = .177 (Adjusted R Squared = .158)
- c. R Squared = .077 (Adjusted R Squared = .055)
- d. R Squared = .022 (Adjusted R Squared = .000)
- e. R Squared = .096 (Adjusted R Squared = .074)
- f. R Squared = .008 (Adjusted R Squared = -.016)
- g. R Squared = .039 (Adjusted R Squared = .016)
- h. Computed using alpha = .05

The results showed that contrary to our hypothesis consumers' experiences higher irritation in a uncluttered ad when shown on YouTube than a cluttered ad shown on Webpage. Figure 1 shows that consumers are highly annoyed with the digital advertisement when they are exposed to irrelevant ads. Figure 2 shows that consumers are highly annoyed with digital advertisements when they are exposed to uncluttered ads rather than cluttered ad, however this is especially in the context of YouTube where even when only two ads were shown the consumers were highly annoyed as the ads were creating disturbance and distraction in the achieving the main goal. The intersection of clutter and relevance of advertisement in the Figure 3 shows that consumers are highly annoyed when they are exposed to uncluttered and irrelevant, however they are also annoyed when they are exposed to cluttered and irrelevant ads but not as high.

According to Figure 4 consumers are highly annoyed with the digital advertisements when they are exposed to irrelevant and uncluttered ad, and annoyed but not as high with relevant and uncluttered ads.

