

Consumer resistance to television advertising in the event of perceived congestion

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Abstract:

The objective of this research is to determine the nature of the relationship between three variables: the level of perceived advertising congestion, negative attitude towards TV advertising, and manifestations of resistance to TV advertising. The study was carried out in Algeria (city of Tlemcen) over a sample of 406 individuals aged between 15 and 69 years, including 202 women and 204 men, 275 academics and 131 non-academics. We opted for structural equation modeling (PLS) in our analysis. The results obtained showed that the level of perceived advertising congestion (clutter) directly and negatively influences the attitude towards TV advertising and directly and positively influences manifestations of resistance to TV advertising.

Keywords: advertising congestion, perception, attitude towards TV advertising, manifestations of resistance.

JEL codes: M37, C130.

Introduction:

In a world characterized by tough commercial competition and a wide choice of products and services, companies are all the more seeking to attract more customers and retain them, in addition to capturing more market share. But from

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another angle, if we were more precisely interested in the behavior of the consumer, we could notice some peculiarities linked to his changing behavior. In fact consumers have become wakeful and vigilant in the face of most marketing techniques that try to influence them to buy more and more. We are witnessing the rise of a consumer empowerment in the setting up of a modern consumer culture. A new concept “resistance”, first conceptualized by Penaloza and Price (1993), and supported by Hermann (1993), is integrated in the marketing corpus. Although known in many areas, the term "resistance" is still new in marketing, and has started to gain attention in recent years.

Studies then followed one another, each interested in a facet of resistance. As this field of research is vast, each study tries to respond to a particular problem, for example in advertising, branding, innovation, etc. The determining factors of resistance behavior (skepticism, cynicism, feeling of manipulation, need for freedom, etc.), collective resistance behaviors (boycott and protest groups), and individual behavior (avoidance, non-purchase, coping strategies, second-hand buying, independence, etc.) remain fewly studied, and even typologies of resistant consumers (Cottet et al, 2012) have not yet been drawn out.

One of the antecedents of resistance is advertising congestion, and in most cases, avoidance strategies are employed to steer clear of it. Congestion is a very important factor related to the world we live in, and in this context, consumers feel invaded, suffocated or manipulated, leading him to develop a sense of opposition and acts of rebellion conceptualized by resistance.

Television is a technologically advanced medium, available in virtually every household. This is why several studies have shown that this medium conveys a strong perception of advertising congestion and a high rate of avoidance of advertisements, (Ha 1996, Speck and Elliot 1997a, 1997b). Television is therefore a medium that deserves to be associated with consumer resistance in a context of advertising congestion.

This leads us to propose the following issue: How could resistance to television advertising be explained in the case of perceived congestion?

1 / Literature review:

1.1 Consumer resistance:

Resistance research papers touch several fields, such as social movements, gender conflicts, sport, technology as well as political sociology; some fields especially are really receiving very marked and evolving attention, such as cultural studies, anthropology, geography, political science, and studies which deal with the subject of women (Hollander et al, 2004, p 533).

Resistance in marketing refers to two notions: a manifestation of opposition to a situation perceived as oppressive, and a varying propensity to oppose; therefore according to Roux (2007), there are two types of resistance: situational resistance and dispositional resistance.

Situational resistance arises in the case of opposition to a force or pressure at a given time, while dispositional resistance is a physical ability or psychological tendency to react.

Another term can be related to that of resistance; it is "rejection" and it can concern the manipulated stimulus and communication in its various aspects, which can concern the product category, the product, the brand, the company, the marketing, even the company consumption (Dobscha, 1998).

