THE EFFECT OF REPETITIVE BEHAVIOURAL RE-TARGETING ON ONLINE CONVERSION RATES: A CASE STUDY OF NAIROBI CONSUMERS

BY

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UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

SUMMER 2018
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A Project Report Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2018
STUDENT’S DECLARATION

I, the undersigned, declare this my original work and has not been submitted to any other college, institution or university other than United States University in Nairobi for academic credit.

Signed __________________________      Date: ________________

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This project report has been presented for examination with my approval as the appointed supervisor.

Signed __________________________      Date: ________________

Dr. Peter Kiriri

Signed: __________________________      Date: ________________

Dean Chandaria School of Business
DEDICATION

This is for my wonderful mother, who has been the wind beneath my wings all throughout my life. Your never-ending love, support, encouragement and prayers are what have made me realize this milestone.

To my husband Paul, and my daughter Muuo, your patience with me as I worked on this dissertation has been tremendous, thank you.

To all my family and friends who took the time to fill out my online survey, and all those who’ve prayed, encouraged, and supported me in the journey towards the completion of this paper, this work is dedicated to you.
ACKNOWLEDGMENT

To the almighty God, who formed me, all glory an honour is yours. For bestowing your favour and numerous blessings on me as I undertook this thesis project, thank you.

For the valuable guidance and professionalism of Dr. Peter Kiriri that has enabled the successful completion of this project, thank you.

To all respondents, who took time out of their busy schedules to complete my online questionnaire, thank you.
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ABSTRACT

The purpose of the study was to assess the effect of repetitive behaviour retargeting on online conversion rates. The study aimed at assessing how repetitive behavioural targeting affect the conversion rate of online advertisements, how advertising fatigue affect conversion rates and if repetitive retargeting to behaviourally targeted audiences is the most effective media buying technique to increase online conversion rates.

The study adopted a descriptive research method in gathering, analyzing, interpretation, and presentation of information. The descriptive research design helped in focusing at the strength of relationship between repetitive behavioral retargeting and online conversion rates. The study employed the use of questionnaires to obtain relevant information from respondents. The study focused on consumers of online services within Nairobi. Probability sampling technique was used to determine the sample size and collect data from the sample. The sample size of the study was two thousand and sixteen (2014) respondents. The study adopted a descriptive and inferential statistics in data analysis and tables and figures in data presentation. The quantitative approach used for this study was best suited for the study as it sought to statistically examine the effect of repetitive behavior retargeting on online conversion rates and inferential statistical analysis was done. The research data was analyzed using Statistical Package for Social Sciences (SPSS) version 20. Data was presented using figures and tables.

Based on the first research question, how does repetitive behavioral targeting affect the conversion rate of online advertisement, the study found that repetitive behavioral targeting significantly affects conversion rate of online advertisements. Using factor analysis, the study found the data for the variable very reliable. The results from One-way ANOVA revealed that there is a statistical significant relationship between repetitive behavioral targeting and conversion rate of online advertisements.

With regard to the second research question, how does advertising fatigue affect conversion rates, the study depicts that advertising fatigue significantly affects conversion rates. The study found the mean of advertising fatigue ranging from 2.86 to 3.74. The standard deviation ranged from 0.778 to 1.203, which means that the variables were highly dispersed.
The findings in One-way ANOVA show a significant relationship between advertising fatigue and conversion rate of online advertisements.

In respect to the third research question, is repetitive retargeting to behaviourally targeted audiences the most effective media buying technique so as to increase online conversion rates, the study affirms that repetitive retargeting to behavioral targeted audiences significantly affect conversion rate of online advertisements. The overall mean of the parameters of repetitive retargeting to behavioral targeted audiences ranged between 3.36 and 3.58. The standard deviation for the same parameters ranged between 1.170 and 1.189, which revealed a great variation in influence of repetitive retargeting to behavioral targeted audiences on conversion rates of online advertisements. The study results from One-way ANOVA show that there is a significant relationship between repetitive retargeting to behavioral targeted audiences and conversion rates of online advertisements at a p-value of 0.000 which is significant at 0.01. The repetitive retargeting to behavioral targeted audiences cause 58.5 percent variation in conversion rates of online advertisements, (R²=0.585, F(1,125.845) = 2839.702, p<0.01.

The study concludes that the more times an audience receives online repetitive advert the less he/she becomes interested in it and that online users are comfortable in receiving adverts that relates to the site they are visiting. The study also concludes that the when audiences receive a particular online advertisements severally, they turn it off by installing programs filter out advertisements, for example, AdBlock. The study concludes that online audiences prefer seeing advertisements that come in different format of presentations but conveying the same message.

The study recommends advertising companies to be creative in sending the same advertisement to an audience but in different persuasive formats. The study recommends advertisers to know their audiences and then utilize targeting and re-targeting as it has proven to be effective in conversion
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Over thousands of years, buying and selling has been conducted using the available tools and technologies. Such technologies and tools have been evolving over the many years (Walker, 2014). Nowadays, the customer is rapidly changing in terms of behavior and needs. These needs keep changing as customers increase their awareness and as their disposable income increases, which leads to changes in aspirations and lifestyle (Suxena, 2008). Marketing communications that build audience awareness on products and their features are critical in ensuring demand and supply flows.

