Understanding the Influences of Hedonic Personality towards Advertising Avoidance on Social Media

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Abstract

Research Aims: This study aims to investigate and explore how the hedonic personality that exists in each individual can influence avoidance behaviour towards advertisements on social media platforms.

Design/Methodology/Approach: A quantitative approach with a purposive sampling technique was employed to collect data from 198 respondents who have shopped or at least searched for products on social media. The data were then analysed using the Structural Equation Modelling (SEM) technique.

Research Findings: The results showed that hedonic personality affected advertising avoidance behaviour. Through multigroup analysis, this research found differences in how men and women respond to an advertisement. On the other hand, the intrusive level of an advertisement had a direct effect on ad avoidance behaviour on social media.

Theoretical Contribution/Originality: This study contributes knowledge by exploring and linking hedonic personality with ad avoidance behaviour. In addition, this study analyses how those relationships are different between men and women.

Managerial Implication in the South East Asian Context: The results of this study are expected to provide insights for advertisers and encourage them to consider the hedonic style when determining the target customers. Also, the results inform that the model or ad content should be differentiated when targeting men or women.

Research Limitation & Implications: This study is limited in several ways, such as the demographic reach and number of respondents. Additionally, the number of social media platforms is only limited to Instagram and Facebook.

Keywords: Hedonic Personality, Perceived Ad Relevance, Perceived Ad Intrusiveness, Ad Avoidance

INTRODUCTION

Marketing activities are intended to attract attention and introduce the product brand to new potential consumers who still do not use or even know the product (Daj & Chirca, 2009). To keep up with the changing world of technology, advertisers develop various kinds of innovations in marketing activities, such as digital advertisement. An advertisement can be considered effective if it can achieve the expectations or goals desired by the advertiser (Shimp, 2004). However, in reality, there is much competition between companies or advertisers, resulting in the increasing quantity and frequency of advertisements that appear online, especially on social media. As a result, social media users start to skip or avoid the advertisement, which is more commonly referred to as advertising avoidance or ad avoidance.

Advertising or ad avoidance can be defined as various actions to reduce exposure to advertisements or attempts to skip or turn off these digital advertisements (Kelly et al., 2021). Cho and Cheon (2004) divided ad avoidance into three categories: cognitive avoidance, affective avoidance, and behavioural avoidance. Cognitive avoidance is related to user perceptions and user evaluations of an object, such as advertising (Dodoo & Wen, 2020; Kelly et al., 2021). In addition, affective avoidance concerns the feelings and emotions (usually negative) of users about existing advertisements or advertising (Cho & Cheon, 2004; Kelly et al., 2021). Finally, behavioural avoidance is avoidance in terms of user behaviour against advertising, which can manifest in the form of any action taken actively by users (Cho & Cheon, 2004).

Many studies have been conducted to examine various shopping behaviours (Arnold & Reynolds, 2003; Brüggemann & Olbrich, 2022; Höglund & Syvertsson, 2018). In Indonesia, recent scholars also investigated related topics, such as online purchase behaviour (Putri, 2020), flash sale purchases (Lamis et al., 2022; Setiawan & Sahetapy, 2022), and impulsive buying (Helmi et al., 2023). However, not many studies discuss consumer behaviour, which is affected by the personalities of each individual. Of the very few studies, personality traits have been used to predict the emotional appeal of advertising based on personality types. They may guide advertisers to create more targeted advertisements (Clark & Calli, 2014).

One of the personality traits is hedonic personality, a view of life that prioritises the value of pleasure or material enjoyment over other life values (Ksendzova et al., 2015). Ksendzova et al. (2015) research indicated that hedonic lifestyles had a strong correlation with personality traits. They found that an excessive hedonic lifestyle correlates with less conscientiousness, less agreeable, and more neurotic. Personality traits have also been used by marketing researchers to

model long-term consumption habits and consumer behaviour. Researchers demonstrated, for instance, that personality characteristics like neuroticism and openness can indicate whether or not a person will typically approve of internet advertisements (Dey et al., 2018). Thus, in general, personality traits can be a new insight marketers can utilise to find the right approach to reach their target consumers.

Previous research shows that when hedonic people feel bad, they will reduce their negative emotions by doing activities that make them feel better. On the other hand, if their feelings are good, they will try to maintain them, or they will do the necessary activities even though they can reduce their emotions (Taquet et al., 2016). It is also found that hedonic people tend to have less stable mental behaviour, are more easily discouraged, do not want to be bothered, prefer to take the easier path and do not like to work hard (Saman, 2020). They also have a lifestyle that wants pleasure in life and avoids unpleasant situations. They are more concerned with personal pleasure, like luxury objects, and psychologically enjoy shopping for goods that are not actually needed (Nadzir & Ingarianti, 2015; Putri, 2017; Tambingon et al., 2018). Interestingly, this phenomenon also occurs in Indonesia.

Indonesia is ranked as the third country with the highest e-commerce sector growth rate in the world. This growth is triggered by many factors, starting from the COVID-19 pandemic, which resulted in a shift in people's consumption patterns from offline to online (Brüggemann & Olbrich, 2022) and the spread of hedonic lifestyles in various layers of Indonesian society. Besides their love of online shopping, Indonesians are also recorded as a country whose people are very active on social media, as 78.5% of them use social media on a daily basis. Instagram and Facebook are the two most used social media platforms after WhatsApp for communication. They have emerged as one of the key tools for creating brand recognition (Pham & Vo, 2022). Due to their active use of social media, advertisers have utilised social media to place advertising offers that can be seen and reach more target users. Strikingly, despite having high social media users, Indonesia also shows a high level of ad avoidance. This is shown by the low click-through rate (CTR) of Facebook ads and Instagram ads. Indonesia is also listed as the number one country in the world that installs ad blockers.

From the description above, it can be concluded that Indonesia is one of the most consumptive countries in the world. The description leads to an assumption that Indonesia has a considerable hedonic tendency. Someone with a hedonic lifestyle tends to have a positive attitude towards advertisements that appear in front of them (Yaakop & Hemsley-Brown, 2012). Conversely, Indonesia is also the country with the highest ad avoidance in the world.