Figure 1

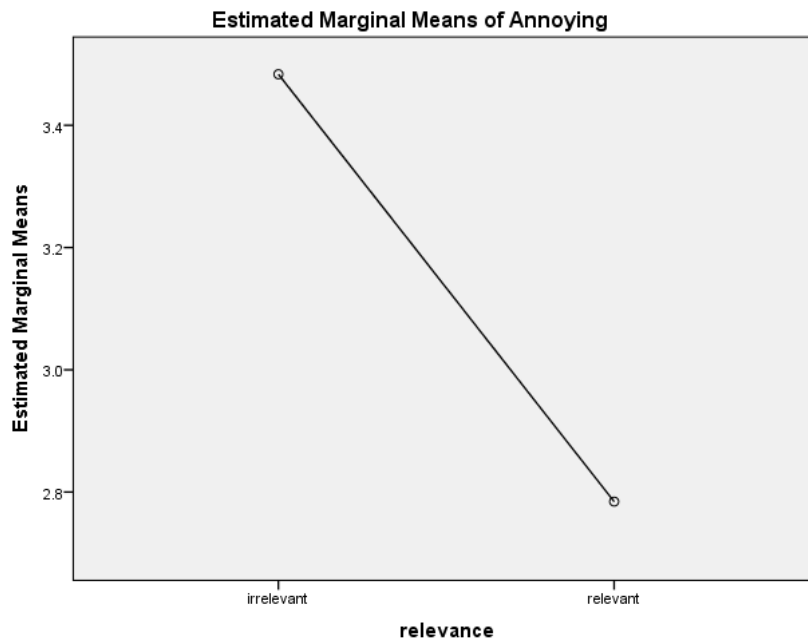


Figure 2

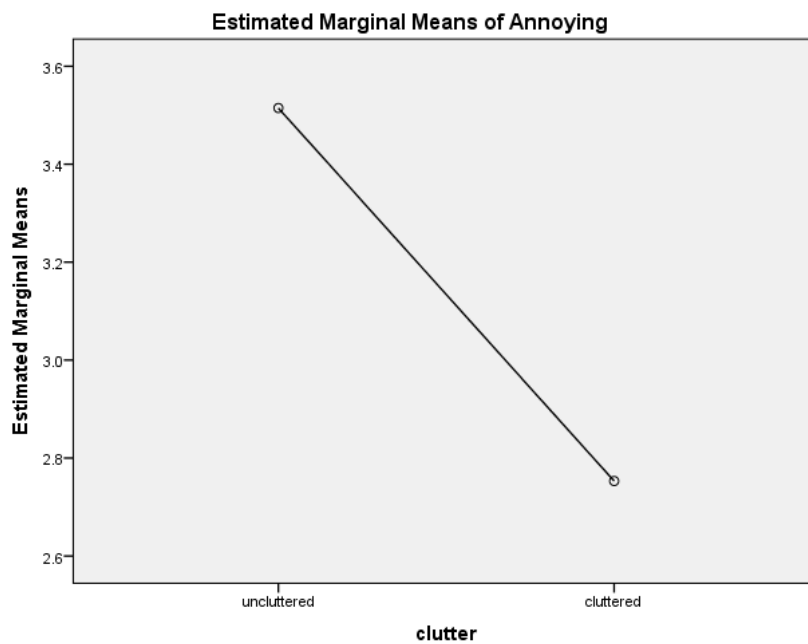


Figure 3

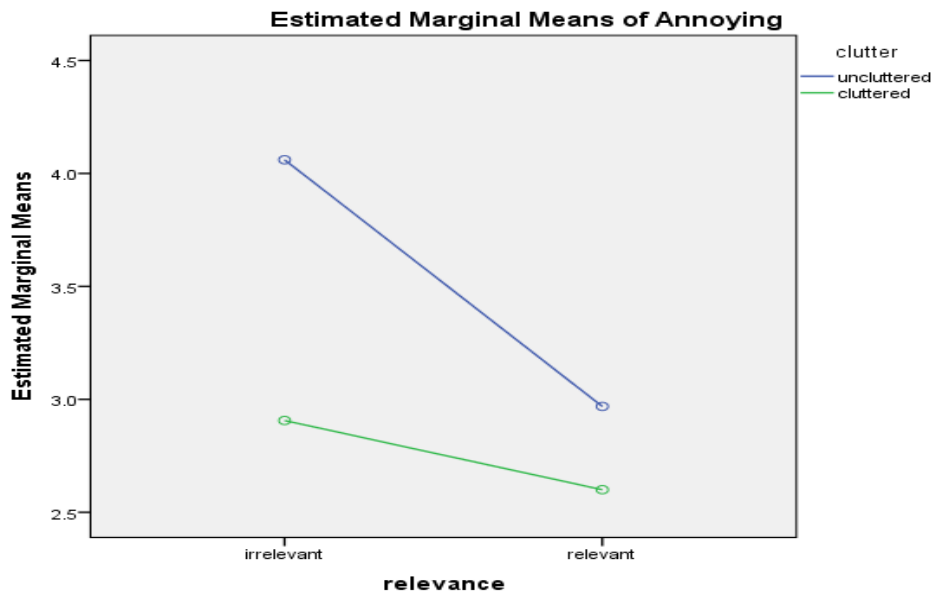
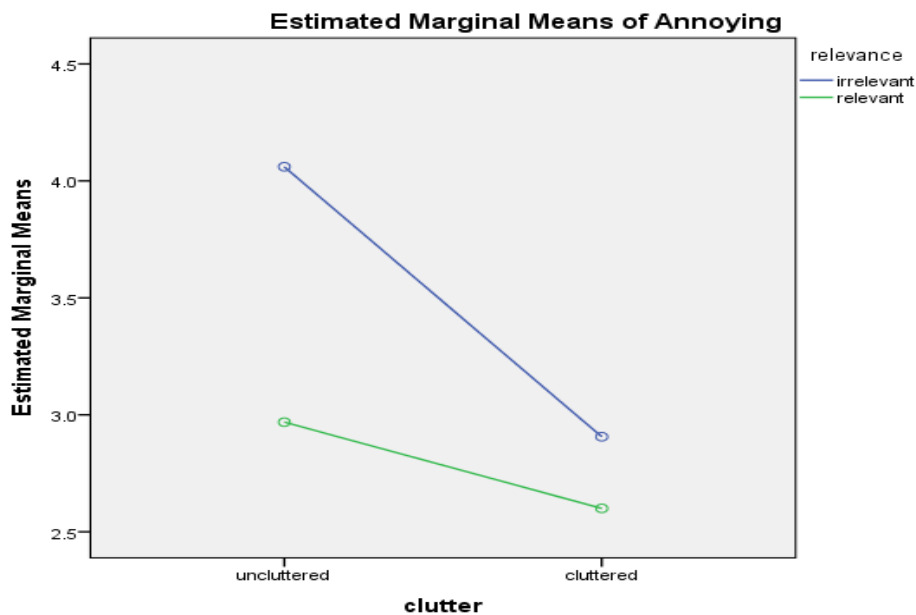