The concept of resistance is defined as "the way in which individuals and groups practice a strategy of appropriation in response to structures of domination" (Poster 1992). Penaloza and Price (1993) were inspired by this definition to explain the resistance which was conceptualized according to Fournier (1998) on the basis of a continuum comprising three degrees: the active rebellion, the avoidance behavior and the reductive behavior which includes acceptance strategies, thereby minimizing the seriousness or importance of the situation; this conceptualization adds other forms of manifestations of resistance than those proposed by Perls et al. (1951) and Hirschman (1970), focusing on simpler behaviors such as avoidance. Consumer resistance is therefore a complex behavior covering different facets. Basically, we hold that resistance is opposition to a force, which manifests itself in action.

In this context we note the definition of Roux (2007) which is a priori, the most comprehensive. Consumer resistance is then defined as: "A motivational state that pushes the consumer to oppose practices, logics or market speeches deemed dissonant"

However, resistance can only exist if three conditions are met: a force must be exerted on the individual; he must perceive it and seek to cancel its effect (Roux 2007b).

The framework for analyzing these opposing behaviors towards business or consumer society as a whole has recently been clarified due to its broad and vague nature.

The field of consumer resistance touches on several axes such as resistance to innovation, resistance to brands or resistance to advertising. We are particularly interested in the latter in our present research.

1.2 Resistance to advertising:

The literature review shows a large number of studies covering issues of resistance to advertising and resistance to persuasion, supporting the persistence of the initial attitude through the identification of the conditions that trigger this resistance. However, few researchers have looked at resistance to advertising as a whole. This is why Cottet et al (2009) oriented themselves towards this line of research and proposed the concept of resistance to advertising in general, which they define in relation to resistance to persuasion. It is then a question of resisting at all advertising whatever its medium (radio, press, internet, TV ...) and whatever the terms of exposure (size, location, sound volume ...).

In this context, studies are divided into two parts; some concentrate on resistance to advertising in general like Rumbo (2002) and Cottet et al (2009; 2010; 2012), while others focus on resistance to persuasion.

Empirically, these studies measured separately either the causes of resistance or the manifestations of resistance. Cottet et al (2010) were the first to propose a scale for

measuring resistance to advertising, and in 2012 they considered studying the profile of the resistant consumer in research carried out in Switzerland and France. As for Rumbo (2002), it was possible to make the connection between the postmodern consumer and his need for personal space in order to be free to make his own choices, which is naturally expressed by acts of resistance; this study focused on "Adbuster", a canadian magazine movement that fights against invasion and advertising congestion.

1.3 Research hypotheses:

Studies on attitude have not converged to dispositional or contextual character. Indeed, if we rather followed the second reflection, negative attitudes towards advertising have been steadily increasing for a good number of years. Beliefs in the promoted products as well as credibility of the advertisement contents have decreased particularly for television advertising, (Alwitt and Prabhaker, 1992,1994), which refers to a particular exhibition context.

Attitude towards advertising therefore becomes a primary variable in this area, if we focus more specifically on television advertising, in addition to Alwitt and Prabhaker (1992) who indicate that negative attitude towards television advertising is more intense than that towards advertising in general. Other researchers have compared the attitude towards advertising in different media (tv, radio, magazines, etc.) and found that attitude is more negative towards television ads compared to other media. Mittal (1994), Nebenzahl (1996) indicate that the attitude towards television advertising has become increasingly negative over time. This could be explained by the increase in audiences resulting in a large number of advertisers using television as an advertising medium

However, the attitude is certainly caused by certain feelings towards advertising, that we can group under the term "perception"; the latter tends to have an influence on the persuasiveness of the advertisement. Indeed, consumer feels irritated when faced with omnipresent or intrusive advertising; and even if it does not necessarily lead to rejection of the product, it can cause a negative attitude towards advertising (Merabet et al, 2017). The effect that advertising can have on the consumer is therefore essential (Aacker and Stayman, 1990), which is why we must be aware of the negative sensations linked to advertising, which may reduce the effect of marketing efforts on the consumer. (Pollay and Mitall 1993).