From its first introduction in 1994, D’angelo (2009) affirms that online advertising channels like search engine marketing have become an essential part of many industries’ promotional mix. Advertisers currently choose from a variety of online marketing vehicles, including not only paid search and online display marketing, but also channels such as e-mail, mobile, and social media advertising to reach consumers (Yao & Mela, 2011). In 2010, McKinsey and Company (2010) found that three out of four chief marketing officers (CMOs) and chief sales officers (CSOs) of leading European companies rate digital marketing and sales topics as highly relevant for the future success of their business. The relevance of the topic is also mirrored in online marketing revenues, surpassing more than USD 160 billion globally in 2015 and accounting to more than 27 percent of the total media advertisement spending (eMarketer, Global Ad Spending Growth to Double This Year, 2014). In parallel, the ecommerce market has gained momentum expected to surpass more than 1.2 billion online consumers (eMarketer, 2013), boosting the market to a USD 1.7 trillion businesses and still growing at a two-digit percentage rate annually (eMarketer, 2014).

According to Raman, Murali, Mantrala, and Yihui (2012) online advertising is essential to the promotional mix of many industries. Nowadays, advertisers employ a variety of online marketing channels to reach potential customers, including paid search and display marketing, as well as e-mail, retargeted displays, affiliates, price comparison, and social media advertising. At the same time, customers visit the advertisers’ websites on their own
initiative, for instance, by directly typing in the related web address. Using various channels, many customers visit company websites multiple times before concluding a purchase transaction (Li & Kannan, 2014). Previous visits may influence the users’ subsequent visits, such that the customer may return to a website through the same channel (carryover effects) or through different channels (spill-over effects). Given the proliferation of online channels and the complexity of customer journeys, measuring the degree to which each channel actually contributes to a company’s success is demanding (Mulpuru, 2011).

In the modern times, information technology enables online advertisements to be targeted to a selected audience. In other words, online advertising can be targeted to users most likely to be interested in a particular product or service (Mcdonald & Cranor, 2010). Users can benefit from since they will be exposed to advertisements that are related to their personal interests. There are three major targeting methods in online advertising, contextual targeting, behavioral targeting and geographical targeting. Contextual targeted advertisements are based on the related content that the user is reading or browsing online. For instance if the user is reading a news on a news website about entertainment, the user may see contextual advertisements for a movie or an event. This type of targeted advertising is the similar approach that is used for text advertising. Behavioral targeting is the practice of collecting data about an individual's online activities for use in selecting which advertisement to display (Mcdonald & Cranor, 2010). The third targeting method is geographical targeting. In this method, online advertising is based on the user’s geographical location and geographical targeting also includes network buys through radio, television and newspaper websites, as well as localized search engines and directories such as Yahoo local or Google local (Ling, Chai, & Piew, 2010).

Following the emergence and development of global social media networks, complementing mobile device applications and modern customer behavior tracking methods, advertising industry has experienced a major change during the past few years (D’angelo, 2009). Global social platform providers such as Facebook and Google have access to a remarkable amount of personal and behavior data of their users, which they have started to leverage in creating advertising targeting solutions that are more accurate than ever (Lambrecht & Tucker, 2013). Modern online advertising technologies provide possibilities to target advertisement to much
focused groups of people. For example, a web store could target advertising to people who visited the store and browsed for shoes during last three days (Khan, 2013).

The increasing popularity of the internet as a business vehicle in general, and an advertising medium in particular, is due to its current size, future growth forecasts, wide demographics, ability to facilitate the global sharing of information and resources, potential to provide an efficient channel for advertising as well as marketing and potential as a sales channel (Nabout, Markus, & Bernd, 2014). Besides being a business vehicle, internet is providing users with tremendous access to information about products and brands from different sources from everywhere in the world. Moreover with the combination of less time available for shopping and limited offline information processing capability, consumers are showing more interest in shopping online (Shergill & Chen, 2005). And inevitably companies are taking this huge opportunity to use internet as a medium to attract and maintain current and potential customers offline as well as to make sales online (Ling, 2010).

In this vein, in order to reach the online consumer, satisfy a need and make transaction happen, companies and especially online retailers must understand consumers’ perceptions, interests and needs. Currently, by correlating the individual’s visits to websites, clicks of the advertisements, inferences about age range and sex, and approximate physical location based on the computer’s internal processing (IP) address, advertisers and the agencies are able to build profiles of that individual's characteristics and likely interests (Mcdonald & Cranor, 2010) and place the advertisement accordingly. This approach, according to (Beales, 2011) is named as online behavioral advertising.

Online behavioral advertising refers to the delivery of advertisements to targeted users based on the behavioral information collected on each individual user’s web search and browsing behaviours (Yan, Liu, Wang, Zhang, Jiang, & Chen, 2009). Although it is a very beneficial tool both for individuals and companies, it is considered to be one of the most controversial forms of advertising due to its implementation process. The process starts by collecting data, through cookies, from a particular computer or device regarding internet viewing behaviours across multiple domains. Although data collection on the internet is not done for advertising purposes it is collected in the internet cloud in general, still targeted advertising can irritate or
make individuals suspicious and feel as their confidentiality rights are violated. But on the other hand targeted advertising offers individuals to get news and learn the offers about products and services that they are interested in (Lambrecht & Tucker, 2013). One of the key techniques employed in digital marketing is the use of re-targeting codes ‘cookies’ to aid in advertisement distribution so that the right advertisement is placed in front of the interested person(s) and also so that the same ad can be shown to this person over and over again. With the use of cookies, the online media buying space has switched from traditionally placing an advertisement on a specific website with a lot of traffic, but to real-time bidding where the advertisement is free to show up on any website that the ‘target audience’ visits all pegged on the initial behavioral targeting foundation.

According to Assink (2006), many large corporations seek but fail to develop disruptive innovations. It is argued that the basic limitations in developing successful disruptive innovations emanate from several factors, which include the inability to unlearn obsolete mental models an exultant dominant design or business concept, a risk-averse corporate orientation, innovation process mismanagement, lack of adequate follow-up competencies and the inability to develop necessary infrastructure. Disruptive innovations and ideas are not easily identifiable, except to visionaries usually referred to as innovators. This is because they should be characterized not by what they offer but by what they could offer. They are not the reason but a catalyst for change. Considering the marketing trends in Kenya today, social media has greatly disrupted the flow and content marketing activities (Assink, 2006).