Related to the use of advertising as a promotional medium, ad relevance and ad intrusiveness are two advertising mechanisms that seem to bridge the ad avoidance behaviour that occurs in media users (Bang et al., 2018; Cho & Cheon, 2004; Dodoo & Wen, 2021; Kelly et al., 2021; Widodo & Kurniawati, 2020). The relationship between user search results and the ads that appear is usually known as ad relevance (Jung, 2017). Meanwhile, ad intrusiveness is related to how an ad disturbs users, thus creating a bad impression (Li & Yin, 2021). However, research linking how a person's personality, especially hedonic personality, influences ad avoidance behaviour through these two mechanisms is still very limited.

Therefore, this study seeks to fill the research gap that links hedonic personality with ad avoidance behaviour. The main objective of this study is to investigate the influence of hedonic personality on ad avoidance behaviour. This study seeks to answer two main questions: How does hedonic personality affect the two ad avoidance mechanisms, and how do the three ad avoidance mechanisms affect ad avoidance behaviour in Indonesia? This research is expected to provide useful information for companies or advertisers in determining advertisements that are more effective, more widely accepted, and not avoided on social media.

LITERATURE REVIEW

Hedonic Personality

A hedonic lifestyle is a view where lifestyle focuses on seeking pleasure or enjoyment of life as much as possible and avoiding painful or unpleasant situations (Untara & Ahnjong, 2022). One of the hedonic lifestyle activities is buying things in order to obtain pleasure, avoid or escape from negative emotions, show social status, or express oneself (Horváth & Adıgüzel, 2018).

Empirically, a person's lifestyle has been widely investigated and reported to be influenced by their personality traits. For instance, Big Five Personality Traits is a theory of personality traits related to 5 factors, namely openness, conscientiousness, extraversion, agreeableness, and neuroticism, which are then better known by the abbreviation OCEAN (John, 1990 as cited in Lampropoulos et al., 2022). Costa and McCrae (1992) explained OCEAN as openness to new things, conscientiousness or awareness and wisdom in action, extraversion or the active and expressive level of the individual, agreeableness or friendliness and harmony of the interaction of the individual, and neuroticism or the ability to control and emotional stability of a person.

More recently, Ksendozova et al. (2015) also found a close relationship between a hedonic lifestyle and personality traits. According to their report, lifestyle is mainly influenced by 3

points of traits: agreeable, conscientious, and neuroticism. They believed that individuals with a hedonic lifestyle tend to have less agreeable, less conscientious, and more neurotic traits.

Agreeableness is a measure of how friendly people are and how easily they adapt to others. Simply, it is the ability of a person to prioritise the needs of others over their own. Individuals who belong to the agreeableness dimension are characterised as sympathetic, kind, straightforward, helpful, trusting, and others (Costa & McCrae, 1992). It has to do with how people connect and are socially oriented. Individuals who score well on this trait typically act rationally and put thought before action. It makes it difficult for them to be influenced by the environment and follow it without thinking more carefully (Taufik, 2019). However, in contrast, hedonic individuals have less agreeableness traits, causing them to be more self-oriented towards their needs and less sympathetic to others.

The next personality trait is conscientiousness. It is a measure of how thoughtful and organised a person is. It describes task and goal-directed behaviour and socially requires impulse control as well as individual orderliness, thoroughness and work ethic. Individuals who fall under this dimension are characterised as reliable, self-disciplined, and ambitious (Costa & McCrae, 1992). In contrast, hedonic individuals have less conscientious traits. This trait plays an important role in self-control and is responsible for pleasure-oriented control (Taufik, 2019). Individuals with hedonic personality tend to lack self-control and will likely do things in order to obtain their pleasure.

Finally, neuroticism measures an individual's emotional control and stability (Costa & McCrae, 1992). It often refers to negative emotions such as anxiety, sadness, worry, anger, and hostility. Neurotic people are more likely to have emotional disturbances and are frequently melancholy and unhappy (Taufik, 2019). In line with that, individuals with hedonic personality have more neuroticism traits that make them less capable of managing their negative emotions and eventually try to pursue pleasant things to regulate their emotions.

Perceived Ad Relevance

Personal relevance is a mental process in responding to how a stimulus or external factor affects the consideration or evaluation of how relevant or related it is to an individual's needs or goals (Jung, 2017). Perceived ad relevance describes the level of user perception of how relevant an advertisement is closely related to him (Dodoo & Wen, 2021). It also plays an important role in creating a positive impact on the cognitive, affective, and behavioural dimensions of ad avoidance (Jung, 2017).

Perceived Ad Intrusiveness

Another key concept in this research is perceived ad intrusiveness. The intrusiveness of a medium can be defined as the extent to which the appearance of a medium becomes an obstacle in the process of doing something. Perceived ad intrusiveness is a psychological perception or consequence that occurs when an individual's cognitive process is disrupted. When this disruption occurs at a high level, intrusiveness can cause negative feelings or emotions, and users will feel uncomfortable and disturbed by the appearance of the ad in the middle of their activities (Li et al., 2002).

Advertising Avoidance

In the digital context, advertising avoidance, better known as ad avoidance, is any form of avoidance by media or internet users to reduce exposure, avoid, or reject the appearance of advertisements. In marketing, ad avoidance behaviour is considered one of the major threats for companies to introduce brands to potential consumers (Çelik et al., 2022). Research conducted by Cho and Cheon (2004) deserves to be called a pioneer in observing ad avoidance behaviour online. They categorised ad avoidance into three dimensions, namely, cognitive avoidance, affective avoidance, and behavioural avoidance (Cho & Cheon, 2004).