There is an important and continuing causal link between the perception of the advertisement and the attitude forged on it: the perception has an impact on the attitude towards the advertisement in general, which in turn influences the attitude towards specific advertisements (Lutz 1985; Muehling 1987), and as a consequence, this influences the attitude towards the brand (Shimp, 1981; Mackenzie et al, 1986).

Elliot and Speck (1998) also argue that the more the consumer is exposed to advertising practices, the more he tends to develop an unfavorable attitude towards these promises. In other words, the more he experiences a high level of advertising congestion, the more he will adopt a negative attitude towards the ads in question.

In the context of our research, our interest is in the relationship between the level of perceived congestion, and the attitude towards advertising in the media. Ha

(1996), in his study on magazine advertising congestion, indicates that the lower the level of congestion (quantity of ads and degree of intrusion), the more positive the attitude towards advertising in the media. Yet magazines are the medium characterized by the lowest level of perceived congestion, unlike television or the internet (Speck and Elliot 1997); so it is possible that this hypothesis will be more visible by applying it to media television. Ispir and Suher (2009) also show that the level of perceived advertising congestion has a negative impact on attitude towards advertising in the media. Likewise, Patzer (1991) notes that when perceived to be a high level of congestion, viewers are likely to have negative attitudes not only to advertisements but also to TV programs that allow such a crowded environment. From what we have just seen, attitude could play the role of mediator between the relation between advertising congestion and manifestation of resistance. Since it could have a relationship with both and accentuate furthermore the manifestation of resistance, the first of our research hypotheses is titled as follows:

H1: Advertising congestion indirectly influences the manifestation of consumer resistance to television advertising.

This hypothesis is divided into two sub-hypotheses, in order to verify the mediating effect of attitude in the relation "Level of perceived advertising congestion and manifestation of resistance to advertising in the media". Hypothesis H1.1 concerns the first part of the relationship, formulated as follows:

H1.1: The level of perceived advertising congestion negatively influences attitude towards advertising in the media.

We will try to explore in the following, the second relation concerning the relation between attitude and manifestation of resistance.

1.3.1 The relationship between attitude and the manifestation of resistance to advertising

Attitude is a key factor in the study of consumer behavior. It is one of the main elements that influence consumer behavior as well as purchase intention (Merabet et al, 2017, p 206).

Several studies have shown the impact of attitude on behavior. In the context of resistance, we have found that manifestations of resistance are the result of several unpleasant observations by the consumer; In addition, we noted that the attitude towards advertising could be contextual; knowing that it would represent the "motivational state", a manifestation of resistance would follow naturally, in order to materialize consumer's intentions.

Demonstrations of resistance to advertising are, as in all other cases, a way of showing opposition to a situation through action, and they can manifest in different degrees, ranging from the most individually silent to the most collectively devastating. They are determined by the degree of consumer-perceived advertising congestion to attitude, which in turn could influence these manifestations.

From this we propose the following sub-hypothesis:

H1.2: The Attitude towards advertising in the media negatively influences the manifestation of resistance to television advertising

1.3.2 The direct relationship between the level of perceived congestion and manifestations of resistance to advertising

We explain this relationship by relying on the Fournier (1998) continuum. When it comes to avoidance, it appears that the greater the level of congestion, the more noticeable the avoidance strategies (Speck and Elliot, 1997).

In a coping strategy, we then speak of a stressful situation, and in this case, two essential elements stand out, on the one hand, the stimulus characterized by the situation that triggers the adjustment strategies (advertising congestion), and on the other, coping strategies. therefore the higher the stress level of the situation (congestion), the more the coping strategies are manifested, including avoidance.