1.2 Problem Statement

Despite the contradictions and discussions, the popularity of online targeted advertising is increasing among advertisers and websites. It is especially a very useful tool for online retailers. Since online retailers actualize their transactions in the virtual world, to reach the most interested target audience becomes vitally important and online behavioral advertising gives the opportunity to reach this interested audience (Mulpuru, 2011). Although online behavioral advertising is continuously being studied, it is still underexplored in academia (Yan et al, 2009). Therefore this study aims at enriching the academic field by assessing the effect of repetitive behavioral re-targeting on online conversion rates.
According to Khan (2013) websites and mobile applications have become common channels to advertise and sell products online or to acquire new customers for offline services. Advertising results can be tracked almost in real-time by connecting the converting user, related purchase value and other attributes directly to the ads that the person has seen or clicked before visiting the website. While these new technologies are important for the entire advertising industry, research on behavioral retargeting is limited. General effectiveness of retargeting advertisements has been studied before (Lambrecht & Tucker, 2013) but no research has been made to determine the most effective number of times one should be exposed to an advertisement before they get fatigued and tune out to the stimuli. My research paper aims to fill the gap by finding out the optimal number of times to show the same ad to an audience and get required results.

1.3 Purpose of the Study

The purpose of the study was to assess the effect of excessive repetitive behavioral retargeting on online conversion rates and if more repetitive exposure of a single stimuli leads to a decline in conversion.

1.4 Research Questions

1.4.1 How does repetitive behavioral targeting affect the conversion rate of online advertisements?
1.4.2 How does Advertising fatigue affect conversion rates?
1.4.3 Is repetitive retargeting to behaviourally targeted audiences the most effective media buying technique so as to increase online conversion rates?

1.5 Significance of the Study

1.5.1 Companies

The information from this study benefits companies that use digital marketing to push their services and products to the market to enhance revenues. The companies would use the information from this study in making on time decisions to help cope with the dynamic changes in the business environment.
1.5.2 Customers

This study was intended to benefit customers who buy goods and services online. They benefit from better interaction and engagement with advertising material as it serves the purpose of boosting demand/sales rather than having the opposite effect of fatiguing them.

1.5.3 Scholars and Future Researchers in Colleges and Universities

For scholars, the study gives full proof data on the effect of repetitive behavioral retargeting on online conversion rates. The study also is useful to researchers in providing a foundation of their study on repetitive behavioral retargeting.

1.5.4 Policy Makers

This study informs policy makers on the need to make and implement good policies that help different companies enhance digital marketing.

1.6 Scope of the Study

The study focused on repetitive behavioral retargeting on online consumers in Nairobi. The study assessed the effect of repetitive behavioral retargeting on online conversion rates. The study targeted the Nairobi city dwellers over the age of 18 and who frequently use the internet consuming online advertisements. The data collection tool was an online questionnaire hence the study divides the respondents into different stratum. The research went for a period of six months starting from September 2017. The study experienced no significant limitation.

1.7 Definition of Terms
1.7.1 Advertisement

An advertisement or ad is notice or announcement in a public medium promoting a product, service, job or event. Online advertisements by extension are the advertisement carried on online platforms such as websites, search engines and social media platforms.
1.7.2 **Behavioral Retargeting**

Behavioral retargeting is a form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions (Walker, 2014).

1.7.3 **Conversion**

Conversion is online marketing is when a targeted audience member does what is expected of them after interacting with an advert, for instance, Clicking on a link, buying a product, sharing an article etc. According to Khan (2013) conversion is the act or process of changing from one form, state, etc., to another. By extension, conversion rate is the rate at which advertisements get the results required, for instance, an advertisement with 90% conversion rate means that 90% of people who saw it, did as required, for instance, clicked on a given link.

1.7.4 **Digital Marketing**

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium (Suxena, 2008).

1.7.5 **Re-targeting Code / Cookie**

Retargeting codes are commonly referred to as ‘cookies’ in the digital space. A cookie is a mechanism that allows the server to store its own information about a user on the user's own computer (TechTarget, 2006).

1.8 **Chapter Summary**

Chapter one presents the background information about repetitive behavioral retargeting and online conversion rates. This section also outlines the research questions of the study, the significance of the study, importance and the scope of the study as well as the definitions of specific terms used in the research.
Chapter two reviews literature which is guided by the research questions identified in chapter one. Chapter three identifies the research methodology that highlights the various procedures and methods used by the researcher while conducting the research. Chapter four presents the results and findings in prose, tables and charts for easy understanding by the reader of this report. Lastly, chapter five provides a discussion on the findings of the research guided by the specific research questions then a conclusion and recommendation of the study given.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

The chapter provides the literature review on the effect of repetitive behavioral retargeting on online conversion rates. The chapter is separated into various sections beginning with section 2.2 that illustrates how repetitive behavioral targeting affects the conversion rate of online advertisements. Section 2.3 presents a discussion on how advertising fatigue affects conversion rates. Section 2.4 discusses the repetitive retargeting, behaviourally targeted audience and online conversion rates. Finally, section 2.5 is a summary of the whole chapter.