Cognitive avoidance is related to user perception (Kelly et al., 2021) and user evaluation (Dodoo & Wen, 2021) of an object, such as an advertisement. This dimension also involves the user's trust in the stimuli obtained. If the user's evaluation of the stimuli shows negative results, the user will avoid the stimulus (Çelik et al., 2022). When the belief and negative evaluation of an advertisement or ad increases, cognitively, the level of desire to engage in the advertisement will be lower (Dodoo & Wen, 2019).

The next dimension is affective avoidance, which is related to users' feelings and emotions about existing advertisements or advertising (Cho & Cheon, 2004). Usually these emotions are more directed towards negative emotions (Kelly et al., 2021). These negative feelings or emotions are described as the avoidance of the source, such as advertising (Dodoo & Wen, 2021). If the negative feelings or emotions are high, usually described by a sense of dislike for something, the likelihood of avoidance of the source is higher (Cho & Cheon, 2004).

Finally, behavioural avoidance is avoidance in terms of user behaviours against advertising. This behaviour can be seen in any action taken actively by the users. These behaviours can include avoiding the source of pop-up ads, closing pages containing ad content, clicking elsewhere without ads, scrolling past ads that appear, and various other behaviours (Cho &

Cheon, 2004). Installation of ad blockers also includes mechanical behavioural avoidance (Kelly et al., 2021).

Hypothesis Development

Ad relevance describes how the information contained in the advertising is related to the consumers' self-concept of things they look for. By doing so, they will be more likely to feel that the ads are relevant to them. Conscientiousness traits are related to how thoughtful a person is. In addition, it is also related to how well-ordered the process of information gathering and detailed processing of a person (Myers et al., 2010). Hedonic individuals have fewer conscientiousness traits, making them less thoughtful of how well and clear information is contained in advertisements. Thus, it will likely be easier to feel that as long as the ads are related to their shopping interests, then they are related to what they are looking for.

On the other hand, neurotic people are usually emotionally unstable and tend to use social media or shopping to escape from unhappy feelings (Dodoo & Wen, 2021) and find their own excitement. Less conscientious people tend to react more positively to advertising that generates emotions rather than provides information (Clark & Calli, 2014), thus resulting in positive feelings and excitement when viewing ads related to their interests. Therefore, people with hedonic personality possessing less conscientiousness and more neuroticism would have better perceived ad relevance on advertisements as it excites their shopping experience on social media. Therefore, based on the concepts and findings of previous researchers, this research proposes the following hypothesis:

H_1: Hedonic personality has a positive effect on perceived ad relevance.

Additionally, individuals with hedonic personality have less agreeable traits, are less sympathetic, and are more focused on their own desires and goals. Thus, when these people use social media to find and buy things, the appearance of ads interrupts their goals, making them perceive the ads as intrusive (Dodoo & Wen, 2021). In particular, less conscientious individuals tend to be less organised and perform tasks less thoroughly (Rautio, 2018). They want to finish tasks faster and easier, resulting in less thoughtful processes. This applies to the use of social media as shopping media. When they aim to find products on the online store but ads appear in the middle of the process, the ads will annoy the original goals and thus be perceived as intrusive. The same goes for neuroticism traits, as people with this trait can not manage their emotions well. Simple disturbance of their task or goals (shopping) will generate negative emotions against the stimulus (the advertisement). Therefore, people with hedonic personality possess less agreeableness, less conscientiousness, and more neuroticism, which would lead to

higher perceived ad intrusiveness in the advertisement. Therefore, based on the concepts and findings of previous researchers, this research proposes the following hypothesis:

H₂: Hedonic personality has a positive effect on perceived ad intrusiveness.

A hedonic lifestyle also indicates a shopping pattern or behaviour that exceeds its needs, where this behaviour is also driven by hedonic shopping motivation (Horváth & Adıgüzel, 2018). According to Arnold and Reynolds (2003), motivation is driven by the desire to seek and follow trends. If the intention to find out about trends is higher, the advertisement will tend to be more relevant. For example, the appearance of advertisements is usually provoked by the information available on the media users use. Advertisements that appear on their social media are typically sourced from the browsing history and interests. Shopping motivation in the hedonic lifestyle also involves the intention to look for attractive offers such as promos, discounts, price cuts, or other special offers (Arnold & Reynolds, 2003). The more often an advertisement or offer appears, the more someone looking for an offer will be exposed to the advertisement and increase the intrusiveness of the advertisement. The relevance of an advertisement has a major effect on the emotions and perceptions generated in response to the appearance of the advertisement. If an ad is considered relevant, the ad will be considered interesting, generate a positive attitude, and become less intrusive (Dodoo & Wen, 2019). In the research conducted by Dodoo and Wen (2019), they found that ad relevance has a negative effect on ad intrusiveness. Therefore, based on the concepts and findings of previous researchers, this research proposes the following hypothesis:

H₃: Perceived ad relevance has a negative effect on perceived ad intrusiveness.

Ad relevance is how relevant or related the content or ad appearance is to media users. The more relevant an ad appears, the more users will be interested in seeing the ads. It will increase user attention to ads. Conversely, users will tend to avoid ads that are not related to their interests, desires, or needs (Dodoo & Wen, 2021). On the other hand, ad intrusiveness is how the appearance of an advertisement is considered to interfere with the goals or activities of the media users. If the users consider the advertisement to interfere with the process of carrying out the activity, they are more likely to avoid it (Dodoo & Wen, 2021). Previous research conducted by Dodoo and Wen (2021) found that ad relevance has a negative effect on ad avoidance. In contrast, ad intrusiveness has a positive effect on ad avoidance. Therefore, based on the concepts and findings of previous researchers, this research proposes the following hypothesis:

H₄: Perceived ad relevance has a negative effect on ad avoidance.

H_5: Perceived ad intrusiveness has a positive effect on ad avoidance.