According to the theoretical model of Klein et al (2004), the decision to participate in a boycott movement would depend on individual perception. In other words, if a person perceives the ad congestion to be very large and finds that the decision to participate in a boycott, is necessary, he can do so. This theory can be applied even for protest groups, because if we go back to Rumbo's study (2002), we can understand that the more consumers are driven by their perceptions, the more they will act in this way; in the studied situation; the more the consumer perceives an invasion and too great a congestion, the more his level of resistance will be visible. Furthermore, as Fournier's (1998) model is general, it could be enriched with other manifestations depending on the studied context. In the case of advertising congestion, independence from advertising (Cottet et al, 2009) represents an act to be explored, which represents a way of expressing one's autonomy and one's need to make free choices unrelated to advertising. . Thus, fitting into an individual perspective, we formulate the following hypothesis:

H2: The level of perceived advertising congestion positively and directly impacts the manifestation of resistance.

2 / Research methodology:

Our empirical study was based on a questionnaire administered to consumers in the wilaya of Tlemcen. We opted for the traditional method of interviews to the detriment of the Internet to increase the credibility of the responses. Our main methodological inspiration is the well-known Churchill (1979) research procedure, which is presented as follows:

1. Specify the field of the construct (following an in-depth literature review in the field of advertising congestion and consumer resistance),
2. Generate a sample of items based on previous empirical studies,
3. Collect data (based on a questionnaire),
4. Purify the measuring instrument,
5. Collect the data,
6. Estimate the level of reliability,
7. Estimate the level of validity
8. Develop standards

2.1 Choice of measurement scale, and questions

2.1.1 Choice of the type of measurement scale

We selected as a measurement scale the Likert scale because it is the most widespread in research dealing with difficult-to-measure variables such as attitude and perception. This scale is characterized by its ease of construction and interpretation (Schiffman and Kanuk, 2002). With a Likert scale, the researcher simply decides which elements indicate a favorable character for the object of attitude (Fishbein, 1967a), unlike the differential semantic scale which would be more complex for respondents to process (Menezes and Elbert, 1979). In addition, the likert scale also has the advantage of being less sensitive to the mode of data collection (Bush and Parasuraman, 1985).

We opted for a 7-point Likert scale (Miller, 1956) to measure the intensity of the concepts discussed (Pinson, 1983), since all studies in this area of advertising congestion use it.

2.1.2 Choice of measurement scales for each variable:

To our knowledge, such a study has not been done before; hence the difficulty of drawing our inspiration from a similar empirical study to identify the scales to be measured. We had to test some variables for the first time, referring to a few studies that proposed items to measure.

We relied on Elliot and Speck's (1997) study on the perception of advertising congestion across different media, as well as El-Adly's (2010) study of the role of attitude in the intensity of TV commercial avoidance behaviors, and that of Cottet et al (2010), who were the first to propose a scale for measuring resistance to advertising. We also referred to the work of Ha (1996) and the item proposals of Roux (2009).

Before launching the final questionnaire, it was administered to 20 people of different profiles in order to test the understanding of the questions and to check superficially the reliability of the measurement scales as well as the alpha Cronbach's index. An empirical threshold of 0.7 is acceptable (Drucker-Godard et al., 2003), some researchers believe that this coefficient is also considered satisfactory when it is between 0.5 and 0.6, Nunally (1978).

Alpha results were found to be good with rates exceeding 0.7 (attitude 0.7, personality 0.8, and manifestation of resistance 0.7)

Then, we purified the measuring instruments using a Principal Component Analysis (PCA), also calculating the KMO and Cronbach's Alpha reliability indices (> 0.5) (Kaiser, 1974; Nunally, 1978) and performing a test Bartlett specificity (< 0.05) (Evrard et al, 1993), and keeping only the items with a commonality rate greater than 0.4 (Cottet et al 2009), the eigenvalue > 1 and the cumulative value $> 50\%$. The final scales are as follows:

Table N ° 1: Composition of the final scale of the level of perceived advertising congestion

<i>Scale Composition</i>	<i>Indices</i>
- I find television commercials boring and too long - TV advertising is excessive, there are too many Ads -There is a lot of advertising pressure on TV and it is too much for me -Advertising is invading space on television, it is everywhere.	Cronbach's alpha: 0.7 KMO: 0.7 Cumulative value: 55.47%