Figure 4



DISCUSSION & CONCLUSION

Prior literature has discussed that consumers are highly irritated with the advertisements when they are exposed to irrelevant and cluttered advertisements (Webb & Ray, 1979; Ducoffe, 1996). However, in the present study it has been observed that although relevance and uncluttered ads are preferred by the consumers, the platform on which the said ads are displayed is equally important. Today's consumer especially youth is highly vibrant and energetic and therefore their consumption pattern is also shows the same elements. Therefore, when they are using sources

such as YouTube they do not want to be disturbed by advertisement either irrelevant or relevant. And as per the results two ads on YouTube annoys the consumer more than four ads on a webpage. Age of the consumers also has a significant role to play in this scenario. In the present study the respondents were all in the age group of 18 to 21 and therefore they have a specific consumer pattern and a carefree lifestyle. These consumers have either just started their universities education or are towards the end of it. Factors such as information and fun in entertainment were observed as statistically significant only when the advertisement was relevant to the consumer. But even information value and fun element were not considered important when the advertisement cluttered on webpage or uncluttered on YouTube page.

The findings of the paper have both theoretical and managerial implications. In terms of theoretical implications the paper contributes in the understanding of role of ad relevance and ad clutter in causing the emotion of irritation in the digital context. It also contributes in the understanding that unlike television, the digital space is multi-layered and therefore more complex. Thus, each and every platform plays its own significant role in attracting or repulsing the consumer. Making it highly crucial for the digital marketing managers to understand the dynamics of the platform on which they are displaying the advertisement, as the goal of the consumer of going on a particular platform differs from the other. One crucial managerial implication is that the paper helps the managers in understanding that even though advertisement on YouTube gives them high number of eyeballs, but advertisement placed intrusively on it runs in the risk of experiencing brand devaluation.

The paper however faces certain serious limitations. Due to lack of extensive scale on irritation of advertisement, consumer reaction to digital advertisement was observed only on seven items. And therefore with such limited scale it is difficult to accurately point out the exact type of emotion generated by a particular type of Ad and therefore there is a future scope of research to understand and develop an irritation scale which could understand the negative reaction of the consumers in detail.

REFERENCES

- Aaker, D. A. & Bruzzone, D. E. (1985). Causes of Irritation in Advertising. *Journal of Marketing*, 49, 47-57.
- Aaker, D. A. & Stayman, D. M. (1990). Measuring audience perceptions of commercials and relating them to ad impact. *Journal of Advertising Research*, 30(4), 7-17.
- Aaker, D. S, Batra, R. and Myers, J. G. (1992). *Advertising management*, 4th ed. Englewood cliffs, NJ: Prentice Hall.
- Advertising Age, 2015. Marketing fact pack – annual guide to marketers, media and agencies. accessed on 2/2/16 on <http://www.slideshare.net/aidelisagutierrez/ad-age-marketingfact-pack2015>.
- Alina, G. (2013). Factors responsible for consumer's attitude towards advergaming. *Annals of the university of Oradea, Economic Science Series*, 22, 1, 1733-1742.