While previous research frequently discusses ad avoidance by linking it with ad relevance and intrusiveness, very little is known about studies that directly link hedonic personality as a factor that may also affect ad avoidance. Hedonic individuals tend to have a lifestyle that seeks pleasure in life, and online shopping through social media is one of the activities that generate excitement (Jayawardhena & Wright, 2009). The preferences in shopping activities are also triggered by shopping motivation (Arnold & Reynolds, 2003), which involves the process of searching for product information, comparing products, and looking for attractive product promotions or offers, all of which can be found in the product advertisement. Previous research found that someone with a hedonic lifestyle tends to react positively towards advertisements (Yaakop & Hemsley-Brown, 2012). If hedonic individuals are more interested in shopping, they will be more likely to crave the offer advertisement and be more interested in seeing rather than rejecting it. Therefore, based on the concepts and findings of previous researchers, this research proposes the following hypothesis:

H_6: Hedonic personality has a negative effect on ad avoidance.

Based on the above elaboration, this study tries to fill the gap by examining how hedonic personality could affect ad avoidance, especially on social media. The study also investigates the effect of the mediation of perceived ad relevance and perceived ad intrusiveness. The proposed conceptual framework can be seen in Figure 1.
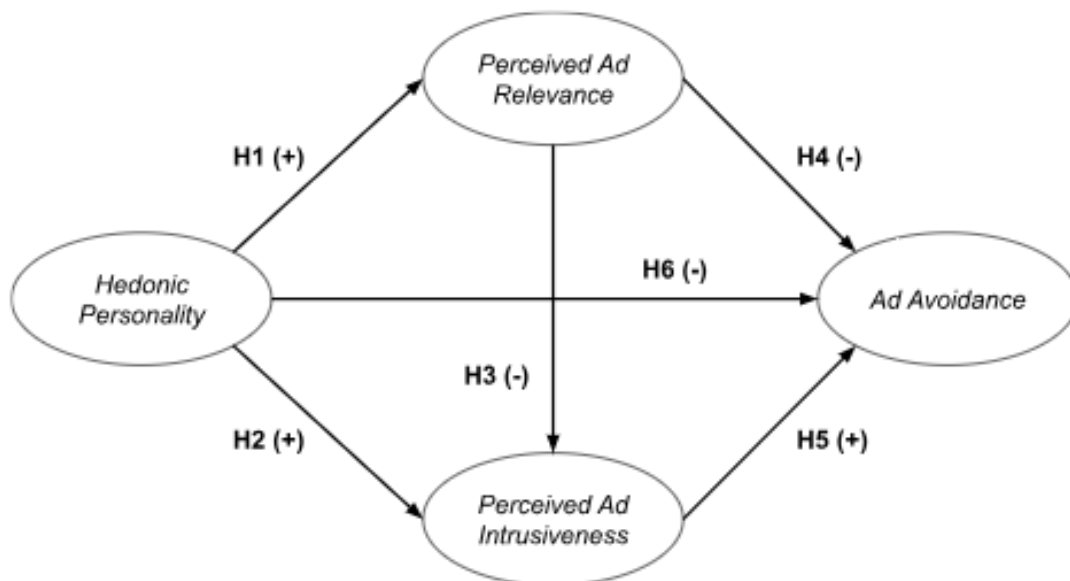

Figure 1. Conceptual Framework

RESEARCH METHOD

Data Collection

The target respondents studied in this research are men or women aged at least 18 years. These respondents use social media like Instagram or Facebook either actively or passively and have shopped or at least searched for products on social media. This is because potential buyers tend to look for information first about a product and compare it with others.

To collect data, this study used the purposive sampling technique, which is part of non-probability sampling. The researchers determined certain criteria or characteristics that were sought from the required sample (Cohen et al., 2007). The sample size used in the study was at least 124 people, referring to the sample size recommended by Cohen et al. (2007) to detect a minimum R^2 of 0.10 with a significance level of 5% and the maximum number of arrows pointing to a variable is 3 (Hair et al., 2014).

Data in this study were collected using a questionnaire via Google Forms. The questionnaires were distributed online from June 30, 2023, to July 28, 2023. A total number of 198 respondents successfully completed the questionnaires, meaning that this number has met the minimum sample size. The characteristics of respondents can be seen in Table 1.

Table 1. Respondents Characteristics

Characteristics	Categories	Frequency	Percentage
Gender	Male	95	48%
	Female	103	52%
Age	18-26 years	87	43.9%
	27-42 years	72	36.4%
	>42 years	39	19.7%
Social Media	Instagram	163	82.3%
	Facebook	35	17.7%
Income Range	< IDR5.000.000	106	53.5%
	IDR5.000.000 - IDR10.000.000	54	27.3%
	> IDR10.000.000	38	19.2%
Address	Jabodetabek	49	24.7%
	Pontianak	121	61.1%
	Others	28	14.1%

This study used four variables: hedonic personality, perceived ad relevance, perceived ad intrusiveness, and ad avoidance. The questionnaires were adapted and modified from previous research and used a 5-point Likert scale measurement. In particular, hedonic personality used nine indicators adopted and modified from the research of Helmi et al. (2023) and Ksendzova et al. (2015). Perceived ad relevance employed six measurement indicators that were adopted

and modified from the research of Bang et al. (2018) and Dodoo and Wen (2021). Meanwhile, seven measurement indicators were used to examine perceived ad intrusiveness. These indicators were adopted and modified from the research of Ilma et al. (2022). Finally, ad avoidance involved nine measurement indicators adopted from Dodoo and Wen's (2021) research.

Data Analysis

Data in this study were analysed using the PLS-SEM method. This method can be used to calculate very complex variables, non-normal data distribution, and small data sample sizes (Setiaman, 2023). Data analysis using the PLS-SEM method in this study was carried out with the help of SmartPLS 3 software, including examining the outer model and inner model. The outer model is a method for testing the measurement model, namely the relationship between indicators and their constructs (Setiaman, 2023). It consists of a validity test and a reliability test. On the other hand, the inner model is a method for testing structural models, namely the relationship between construct variables (Setiaman, 2023). In this study, the inner model was tested using the collinearity test and R^2. Meanwhile, hypothesis testing was calculated using a significance test by performing a bootstrapping process to measure the path coefficient (Hair et al., 2014). The hypothesis can be declared accepted if the statistical significance test results have a t-value> 1.96 and a p-value <0.05 (Hair et al., 2014). This study used 5000 samples to run the bootstrapping process. The summary of hypothesis testing can be seen in Table 4, while Figure 2 shows the outer loading and path coefficient results.