Table N°2 : Composition of the final attitude scale

<i>Factors</i>	<i>Indices</i>
Utility -TV commercials help me learn about products that reflect my personality -I'm learning fashion from TV commercials and this guides me on what I should buy to impress others. -Information provided by TV commercials helps me make purchasing decisions	Alpha: 0.77 KMO: 0.7 Cumulative variance: 70.33% Eigenvalue: 4.5
Values -TV ads convey unwanted values -Most TV ads distort the values of young people -TV ads promote products that harm our company Alpha: 0.63	KMO: 0.6 Cumulative variance: 69.01% Eigenvalue: 1.1
Exposure -TV ads make people buy products only for prestige -TV ads make people buy products only for prestige - TV ads encourage people to buy unnecessary products	Alpha: 0.77 KMO: 0.6 Variance cumulative: 69.01% Eigenvalue 1.5
Entertainment -Ads are forms of entertainment - Watching tv commercials is more enjoyable than watching tv shows -In general I like to watch TV commercials	Alpha: 0.5 KMO: 0.5 Cumulative variance: 51.49% Eigenvalue: 2.5

Table N ° 3: Final scale of the manifestation of resistance

<i>Factors</i>	<i>Indices</i>
Active rebellion -I revolt against advertising clutter, so that businesses know I don't like it - I object to the ad when I find it becomes intrusive	Alpha: 0.67 KMO: 0.6 Cumulative variance: 75.62 Eigenvalue: 1.2
Avoidance -I tend to decrease the sound of the tv during commercials -I'm talking to another person or I change rooms while the ad goes by -I tend not to stay in front of the TV during the advertisement	Alpha: 0.67 KMO: 0.5 Cumulative variance: 61.42% Eigenvalue: 3
Independence -I prefer to buy the products that don't do a lot of advertising -I make my decisions in the point of sale not being exposed to TV advertising	Alpha: 0.51 KMO: 0.5 Cumulative variance: 67.48% Eigenvalue: 1.1

2.2 Residual normality test

We opted to perform a Skewness Kurtosis symmetry and kurtosis test, since this test is widely used (Tabachnick and Fidell, 2007), and allows to verify the assumption of normality of the data distribution.

Usually the Skewness value should be less than 1, to mean that the data is concentrated on the higher values.

According to Tabanich and Fidell (2007), the ideal value must be between -4 and + 4, to consider the distribution as normal.

The distribution of our sample follows a normal law for all scales since all the values obtained fall within the cited standards; although the normality criterion is not necessary in a structural equations approach.

2.3 Description of the sample

Our sample includes a subject of 406 individuals from the population of Tlemcen, aged between 15 and 69 years, since the average life expectancy of the Algerian population is slightly over 70 years. The majority of the study population has a university education, this is explained by an 80% literacy rate in Algeria; As for the breakdown by gender, our sample includes 202 women and 204 men, knowing that the number of men is slightly higher than the number of women in Algeria according to the latest statistics from the ONS.

2.4 Modeling of the causal relationship between N.E.P, attitude towards TV advertising and the manifestation of resistance to TV advertising

In our model, we have a causal relationship between three variables, and an attitude mediating effect of the relationship between the N.E.P and the manifestation of resistance to TV advertising.