2.2 Repetitive Behavioural Targeting and Conversion Rate of Online Advertisements

2.2.1 Repetitive Behavior Targeting

Liu, Chen and Whinston (2010) found that advances in information technology have radically changed online advertising, most notably in the ability to measure advertising outcomes and target advertisements. Information technology now can easily monitor clicks on a specific advertisement, which to some degree is regarded as the measure of effectiveness of advertising. As a result, using cost-per-click (CPC) has become the new standard pricing practice for online advertising. Meanwhile, technology also enables the delivery of more targeted advertisements to consumers, for example, based on the keyword that a consumer enters in a search engine or the location of the consumer inferred from the computer’s IP address. One radical and recent innovation in targeted advertising is behavioral targeting, a technology aimed at increasing the effectiveness of advertising by online publishers (Picker, 2009). Behavioral targeting uses information collected from an individual’s web-browsing behavior, for instance the pages that they have visited or the searches they have conducted, to select advertisements to display (Komanduri, Shay, Norcie, & Cranor, 2010).

The small text files installed on a computer by web sites (known as cookies); have traditionally been used to track user behavior on the web, such as a user’s web visiting history. Recent tracking technology is much more sophisticated and able to capture detailed data about a user’s actions and online behavior (Advertising Internet Bureau, 2012). To
illustrate, a recent study by Angwin (2010) found that America’s top 50 websites install, on average, 64 pieces of tracking technology, usually without any notification to users.

Behavioral targeting has been used for different advertising formats on the Internet. For example, Angwin (2010) reveals that any banner advertisement associated with a text web page, for example, from Dictionary.com or MSN, can be chosen in a way to reflect a user’s interest. Similarly, the “pre-roll” (this is a video advertisement that appears before a requested video starts) or “overlay ad” (this is an advertisement that appears near the bottom of a video window) with online videos (for instance from YouTube or ESPN3) can also be tailored based on a user’s interest. Therefore, under behavioral targeting, if a user is known to have recently visited a number of automotive shopping and comparison sites based on the data recorded by cookies stored on the user’s computer, the user can then be served automotive-related advertisements when he visits Dictionary.com or YouTube, even if the word he searches on Dictionary.com or the video on YouTube he watches is not related to automobiles (Bazilian, 2011). In June 2011, Google announced that it would allow “interest-based advertising” (Google’s term for behavioral targeting) for all advertisers on Google’s Display Network. Interest-based advertisements are auctioned off on the basis of click-through rates, and user’s interests are derived from their online browsing behavior (Bazilian, 2011).

Hallerman (2011) found that advertising using behavioral targeting is becoming a sizable industry: e-marketer estimated that online advertisers spent more than $1.3 billion in targeted advertising in 2011, and the figure is expected to rise to more than $2.6 billion in 2016. Different studies also show the promise of behavioral targeting from different perspectives. Based on user survey responses from countries in the European Union (subject to the EU Privacy and Electronic Communications Directive, which prevents the collection and use of user data for behavioral targeting purposes) and non-EU countries, Goldfarb and Tucker (2011) find that, on average, users in EU countries were as much as 65 percent less likely to purchase a product advertised, compared to users in non-EU countries. In other words, users are much less likely to purchase after viewing advertisements that were not behaviourally targeted. When it comes to users’ intent to click on an advertisement, the results are even
more staggering: experiments have shown that click-through rates can be increased by as much as 670 percent using behavioral targeting (Yan et al. 2009).

Despite such dramatic potential improvements for advertisers and online publishers, some users and user advocacy groups have expressed concerns over the privacy issues raised by behavioral targeting (Clifford, 2009). So far, the Federal Trade Commission (FTC) has tried to let advertisers and publishers self-regulate: it has established a set of principles that Internet service providers (ISPs) and other collectors of user behavioral data should heed (FTC, 2009). One such principle is that the data collector should receive “affirmative express consent, from the user, to the Use of Sensitive Data.” Some online publishers (for instance, Google) require the user to explicitly opt in before they collect any sensitive data, and they allow the user to select and specify what information can be gathered and what it can be used for.

2.2.2 Conversion Rate

The term ‘conversion’ usually refers to turning a non-customer into a customer. If, for instance, someone clicks on an AdWords advertisement and buys something on the associated site, the click counts as a conversion from a site visit to a site sale (the visitor is converted to a customer) (Hu, Dong, Liu, & Yao, 2013). Since different businesses can have different advertising goals, ‘conversion’ can actually have a variety of meanings. For example, a conversion can refer to: a purchase; for example, a visitor purchases a digital camera, a sales lead; for example, a visitor submits his contact information to get an insurance quote, a download; for example, a prospective buyer downloads a research paper about a company’s software capabilities, a subscription; for example, a new subscriber completes the sign-up process for a newsletter, and a page view; for example, a visitor looks at an important webpage on a website (Phelps, Glen, & Ferrell, 2000).

There’s an old marketing joke that goes, “I know half my advertising works, I just don’t know which half.” Advertising is only effective if it generates measurable results for a business. In the past, determining whether an advertisement was a good investment required a lot of guesswork (Ansari & Mela, 2003). Advanced technology now makes it possible to
determine when an advertisement leads to a conversion. Conversion is measured in small 1% increments. Most conversions are between 1% and 5%, meaning you have to measure the actual 1% differences. If you have a website with a lot of traffic to be converted, you might even want to measure 0.1% differences in some cases. The reason is, the bigger the traffic, the more money there is in even the smallest differences (Dunay & Krueger, 2010). Suppose your funnel brings you a million dollars every month. If you boost conversion from 1% to 1.1%, that 0.1% increase is actually a 10% improvement! a boost of 100,000$ to sales. This is why the more traffic and sales you have, the more you want to increase your sample size for testing, so you can detect small improvements reliably.

Behavioral targeting may be applied to any online property on the premise that it either improves the visitor experience or it benefits the online property, typically through increased conversion rates or increased spending levels (Li & Kannan, 2014). The early adopters of this technology/philosophy were editorial sites such as HotWired, online advertising with leading online advertisement servers, retail or other e-commerce website as a technique for increasing the relevance of product offers and promotions on a visitor by visitor basis. More recently, companies outside this traditional e-commerce marketplace have started to experiment with these emerging technologies (eMarketer, 2013).