RESULTS AND DISCUSSIONS

Outer Model

The data analysis was begun by testing the instrument's validity and reliability. Table 2, for example, summarises the results of the validity test where the measurement indicators are in accordance with the criteria because the outer loading value is > 0.70. However, indicators HP5, HP6, HP8, and PAI4 fell in the range of 0.50-0.70 and were still used, considering AVE ≥ 0.5 and CR ≥ 0.70 (Hair et al., 2014). Based on these considerations, the HP7 and HP9 indicators were removed because they were worth <0.50 and resulted in an AVE < 0.50. Hence, the total measurement indicators used in the main test were 36 items.

The reliability test results can be seen from Cronbach's alpha value, which is used to measure the internal consistency of a variable. The minimum value of Cronbach's alpha is 0.60-0.70 (Hair et al., 2019). Meanwhile, the composite reliability value acceptable in explanatory

research is more than 0.70 or at least 0.60 (Hair et al., 2014). Table 2 shows that the reliability test results of all indicators in this study have met the minimum criteria.

Table 2. Validity and Reliability Test Results

Variables	Indicators	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Hedonic Personality (HP)	HP1	0.782	0.522	0.841	0.882
	HP2	0.788			
	HP3	0.794			
	HP4	0.843			
	HP5	0.567			
	HP6	0.694			
	HP8	0.524			
Perceived Ad Relevance (PAR)	PAR1	0.754	0.753	0.934	0.948
	PAR2	0.880			
	PAR3	0.892			
	PAR4	0.892			
	PAR5	0.884			
	PAR6	0.893			
Perceived Ad Intrusiveness (PAI)	PAI1	0.750	0.629	0.901	0.922
	PAI2	0.807			
	PAI3	0.829			
	PAI4	0.594			
	PAI5	0.845			
	PAI6	0.825			
	PAI7	0.869			
Ad Avoidance (AA)	AA1	0.835	0.674	0.939	0.949
	AA2	0.842			
	AA3	0.878			
	AA4	0.849			
	AA5	0.888			
	AA6	0.861			
	AA7	0.780			
	AA8	0.730			
	AA9	0.709			

Inner Model

While the outer model assesses the instrument's validity and reliability, another model is needed to evaluate the structural models. This model requires Collinearity and R^2 tests. Collinearity can be tested by looking at the VIF (Variance Inflation Factor) value. If the VIF value is > 5 with a tolerance value of 0.2, there is collinearity between variables (Hair et al., 2014). The summary of the collinearity test in this study is presented in Table 3. The table shows no VIF value > 5, which means that there is no correlation between variables. The coefficient of determination, better known as R^2, is a value that represents the amount of variance of endogenous variables explained by exogenous variables in a structural model (Hair et al., 2014). Likewise, the results of R^2 testing can be seen in Table 3.

Table 3. VIF and R^2 Results

Relationship	VIF	Variables	R^2	R^2 Adjusted
HP → PAR	1.000	PAR	0.396	0.393
HP → PAI	1.655	PAI	0.091	0.082
PAR → PAI	1.655			
PAR → AA	1.814			
PAI → AA	1.100	AA	0.536	0.529
HP → AA	1.755			

Hypothesis Testing

In summary, this study found that the relationship between Perceived Ad Relevance and Ad Avoidance was negative but not significant. In other words, the hypothesis was rejected. On the other hand, other relationships showed significant results, indicating that those hypotheses were supported. The hypothesis testing results in this study can be seen in Table 4.

Table 4. Results of Hypothesis Testing

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV)	P Value	Conclusion
H_1	HP → PAR	0.629	0.635	0.052	12.142	0.000	Accepted
H_2	HP → PAI	0.302	0.303	0.096	3.157	0.001	Accepted
H_3	PAR → PAI	-0.380	-0.386	0.080	4.744	0.000	Accepted
H_4	PAR → AA	-0.052	-0.049	0.068	0.769	0.221	Rejected
H_5	PAI → AA	0.713	0.716	0.051	14.126	0.000	Accepted
H_6	HP → AA	-0.117	-0.120	0.070	1.670	0.047	Accepted

If we look more closely, this study found that Hedonic Personality was positively related to Perceived Ad Relevance ($\beta = 0.629$, $p < 0.001$) and Perceived Ad Intrusiveness ($\beta = 0.302$, $p < 0.05$). Thus, these findings supported H_1 and H_2. Meanwhile, Perceived Ad Relevance showed a significantly negative effect on Perceived Ad Intrusiveness ($\beta = -0.380$, $p < 0.001$), thereby supporting H_3. On the other hand, this study found that Perceived Ad Relevance lacked a statistically significant effect on Ad Avoidance. Hence, H_4 was not supported. A similar issue was also found that Perceived Ad Intrusiveness showed a positive relationship to Ad Avoidance ($\beta = 0.713$, $p < 0.001$). At the same time, interestingly, Hedonic Personality showed a negative correlation to Ad Avoidance ($\beta = -0.117$, $p < 0.05$). Thereby, H_5 and H_6 were supported. The relationship of all the variables can be seen in Figure 2.
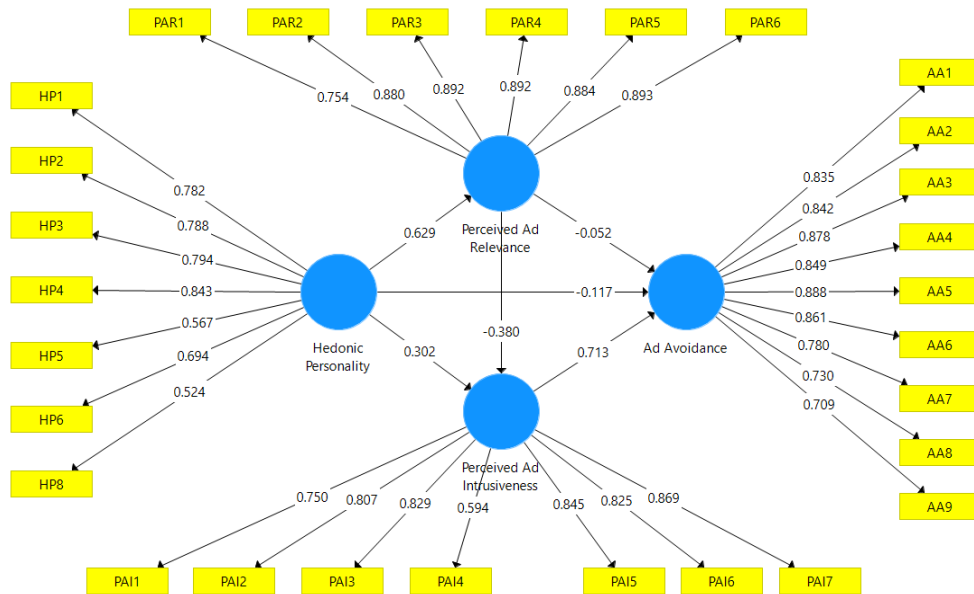
Figure 2. Path Coefficient Results