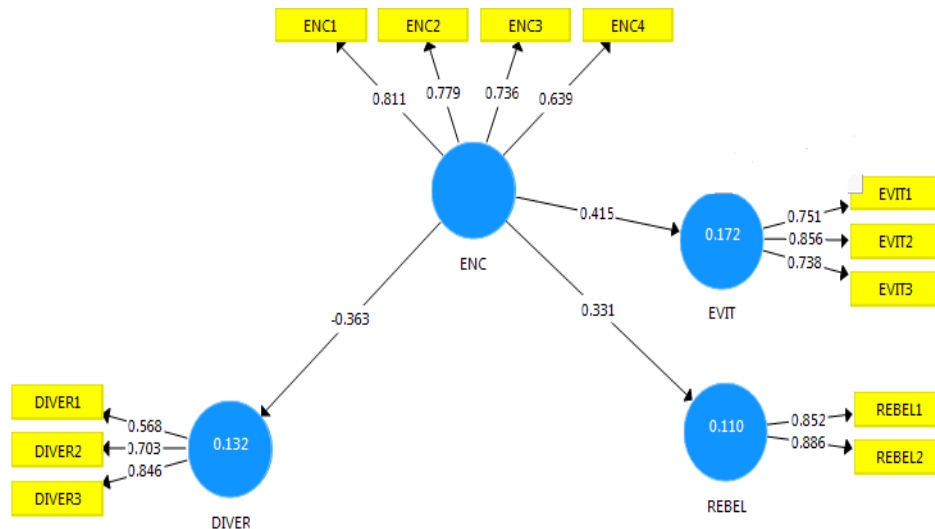
It is indeed a question of demonstrating the effect of an independent variable (level of perceived congestion) on a dependent variable (manifestation of resistance: independence, avoidance and active rebellion) through a process mediator variable (mediator variable : attitude towards television advertising that completely or partially transmits the impact.

This model could be tested on SPSS using a regression model, with first the crowding on the manifestation of resistance, then the attitude on the manifestation of resistance, then the two variables on the manifestation of resistance, in addition to performing a Sobel test (1982). However, in our model, we have a large number of relationships to test since the variables “attitude towards TV advertising” and “manifestation of resistance to TV advertising” are measured by multidimensional scales, which is why we opted for the modeling by structural equations with latent variables using the PLS (Partial Least Squares Path Modeling) approach. In recent years, this approach has become increasingly popular (Esposito Vinzi, 2008). Structural Equation Models allow the estimation of complex causal relationships between latent variables themselves measured by observed variables called manifest. The PLS approach in its current version was first presented by Wold in 1979, but the reference papers on this method are Wold (1982 and 1985).

2.4.1 Proposal of the final model:

Following an analysis of the model with and without mediating effect of the variable “attitude towards TV advertising”, we opted for a model without mediating effect, given that the impact of attitude towards TV advertising on the manifestations of resistance has not been demonstrated (very low F and R); therefore, we assumed that the impact of perceived congestion level directly influences manifestations of resistance (avoidance and active rebellion), and also influences attitude towards advertising (Ha and McCann, 2008). Thus the final model is as follows:

Figure N°1 : conceptual model without a mediating effect



Legend : ENC : level of perceived congestion, DIVER : entertainment, EVIT : avoidance, REBEL : rebellion

2.4.2 Evaluation of the model:

- a- R2: greater than 0.1, there is therefore a double impact of the N.E.P on the one hand on avoidance and active rebellion, and on the other on the attitude towards TV advertising.
- b- Path: the direct relations are significant and better than the previous model for all the relations of the model (greater than 0.1), especially for the N.E.P relations - avoidance and rebellion. This is a negative impact of the N.E.P on attitude and a positive impact of the N.E.P on manifestations of resistance (avoidance and active rebellions)
- c- F2: the values are significant (greater than 0.1) for all the relations of the model.
- d- The VIF multicollinearity criterion: the results showed a VIF value close to 1 for all the variables, which represents an advantage for our final model.
- e- Reliability and validity of the construct: the model is considered reliable, with alpha values varying between 0.5 and 0.7. The value of Rho is also estimated between 0.5 and 0.7; the model is therefore reliable.
- f- Significance of the relations and student's T test: in our model, all the relations are significant $p = 0.000 < 0.05$ and the value of $t > 1.96$. This means that the model is good, and no relation should be deleted.

