

Impact of surprise strategy on the avoidance of digital advertising

Assist. Prof. Dr. Rania Farouk Abdelazim

Advertising department, Applied Arts

ranfar@hotmail.com

Assist. Prof. Dr. Dina Gamal Abboud

Advertising department, faculty of Applied arts

dgabboud@msa.eun.eg

Researcher. Mona Emam Amin Aly Mohamed

Graphics, Advertising Department, Applied Arts

monaemam13@gmail.com

Abstract

Digital advertising is a wide range industry that reaches large scale of audiences in a way that is time saving and extremely personal with a great benefit which is its low cost. Consumers are bombarded with advertising messages that made them feel overwhelmed, overtaxed and annoyed. Consumers are probably avoiding advertisements while they believe that advertisements compete with the habits of their media usage, when they find ads intrusive, and when they indulge in negative advertising behaviors. Negative attitudes toward digital advertising lead to advertisement avoidance. Ad avoidance has resulted in the creation of major threat to the digital advertising continuation as consumers can avoid ads in various ways. Consumers use ad avoidance through ignoring advertisements, skipping video advertisements, scrolling webpages to avoid watching advertisements or even install software to block advertisements and remove pop-up advertisements.

Ad avoidance growth has driven scientific research to study this phenomenon precisely and put solutions to overcome it. When advertiser setup ads that boost advertisement exposure by eliminating user control or effortlessly integrating advertisements into other video content, these ads may be beneficial in gaining user attention. The research results indicate that surprise strategy has a significant impact on decreasing the ad avoidance spread as surprise can directly enhance satisfaction response, as satisfaction is partially affective and yet surprise is still probably the most powerful marketing tool of all, the research reflects the powerful role of surprise strategy especially when added to another feeling as joy in advertisements that attract the consumers' attention resulting in their delight.

Keywords

Surprise strategy - Ad avoidance - Digital advertising