Additional Analysis

Having calculated the outer and inner models, further analysis was conducted to find out whether the category of respondent characteristics has a significant effect on the relationship between variables. This analysis employed a multigroup analysis (MGA), comparing the respondents' background information, such as gender differences. For example, in H_1, where Hedonic Personality positively affected Perceived Ad Relevance, men in this study had higher results than women ($\beta = 0.757, p < 0.001; \beta = 0.450, p < 0.001$ respectively). At the same time, the gender difference in H_2, where Hedonic Personality positively affected Perceived Ad Intrusiveness, showed that only men had significant results ($\beta = 0.462, p < 0.001$). Meanwhile, the result was not significant among female respondents. The summary of the MGA results can be seen in Figure 3.
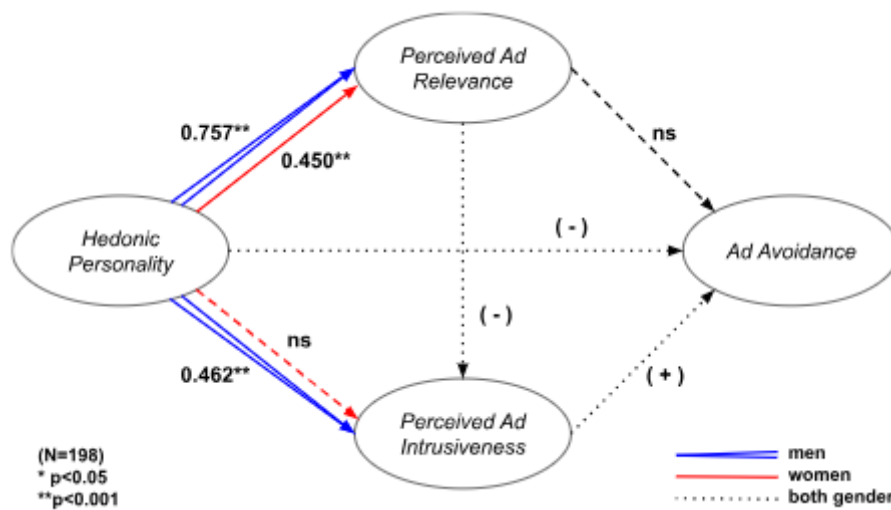

Figure 3. Multi Group Analysis Results

Discussion

This study aims to investigate, analyse, and find out how the hedonic personality that exists in each individual can influence ad avoidance behaviour towards advertisements on social media platforms. A hedonic personality is where a person tends to seek or prioritise pleasure over other values. Research conducted by Ksendzova et al. (2015) shows that individuals with hedonic personality tend to have less agreeable, less conscientious, and more neurotic traits (Ksendzova et al., 2015). Meanwhile, Liu and Campbell (2017) believe that personality traits have a relationship with how a person uses social media. Openness traits are related to a person's interest in searching for information about something. Extraversion traits are related to how someone is active in connecting with others or expressing themselves. Meanwhile, neuroticism is a trait where a person has unstable emotions, so he needs a medium to vent or express his emotions. All these traits point to how individuals will be more active and often use social media in their daily lives, like searching for information, shopping, and other activities.

Research conducted by Horvath and Adiguzel (2018) found that a person does shopping activities to fulfil internal needs, which then becomes a shopping motivation for him/her. This is also in line with research conducted by Arnold and Reynolds (2003), who divided shopping motivation into six categories. One of these categories is idea shopping, where someone shops because of the desire to follow ongoing trends or just because they want to try various new stimuli. With the motivation to shop, especially to follow trends or look for new stimuli, an individual tends to look for information related to trends or products related to their curiosity. One of the information channels that always provides a wide variety of updated information about ongoing trends is social media, for example, Instagram and Facebook, two large social media owned by Meta Platforms, Inc.

The results of this study show that hedonic personality has a significant positive influence on perceived ad relevance (H_1). In relation to perceived ad relevance, it is seen that the hedonic personality also has openness traits, which are related to a person's openness to accepting something or, in this context, in the form of information. Thus, individuals with a hedonic personality who use social media tend to be more open to receiving the information they receive if the advertisements they see are highly relevant to their shopping motivation. This is also in line with what Dodoo and Wen (2021) revealed in their research. They pointed out that personality traits will have a positive effect on a person's perceived ad relevance, where the individual will tend to accept advertisements that appear if the ad is relevant to the information being sought or related to the activity carried out at the time of the ad's appearance. Based on the MGA results, it is found that men had a higher perception of relevance than women when

seeing an advertisement. This means that men find it easier to feel that an ad is relevant to them, whether it is something they are interested in, something they are looking for, something they like, or something that relates to what they are doing.