The typical approach to this starts by using behavioral analytics or web analytics to break-down the range of all visitors into a number of discrete channels. Each channel is then analyzed and a virtual profile is created to deal with each channel. These profiles can be based around personas that give the website operators a starting point in terms of deciding what content, navigation and layout to show to each of the different personas. When it comes to the practical problem of successfully delivering the profiles correctly this is usually achieved by either using a specialist content behavioral platform or by bespoke software development. Most platforms identify visitors by assigning a unique id cookie to each and every visitor to the site thereby allowing them to be tracked throughout their web journey, the platform then make a rules-based decision about what content to serve (Yao & Mela, 2011).

Self-learning onsite behavioral targeting systems monitor visitor response to site content and learn what is most likely to generate a desired conversion event. Some good content for each
behavioral trait or pattern is often established using numerous simultaneous multivariate tests (Angwin, 2010). Onsite behavioral targeting requires relatively high level of traffic before statistical confidence levels can be reached regarding the probability of a particular offer generating a conversion from a user with a set behavioral profile. Some providers have been able to do so by leveraging its large user base, such as Yahoo. Some providers use a rules based approach, allowing administrators to set the content and offers shown to those with particular traits (Hu, 2004).

### 2.2.3 Inverted U Curve of Online Marketing Attribution

In marketing, attribution is the process of identifying a set of user actions ("events" or "touch-points") that contribute in some manner to a desired outcome, and then assigning a value to each of these events. Marketing attribution provides a level of understanding of what combination of events in what particular order influence individuals to engage in a desired behavior, typically referred to as a conversion (Babbie & Mouton, 2010).

![Figure 2.1: Inverted U-Shape Online Marketing](image)

**Figure 2.1: Inverted U-Shape Online Marketing**

Source: Babbie and Mouton (2010).

According to Malcolm Gladwell’s David and Goliath: Underdogs, Misfits, and the Art of Battling Giants, he discusses the concept of the inverted U curve which explains how having more of something can be counterproductive. Attribution analysis in online marketing applies to the same curve. In figure 2.1 above, it is illustrated that more information from attribution modelling does in fact produce better investment returns. But each additional piece of
information yields less marginal utility, known as the law of diminishing returns, and, at some point, additional information begins to have the opposite effect.

Time spent researching before purchase is increasing. Amount of devices used to access the internet is increasing. Amount of sales offline influenced by online research is increasing. All these factors combined; turn attribution analysis into a brutal rabbit-hole. Eventually, assigning specific value to any individual interaction is an exercise in futility. Gone too far and it will begin to take away value. Lambrecht and Tucker (2013) found that the online marketing manager of the future needs to employ a kind of marketing mix strategy rather than a channel ROAS strategy.

### 2.3 Advertising Fatigue and Conversion Rates

#### 2.3.1 Advertising Fatigue

Web users have become very familiar with online advertising and have learned to tune-out or have installed programs like AdBlock Plus to block ads altogether. Marketers today have to think of very innovative and eye-catching strategies to entice wary viewers. This is referred to as advertising fatigue (Suxena, 2008).

It is every marketer’s dream to communicate nonstop via all available channels. In theory, this could guarantee maximum exposure to messages and boost conversion rates to peak levels. In reality, things are different. Since the inception of digital marketing, the marginal cost per communication has decreased significantly leading to economies that gave birth to mass communication techniques like batch-and-blast email campaigns. In a foreseeable pendulum movement, consumers embrace SPAM filters, junk mail buttons; unsubscribe links and complaints to ISPs, which gave them significant power over marketing outcomes (Delafrooz, Paim, & Kahatibi, 2011). Two thirds of consumers say they receive too many messages, whether via email, call centres or direct mail. Consumers are overwhelmed, and they have more control than ever before; using all available privacy tools, they’re dramatically restricting the number of email communications that actually make it to the inbox, much less get opened and read by consumers. That’s why response rates are decreasing and database erosion continues to grow. Marketers are under increased pressure to find ways to get in front of target audiences.
These trends present challenging dilemmas for marketers. On the one hand, selling more seems to require more communications. The widely accepted ‘Rule of 7’ suggests that marketing messages must be seen seven times on average before a person will make a purchase.

While this is a general concept, it strikes at the core of the challenges marketers are faced within the age of digital channels. Target audiences are bombarded with messages and increased communications eventually leads to frustration and anger (Breuer, Brettel, & Engelen, 2011). For many marketers, the solution is to communicate less, but in a highly engaging and personalized way; earn relationships with double opt-in practices; and value them by carefully weighing the frequency and volume of communications. Marketers then turn to marketing technology to implement and automatically enforce communication throttles on the frequency of communications to ensure recipients are limited to a finite number of messages over a given period of time. While this may reduce unsubscribees and complaints, it does little to maximize revenue (Yoo, 2011).

Marketing fatigue and communication frequency are certainly core challenges for marketers. How do you communicate value propositions without overtly offending your target audience by sending too many messages? How do you make sure they have been exposed to the brand enough times to maximize the potential for a sale? How do you deal with pressure from the CEO to communicate more often and get more out of the same budget? In the context of critical pressures marketers face, message frequency would be top of the list. And most marketers would define the challenge of message frequency by ‘the number of messages sent to a consumer’ (Phelps, Glen, & Ferrell, 2000).