- Aronson, E. & Carlsmith, J. M. (1968). Experimentation in social psychology, in Gardner, L. and Aronson, E. (eds) 'The Handbook of Social Psychology', 2nd ed, vol. 2, Addison-Wesley, Reading, MA.
- Bauer & Greyser, (1968). Advertising in America: The consumer view. Boston: Harvard University, 1968.
- Baker, W. E. & Lutz, R. J. (2000). An Empirical Test of an Updated Relevance-Accessibility Model of Advertising Effectiveness. *Journal of Advertising*, 29, 1, 1-14.
- Berner, R. & Kiley, D. (2005). Global brands: Business week/Interbrand rank the companies that best built their images and made them stick. *Business Week*, July.
- Brackett, L. & Carr, B. (2001). Cyberspace advertising vs other media: Consumer vs mature student attitudes. *Journal of advertising research*, 23-32.
- Briggs, R. & Hollis, N. (1997). Advertising on the Web: Is there response before click-through? *Journal of advertising research*, 37(2), 33-45.
- Ducoffe, R. H. (1995). Advertising value and advertising on the web. *Journal of advertising research*, 36, 5, 21-35.
- Ducoffe, R. H. (1996). How consumers assess the value of advertising. *Journal of current issues and research in advertising*. 17, 1, 1-18.
- Elliott, M. T. & Speck, P. S. (1998). Consumer perceptions of advertising clutter and its impact across various media, *journal of advertising research*, 38, 29-41.
- Galbraith, J. K. (1956). *The affluent society*. Boston: Houghton Mifflin company.
- Greyser, S. A. (1973). Irritation in Advertising, *Journal of Advertising Research*, 13, 1, 3-10.
- Ha, L. (1996). Advertising clutter in consumer magazines: Dimensions and effects. *Journal of advertising research*, 36, 76-84.
- IBEF, 2015 report on "Advertising and Marketing Industry in India accessed on 26/01/2016, from <http://www.ibef.org/industry/advertising-marketing-india.aspx>).
- Ipe, M. (2008). Advergaming: An introduction, In M. Ipe (Ed.), *Advergaming and Ingame Advertising*, Hyderabad: Icfai University Press, pp. 3-16.
- Kirmani, A. (1997). Advertising repetition as a signal of quality: if it's advertised so often, something must be wrong. *Journal of consumer psychology*, 7(1), 25-47.
- Korgaonkar, P. & Wolin, L. D. (2002). Web usage, advertising, and shopping: relationship patterns. *Internet research*, 12(2), 191-201.

- Morimoto, M. & Chang, S. (2006). Consumers' Attitudes towards Unsolicited commercial e-mail and postal direct mail marketing methods: Intrusiveness, Perceived loss of control and irritation. *Journal of Interactive Advertising*, 7(1), 8-20.
- Nutley, M. (2004). Seeing the full potential of word-of-mouth advertising. *New media age*, 18, 1.
- Schlosser, A., Shavitt, S. & Kanfer, A. (1999). Survey of internet users' attitudes toward internet advertising. *Journal of interactive marketing*, 13(3), 1-21.
- Siau, K. & Shen, Z. (2003). Building customer trust in mobile commerce. *Communication of the ACM*, 46, 4, 91-94.
- Silk, A. J. & Vavra, T. G. (1974). The influence of advertising's affective qualities on consumer response, in *Buyer/consumer information processing*, G. David Hughes and Michael, L. R. eds. Chapel Hill, N.C.: University of North Carolina Press, 157-186.
- Sipior, J. C. & Ward, B. T. (1995). The ethical and legal quandary of e-mail privacy. *Communication of AMC*, 12, 48-54.
- Speck, P. S. & Elliott, M. T. (1997). Predictors of advertising avoidance in print and broadcast media. *Journal of advertising*. 26, 61-76.
- Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. *Journal of communication research*, 42, 73-93.
- Thota, S. & Biswas, A. (2009). I want to buy the advertised product only! An examination of consumer irritation in a cross-promotion context. *Journal of advertising*, 38(1), 123-136.
- Webb, P. H. & Ray, M. L. (1979). Effects of TV Clutter. *Journal of advertising research*. 19, 7-12.
- Wells, W. D., Leavitt, C. & McConville, M. (1971). A reaction profile for TV commercials. *Journal of advertising research*, volume 11, no. 6, 11-17.
- Wolin et al., 2002
- Zhang, P. (2000). The effect of animation on information seeking performance on the world wide web: securing attention or interfering with primary tasks. *Journal of association for information systems (JAIS)*, 1, 1, 2000.