This current research also found that hedonic personality had a significant positive influence on perceived ad intrusiveness (H_2). This finding is in line with previous researchers, such as Dodoo and Wen (2021), who said that individuals with high neuroticism also tend to use social media to reduce boredom. They also try to interact with others to channel their emotional instability or look for fun through interactions that can be done on social media (Dodoo & Wen, 2021). However, if they deal with many appearances of advertisements on social media, they will feel uncomfortable as the ads interfere with their goals to use social media. This is also in line with the ideas expressed by Krugman, as cited in Cho and Cheon (2004). Krugman stated that when advertisements appear and interfere with the intention or purpose of a person when using the media, negative emotions or feelings of annoyance towards the advertisement will also arise (Cho & Cheon, 2004). In this study, the MGA was also performed to observe the difference in occurrence between genders. The results indicated that men with a hedonic personality were more likely to perceive ads as intrusive, while women were not directly affected by their hedonic personality. This means that men who have a hedonic and fun-loving personality will be more easily annoyed by an advertisement that appears in the middle of the shopping process using their social media.

Following that, this study investigated if perceived ad relevance had an effect on perceived ad intrusiveness. The results showed that perceived ad relevance significantly negatively affects perceived ad intrusiveness (H_3). As argued earlier, if someone finds the ad relevant to them, that person will feel interested in paying further attention to the ad's content, thereby reducing the feeling that the ad is intrusive or annoying. This statement is also supported by Höglund and Syvertsson (2018), who state that if the advertisement appears to match personal interests, it can make the individual interested in interacting further with the advertisement. Thus, the advertisement no longer feels intrusive.

Interestingly, at the same time, this study found that perceived ad relevance does not have a direct influence on ad avoidance (H_4). A study conducted by Johnson and Jones (2022) also showed that the content must be relevant and useful for users to make the content in advertisements effectively accepted. People tend to want content that is useful, helpful, informative, and answers the questions they are looking for. Content that is only generally

relevant but lacks the information needed will be ineffective and then tend to be skipped or even ignored.

Other results from this study also show that perceived ad intrusiveness significantly has a positive influence on ad avoidance (H$_5$). This is supported by the results of research conducted by Dodoo and Wen (2019), who found similar findings. They discovered that social media users who had special goals, for example, to seek their own pleasure, would feel annoyed by the appearance of advertisements or anything that hinders their goals (Dodoo & Wen, 2019). Ads that appear will be considered intrusive and cause feelings of displeasure. As a result, this feeling will trigger negative emotions that lead to ad avoidance behaviour.

This study also found that a hedonic personality can directly influence how a person performs ad avoidance (H$_6$). People with a pleasure-seeking personality will be less likely to avoid ads that appear when they use social media because their personality seeks enjoyment in shopping, while ads generally bring information or promotions related to the shopping experience. Additionally, the multigroup analysis (MGA) results also showed several differences between men and women. The study found that men were more easily influenced by advertisements than women, both in terms of feeling relevant to an advertisement and feeling agitated by an advertisement.

In sum, this study analyses the ad avoidance behaviour of Indonesians who use social media to shop. The findings of this study show that ad avoidance behaviours are related to hedonic personality traits, where individuals with hedonic tendencies are less likely to avoid ads. The results also underline the importance of other factors of ads, especially how relevant and intrusive an ad could relate to advertising avoidance. The high statistics of ad blocker installation in Indonesia do not justify the relation of avoidance done by hedonic tendencies, especially on social media. Further explorations, therefore, are suggested to understand the determinants of high statistical numbers of avoidance by doing ad blocker installation.

MANAGERIAL IMPLICATIONS IN THE SOUTH EAST ASIAN CONTEXT

Based on the analysis above, this study aims to provide some insights that are expected to contribute to the marketing industry in Indonesia and Southeast Asia, especially for advertisers who want to place digital ads on social media platforms, particularly Facebook and Instagram. The managerial implications provided are expected to reduce ad avoidance behaviour so that the advertisements posted can reach the targeted audience.

First, the results of this study prove that a hedonic personality affects advertising avoidance behaviour. Advertisers or companies that want to offer their products through advertising are suggested to analyse the hedonic style of their target customers. It refers to the perception of pleasure in the shopping process. To this personality, advertisers or companies can conduct surveys to collect and analyse data in various ways. Advertisers can try to introduce the same product using different types of ads (e.g. images, videos, carousels, stories, collections). At the same time, see which type generates more excitement to target customers, thus providing more engagement and best representing that product category. On the other hand, analysing historical data of previous ads can be helpful insight regarding the same demographic target customers. Online surveys regarding which models of ads are more attractive and enjoyable, providing more excitement and information about a product, can also provide a better understanding of the target customers.

Second, based on the multigroup analysis results conducted on men and women, it was found that there are differences in how men and women respond to an advertisement related to its relevance and intrusiveness. The results show that men feel and react to ads more easily than women. Men tend to feel an ad is relevant to themselves, but at the same time, men also find it easier to perceive an ad as intrusive if the ads appear randomly and too frequently. Therefore, advertisers might need to pay attention to how the model or ad content should be differentiated when targeting men or women. For example, for men's products, the frequency of ad appearances should be limited to a period of time and related to the product category. Meanwhile, displaying ads for women's products more often and variously is possible.

Third, the results of this study found that the intrusive level of an advertisement directly affects ad avoidance behaviour that occurs on social media. The analysis results found that ads can feel intrusive if users feel that the ads that appear are time-consuming, so one of the intrusive factors that must be reduced is the duration of time the ad appears and how the timing is right for an ad to appear.

Another intrusive factor is ad content that feels boring or even creates a feeling of annoyance or seems annoying when it appears. So advertisers must pay more attention to the content that appears so that it does not appear frequently and for a long period. The ad will certainly appear repeatedly with the same content, so it will certainly cause boredom. It can develop into an annoying impression every time it appears. Therefore, advertisements can be more interesting with diverse content or a flow that can increase curiosity, not appearing with high frequency and for a long time.