Tableau N°4 :Indicators of quality of the final model

Model : - independante Variable: N.E.P - dependante Variables : -Attitude towards TV advertising (entertainment) -Manifestation of resistance (avoidance, active rebellion)		
Indicators	Relations	Quality Indicators
R²	N.E.P-attitude	0.1
	N.E.P -avoidance	0.1
	N.E.P- active rebellion	0.1
PATH	N.E.P-attitude	-0.3
	N.E.P -avoidance	0.4
	N.E.P- active rebellion	0.3
F²	N.E.P-attitude	0.1
	N.E.P - avoidance	0.2
	N.E.P- active rebellion	0.1
Alpha of Cronbach	For all measurement models	Entre 0.5 et 0.8
Rho	For all measurement models	Entre 0.6 et 0.8
Colinearity VIF	For all variables	Soit 1, soit proche de 1
Significativity	For all relations	P=0.000<0.05
Value of Tof student	N.E.P -attitude	7.512>1.96
	N.E.P-avoidance	9.677>1.96
	N.E.P- active rebellion	7.326>1.96

2.5 Summary of the model hypotheses:

Table N ° 5: Summary of acceptance of research hypotheses

Hypotheses	Verdict
H1: The level of advertising clutter indirectly influences the manifestation of resistance to TV advertising H1.1: N.E.P negatively influences attitude towards TV advertising H1.1.1 / the N.E.P negatively influences the utility H1.1.2 / N.E.P negatively influences entertainment H1.1.3 / the N.E.P negatively influences the values H1.1.4 / N.E.P negatively influences exposure H1.2: Attitude towards television advertising negatively influences the manifestation of resistance.	Partially accepted Partially accepted Rejected Accepted Rejected Rejected
H2: The level of perceived congestion positively and directly influences the manifestation of resistance H2.1 / N.E.P positively influences avoidance H2.2 / N.E.P positively influences behavior independence H2.4 / N.E.P positively influences active rebellious behavior	Partially accepted Accepted Rejected Accepted

3 / Discussions and conclusions:

3.1 Theoretical contributions:

The results obtained allow us to affirm that the Algerian consumer does exhibit resistance to advertising congestion that can be direct (Rumbo, 2002; Cho and Cheon, 2004; Cottet et al, 2009; Touati and Bouchrara, 2016) or indirect, through the attitude towards TV advertising (La Ferle and Sejung, 2005; Ispir and Suher, 2009; El Adly, 2010). What is all the more interesting is that the level of perceived advertising congestion has a significant impact on two resistance strategies (avoidance, and active rebellion), while in the literature, empirical studies have all linked congestion advertising to the decrease in memory, which is not an act of resistance, or to avoidance. It therefore seems important to be interested in other resistance strategies linked to perceived advertising congestion, since the consumer can go beyond avoidance and show resistance in a more expressive and active way.

3.3 Managerial options

Television advertising congestion concerns all TV channels, especially Algerian channels, as respondents said they were annoyed by the heavy repetition of announcements, and the amount exaggerated at certain times of the year. Therefore, companies must find solutions to blur and reduce the effect of advertising congestion on television, because the consumer begins to forge a negative attitude leading to a resistance that could increase the costs of activities of the enterprises. We must therefore find strategies to remedy it; some have been proposed in the literature, such as creativity and attractiveness (Herbert, 2006, p 180-181), to avoid boredom during the passage of long advertisements (Subramanian, 2015) in order to convey a more noticeable message to the audience.

Humor is also a possible strategy, according to Blanc and Brigaud (2013); surprise can also be used, to decrease the effect of congestion (Meyers and Tybout, 1989). Fun is another possible strategy (Costa and McCrae, 1989); and finally, the warmth of advertising is likewise a strategy to try (Aaker et al, 1986; Alden et al, 2000; Forabosco, 1992).

There are many strategies to increase consumer's interest in a particular advertisement in a world of television advertising congestion, but one should not forget to avoid the exaggeration of some advertisements. If the firm uses strategies to stand out from other advertisements, it could mark the consumer without having to resort to excessive repetition of its advertisements.

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