Unfortunately, many marketers are also under incredible pressure from internal stakeholders, the board and shareholders to increase the volume of marketing messages in order to drive more revenue. In a sense, marketing pressure could almost exclusively be defined by the need to manage communication cadence and minimize fatigue. More money can be thrown at all kinds of different channels, but as soon as the volume of messages becomes too high, contact lists start to shrink, customers opt out, and even an unlimited marketing budget can’t fix the problem (Ling, Chai, & Piew, 2010). But the research actually revealed that
consumers don’t measure fatigue exclusively by message volume or frequency; they measure fatigue based on perceived relevance of the communication. As such, the real pressure for marketers need not come from internal stakeholders, but from consumers themselves (Khan, 2013). Analysis on tens of thousands of emails over three months revealed that when email recipients judge messages highly relevant, they were less likely to complain about message frequency and volume. Indeed, perception is in the mind of the beholder and this poses a challenge for marketers because each individual will evaluate relevance differently.

### 2.3.2 Consumer Attention

In principle, the goal of all advertising messages is to attract consumers' attention. To do so, some advertisements interfere with and interrupt the internet users’ activities. Interruptions are events that lead to a “cessation and postponement of ongoing activity” and break the continuity of an individual's cognitive focus. Interruptions can be created by another person, object, or event, at moments that are, in general, beyond the individual's control. Such is the case with many advertising messages (Hallerman, 2011). The old saying that any publicity is good publicity illustrates the belief that, even if viewers respond negatively to forced advertising exposure, they are still being exposed to the message, which will positively impact purchases. Advertisements do increase consumers' brand recall, recognition and awareness, and can foster positive attitudes towards brands, translating into increased sales. This chain of cognition of an advertisement, attitude formation, and purchase behavior, is as a hierarchy-of-effects (Nabout, Markus, & Bernd, 2014).

However, advertising interruptions can also elicit adverse reactions. Interrupting advertisements can cause negative attitude formation, evoke feelings of intrusion and irritation and push individuals to cognitively and behaviourally avoid advertising messages. For online environments, focus-group based research has found that consumers see internet advertisements as disruptive. While pop-up advertisements are 50% more likely to be noticed than banner advertisements, they are twice as likely to be considered intrusive. Visitors to a website are less likely to return when their experience has been interrupted by a pop-up (Lambrecht & Tucker, 2013). How an individual will react to the interruption depends on the control she has upon it (Morris, 2013), on the content similarity between an interruption and
the primary task in the advertising literature (which is referred to as advertisement congruency), as well as on whether the interruption occurs while one is deeply engaged in a task goal or finds herself at natural breakpoint between tasks for an overview of the literature. In the field of marketing, reactions to advertising interruptions are typically measured through memory effects, such as recall or recognition of advertisements or advertised brands (Yoganarasimhan, 2012). The goal of all online advertisements is to convert the audience, where conversion means get the audience to do what the advertisement requires of them, for instance, visit a website, purchase a product, or simply click on a link that may be rigged with a cookie-code so as to allow the advertiser to track the users behaviour. If your audience converts, your ad has done its job.

![Conversion rate increase with more ad impression](image)

**Figure 2.2: Conversion Rate**
Source: Ash (2012).

Ash (2012) found that conversion rates actually increase the more users see an advert within remarketing campaigns. It’s true that click-through rates decline over time, but those people who do click on an advert, after having seen it a few times already, become twice as likely to convert. Understand that people are busy and have other stuff going on in their life.
Remarketing gives people a gentle reminder to finish what they started on a site, while reinforcing branding and messaging to that user every time they see it around. They’re getting to know a brand, and learning to trust a brand, and when they finally do have a free moment, they are increasingly likely to do business with that particular brand. This therefore begs the question, how much is too much? And when does advertising fatigue creep in?

**2.3.3 Advertising Fatigue and Conversion Rate**

Don’t risk advertisement fatigue. When people start to see your advertisement too many times, they get bored and stop clicking. Unfortunately, when your click through rate starts to drop Facebook penalizes you, driving up your cost per click (CPC), and making likes, comments, and click through more expensive. This affects both acquisition and engagement campaigns. Best practice is to rotate our advertisements every 3 to 5 days to keep our content fresh and engaging (Facebook.com, 2014).

A lot of display advertising is intrusive, so pop-up blockers can often prevent adverts from being served as they were intended by the advertisers. There are also extensions available for web browsers, such as AdBlock Plus, that will block advertising on web pages. Technologically savvy consumers are increasingly using these methods to limit the advertising that they see. Bandwidth can also be an issue, although this is a shrinking problem. However, campaigns should be planned according to demographics in determining the richness (and investment) of interaction. Consumers are suffering from advertising fatigue, so while new technologies can provide great results, as soon as the market moves mainstream it can get saturated. Consumers are increasingly ignoring adverts (Khan, 2013).

**2.4 Repetitive Retargeting, Behaviourally Targeted Audience and Online Conversion Rates**

**2.4.1 Benefits of Repetitive Retargeting**

Retargeting is very commonly used by ecommerce companies, and rightfully so, as it is one of the most effective ways to bring back bounced traffic and combat shopping cart abandonment (Adriot, 2014). However, ecommerce companies are certainly not the only businesses that can benefit from this technology. B2B companies are often the perfect
candidates for retargeting, as it can help them stay in front of leads during longer purchase cycles.

Schools, particularly higher education institutions, can use retargeting to increase enrolment and donations. Recruiters can use retargeting to keep their companies in front of qualified applicants and increase application completion rates. Events or entertainment brands can use retargeting to increase ticket or merchandise sales (eMarketer, 2014). Retargeting can be applied in numerous ways; ecommerce and B2B serve as just two examples out of many. In fact, if you have a website and you’re not seeing 100% conversion rates, you’re a good candidate for retargeting.