THEORETICAL IMPLICATIONS

This research contributes to the literature by linking hedonic personality as one of the personality traits that exist in an individual. This research can enrich the literature in this field because, in general, studies or research on personality traits in an individual only focus on discussing the five main traits: openness to change, conscientiousness, extraversion, agreeableness, and neuroticism. This research is also a new study that links hedonic personality with ad avoidance behaviour, where usually hedonic is only studied as a link to shopping behaviour such as impulsive buying behaviour and online shopping. In addition, this study analyses how hedonic personality is influenced categorically, especially the differences between men and women.

As a research study, this study is inseparable from its limitations, including the limitations in the reach and number of respondents in this study, where the majority of respondents come from West Kalimantan and several other areas. Second, this study only focuses on two types of social media: Instagram and Facebook.

Thus, based on these limitations, the researcher would like to provide several suggestions that are expected to be used as references and further explored by future researchers. First, future researchers can expand the range of respondents from various regions spread throughout Indonesia or Southeast Asia regions so that respondents in the study are more distributed and not centred in just one region. Therefore, research respondents can better represent the characteristics of Indonesian society at large.

Second, future researchers can use more social media platforms that are more diverse in type, not only on Instagram and Facebook, which are two of the three most used social media platforms in Indonesia. Instagram and Facebook are both owned by Meta Platforms, Inc., and both social media use Meta-Ads format for their social media advertising, such as images, videos, carousels, stories, and collections. These ads are limited to several formats that are available on the related social media. Future researchers can also identify the ads by their format for a better understanding of these different points of view.

Third, future researchers can pay attention and include more detailed advertising component factors to be further analysed regarding what kind of advertisements can affect ad avoidance behaviour on social media. These factors can refer to the products contained in the ads. Ads can be identified by their product category and value as hedonistic or utilitarian products. Hedonistic products differ from utilitarian products, where hedonistic products provide fun, excitement,

fascinating, and experimental consumption, while utilitarian products are useful, necessary, and functional (Dhar & Wertenbroch, 2000).

CONCLUSION

Individuals with hedonic personality are people who prioritise the value of pleasure above other values, so the shopping process is one of the pleasures sought by them. Product offers usually appear in the form of advertisements with various packaging. These advertisements appear on social media favoured by Indonesians, such as Facebook and Instagram, which are the two social media ranked third most used in Indonesia. However, there is also a phenomenon where people tend to avoid advertisements that appear on social media. This is a question because people who like to shop and look for promotions or product offers through advertisements dislike and avoid advertisements that appear.

Based on the research question of how hedonic personality influences the two ad avoidance mechanisms, it was found that hedonic personality positively influences both ad avoidance mechanisms significantly. In addition, it was also found that although people with hedonic personality will perceive that an advertisement is intrusive, it turns out that if the advertisement has a higher relevance to themselves, the intrusive perception will be reduced. Another interesting point is that there is a difference in perception between men and women, where men with hedonic personalities will have a higher level of perceived relevance as well as intrusive perception compared to women.

When viewed based on the research question of how the two ad avoidance mechanisms affect ad avoidance behaviour, it was found that only perceived ad intrusiveness has a positive influence on ad avoidance behaviour significantly. Ad avoidance behaviour can be categorised into three categories: affective, cognitive, and behavioural. In this study, the dominant ad avoidance occurs in the cognitive form (cognitive avoidance), where a person does not want to see the ad that appears and consciously ignores the ad. The level of perception influences this behaviour that an ad is intrusive, where if the frequency of ad appearances is too frequent, it distracts or makes users feel like they are spending time simply to see the ad appear where eventually the ad causes feelings of annoyance or irritation.

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Appendix

Variable		Indicators	Sources
Hedonic Personality	HP1	I like to search for new products on social media	(Helmi et al., 2023; Ksendzova et al., 2015)
	HP2	I enjoy the process of exploring different types of products on social media	
	HP3	While browsing products on social media, I can forget about my problems and feel relaxed	
	HP4	When browsing products on social media, I get very excited, like I'm playing a game.	
	HP5	I like to browse social media until I lose track of time	
	HP6	Every day I make time to browse products on social media	
	HP7	I don't think twice about buying products that I like even if I have to increase my expenses.	
	HP8	I often shop more than the budget that I have allocated.	
	HP9	I often spend more than my income	
Perceived Ad Relevance	PAR1	When I see ads on social media, I feel that they are relevant to me	(Bang et al., 2018; Dodoo & Wen, 2021)
	PAR2	When I see ads on social media, I feel that they are useful to me	
	PAR3	When I see ads on social media, I feel that I pay attention to the ads before making a purchase.	
	PAR4	When I see ads on social media, I feel helped in my shopping activities	
	PAR5	When I see ads on social media, I feel that they are beneficial for me in shopping	
	PAR6	When I see ads on social media, I feel that the ads offer matches the product that I am often looking for	
Perceived Ad Intrusiveness	PAI1	Ads that appear on social media annoy me	(Ilma et al., 2022)
	PAI2	Ads that appear on social media feel like they are forcing me to look at them	
	PAI3	Ads that appear on social media feel like they are interrupting my activities	
	PAI4	Ads that appear on social media feel like distractions to me	
	PAI5	Ads that appear on social media feel like a waste of my time	
	PAI6	Ads that appear on social media feel monotonous and boring	
	PAI7	Ads that appear on social media make me feel irritated or frustrated	
Ad Avoidance	AA1	I hate ads on my social media	(Dodoo & Wen, 2021)
	AA2	It would be nice if there were no ads on my social media	
	AA3	I intentionally ignore any ads on my social media	
	AA4	I intentionally don't click on any ads on my social media	
	AA5	I intentionally do not want to look at display ads that appear on my social media	
	AA6	I scroll in the other direction to avoid ads appearing on my social media	
	AA7	I use the "hide ads" feature to conceal ads on my social media	
	AA8	I use the "report ads" feature to report ads on my social media	
	AA9	I switch away from my social media when ads appear	