Retargeting is often associated with direct response campaigns. Banner advertisements have long been used to urge people to “Click Now!” or take advantage of a timely deal. When a user visits a site, or engages with a brand in some way, and leaves without converting, retargeting provides you with an invaluable opportunity to encourage them to come back. Based on the goals of retargeting campaign and how a user interacted with a company, the company can serve them advertising with highly targeted and relevant messaging. For example, if a user abandoned a shopping cart immediately after shipping costs were calculated, you can serve creative that offers free shipping if they complete the order within 24 hours (Evans, 2009).

Digital marketing, and specifically display advertising, can be about more than just generating immediate clicks. Marketers can develop retargeting campaigns for the purpose of branding. Data regarding demographics, search history, and past purchasing information can all be used to craft effective branding campaigns, an opportunity not to be missed. When it comes to retargeting and display in general, most return visits come through direct visits or through search (Picker, 2009). The increase in branded search is a clear indicator that retargeting is highly successful in building brand awareness, and isn’t only effective for direct response campaigns (Morris, 2013). Banner design is one of the most important pillars of any online display campaign. A good banner advert employs simple design and concise messaging. When a marketer sets out to create an advert focused on brand awareness, the
tenets of simplicity and succinctness are easy to incorporate: simply add a logo and a slogan and incorporate your brand’s colours and fonts (Poll, 2007).

2.4.2 Benefits of Behavioural Targeting

Behavioral targeting comprises a range of technologies and techniques used by online website publishers and advertisers aimed at increasing the effectiveness of advertising using user web-browsing behavior information. In particular, "behavioral targeting uses information collected from an individual's web-browsing behavior (for instance, the pages that they have visited or searched) to select advertisements to display". When a consumer visits a web site, the pages they visit, the amount of time they view each page, the links they click on, the searches they make, and the things that they interact with, allow sites to collect that data, and other factors, to create a 'profile' that links to that visitor's web browser. As a result, site publishers can use this data to create defined audience segments based upon visitors that have similar profiles (Alijani, Louis, & Adnan, 2010).

As the internet continues to open up a wealth of marketing opportunities the need to stay directly in tune with customers’ specific wants and needs will increase twofold. In order to market a product it will no longer be enough to discuss how a product works, but how a product can work for the consumer. Thus, an effective consumer marketing strategy is needed in order to create a solid customer base that recommends your services or products and continues to return for repeat visits (Ansari & Mela, 2003). Marketers should understand their craft very well, and have the guts to operate marketing without fear. This means knowing their customers very well, and understanding that their clients are not the sales reps as in the old model, but the customers themselves. Marketers should be customer oriented and focused. They should keep two marketing truisms. One is to retain existing customers and bring your market to your customers. Existing customers are a great source for new business, and you can bring your market by offering incentives on sales, causing spur buying. Another strategy is to implement win-back campaigns for old customers (Mcdonald & Cranor, 2010).
With behavioral targeting, you can anticipate the needs and wants of your current clients, and use this information to base your marketing decisions on the assumption that the needs of your current clients will close match the needs of your future clients. Predictive behavioral targeting allows you to be ahead of the bell curve. For example, iPhone’s global success is due to it being the first among its competitors to give users apps and full easy touch screen internet access. Everyone else that followed was just a knock-off or attempted competitor. Behavioral targeting can provide consumers everything they need before they even realize they need it, which almost always guarantees a sale. Online businesses can anticipate consumer browsing habits and offer suggestions that lead to your products (eMarketer, 2014).

Properly used, behavioral targeting is a tool which allows you to increase your productivity without spending much initially. This involves studying the behavior of your average client so you know where to search for them and ensure that your ads are being viewed by this audience. This is a much better solution over putting out a general ad and hoping an interested party will happen to view it (Ansari & Mela, 2003). Behavioral targeting allows a company to cut time and costs by utilizing behavioral targeting tactics and focusing its advertising efforts on its target audience. When a company places the appropriate service or project dressed in a marketing effort they appreciate, and with a price tag that meets their expectations, its marketing sales profits will skyrocket (Yoo, 2011). The essential elements to targeting are looking for the right target segment and handing out the right advertisement towards that segment. These elements make advertisement much cheaper, because advertising companies don’t have to bombard individuals with undirected advertisement; they will just focus on individuals who are more than likely to respond to their advertisements. They do this by behavioral profiling, which obtains several kinds of information from users, including site registration data, keyword searches, demographic data IP address, country, zip code, history of ad exposures, among others (Yan, et al., 2009).

Marketers have discovered that there is another use for behavioral targeting aside from online ad sales. They found out that it is a good way to do some research and figure out the kind of people that buy their products; for example, what else are their clients interested in aside from their products. Behavioral targeting also opens new avenues for the advancement of
online advertising. For example, cell phone personalized data shows a lot of useful information, including street location. Combined with online advertising tools, the result is behavioral and geographical targeting, allowing advertisers to know the exact person most likely to buy their product and at the right time. Cell phones can use zip code, area code and GPS data to let users know where the nearest business establishments are. Adverts will show up in your cell phone, selling products sold by local businesses within your present location (Mcdonald & Cranor, 2010).

2.4.3 Online Advertisement Techniques
Online advertisements can help to explore the ads to mass audience and even the whole world. Nowadays, internet has taken a very important part in our daily life. No matter the age, majority will use internet for working, studying or entertaining. In order to deliver the message from the company to all the audiences, online advertisement is the best way to do so (Lim, 2013). The major online advertisement techniques include display banners, search engine marketing, social media marketing, digital direct i.e. Email and SMS and blogs.

2.4.3.1 Display Banners
Display banners are nothing more than billboards in miniature size that are displayed on the side and top panels of a website. They also flash around on mobile phones due to the smaller screen size. Most websites have standard banner spaces to allow for advertisers creative banners to be displayed on their site. The more visitors a site has, the higher the advertising revenue from display banner space.

Display banners are accessible across various websites, across social media platforms and also on mobile apps and games. The beauty is that they work on a Pay-Per-Click basis meaning that the advertiser is only charged if a viewer is interested enough and clicks on the banner. According to Lim 2013, “it is a chargeable advertisement which appear as a banner on the apps whenever a user logs in to the application. It also has the same concept with the games application on mobile device.” When describing banner advertisements on mobile apps.
2.4.3.2 Search Engine Marketing

Search engine marketing is the encompassing term of all activities that seek to gain a better result for a brand on Search Engine result pages. From the study of Jabeur, Zeadally, and Sayed (2013), they assert that a search engine is like a fundamental of the internet. Majority of internet users will access to the search engine first before access to the particular website. Examples of search engines are Google, Yahoo, and Bing.

The click through rate of the top links is almost five times more than the results that appear lower down the queue on Search Engine Result Pages (SERPs) thus the need for advertisers to implement them. Search Engine Marketing incorporates both paid techniques such as keyword/ ad-word marketing, and earned techniques brought on through various algorithmic search engine optimization techniques. It is recommended to also back this up with back links, and a strong social media strategy.

2.4.3.3 Social Media Marketing

Social networking platforms are internet based applications that rely on user-generated content to enable users to develop social ties and relationships with people who share similar interests. These popular platforms serve as great marketing grounds for brands. One of the most popular social networks around the world is Facebook (Johnston, Chen, & Hauman, 2013). Therefore, almost all retailers own a Facebook account besides their own website. Brands open profiles and can advertise via posts that are sponsored or via banner ads. In this way, whoever signs in to Facebook will be able to see the advertisement (Dunay & Krueger, 2010).

Another great social network is YouTube. According to Goldfarb (2013), YouTube is ranked top third most popular online social network (after Facebook and Myspace). YouTube is a well-known social network that is centred on publishing of video content of whatever nature a user opts to share. In this setting, videos that shared by the user can be interpreted as products which is the good way to advertise something. Besides that, YouTube will auto update the data regarding the video performance and number of respond like total views, ratings, comment and it also allow the audience to see the data of the authors’ social network which is public for all the audiences around the world (Yoganarasimhan, 2012).
retailers can advertise on YouTube through banners, pop-up videos, or pop-out advertisement during the video and upload a commercial video to YouTube. The advertisements can reach a worldwide audience so long as they are on YouTube (Internet World Stats, 2012).

2.4.3.4 Digital Direct i.e. Emails and SMS
The digital direct channels are basically emails and SMS. Digital marketers rely on cookies to create marketing lists comprising of potential customers email addresses and/ or phone numbers. Email is a transformation of tradition mail. It is faster and easier way compare to the traditional mail and it can be personalize for the customer information by computer system in order to keep good relationship between customer and the company (Walker, 2014). The company can get the email address from customer and send them the newsletter, latest promotion or an appreciation letter through email.

Advertisements are then sent to the target through simple e-mailers or an SMS. The best thing about digital direct communications is that they are often well received because it is assumed that they come from a trusted, well known source due to the fact they land in ones email or phone which is viewed as a personal space, more than the other online channels such as websites and social media.

2.4.3.5 Blogs
A blog is similar to a diary which allow user to share their story daily. Some of the retail or online retail store may create blogs that push their products and services. This is a costless advertisement technique (Hu, Dong, Liu, & Yao, 2013). In addition, brands ride on an influential bloggers who fit their target market and use them to push their products. Sometimes, companies actually get famous bloggers to serve as brand ambassadors in order to increase the popularity of the company (Chang, 2013).

2.4.4 Effectiveness of Online Advertisement Techniques
According to Stewart and Pavlou (2002) and Rappaport (2007) they claim that online advertisement has improved from the basic classic banner advertising on websites to sophisticated banner advertisements run via a Display Network such as Google, Rubicon and AdNexus. These companies make use of real-time bidding. Also, the concept of “on-
demand” advertising through the famous search engine marketing or price comparison websites, which enable the internet to be a unique potential strategy for interaction between consumer and advertiser.

Researchers used various techniques to develop the click stream model in order to show that there is high heterogeneity among the relationship of consumers in terms of their tendency to click the banner ads on particular website. The two ways are experimental setting or focused on specific steps to find out the consumer-persuasion process (Delafrooz, Paim, & Kahatibi, 2011).

Alijani, Louis, and Adnan (2010) have conducted a qualitative and quantitative research to determine the most effective factors in recalling online advertisement. As a result, embedded videos on YouTube, together with the banners placed in native settings i.e. Native Banner Advertising have proven to be highly effective and often-times lead to conversion.

**2.5 Chapter Summary**

The study in this chapter was about the repetitive behavioral retargeting on online conversion rates. The study has discussed how repetitive behavioral targeting affect the conversion rate of online advertisements, how advertising fatigue and repetitive retargeting affect conversion rates and the most effective media buying technique to increase online conversion rates. The next chapter, research methodology, explores the best methodology the research will adopt to reach to the solution of the problem.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The chapter discusses the research methodology of the study. The key elements in this chapter include the research design, the population, sampling design, sample size and methods of data collection. Lastly, the summary of the whole chapter will be provided.

3.2 Research Design

The study adopts a descriptive research design. Descriptive research is also called Statistical Research. The main goal of this type of research was to describe the data and characteristics about what is being studied. This kind of research design is employed for the main reason of extracting information from a sample that represents a large population and inferences are made to the whole population (Babbie & Mouton, 2010). The study was guided by three independent variables; how repetitive behavioral targeting affect the conversion rate of online advertisements, how advertising fatigue and repetitive retargeting affect conversion rates and the most effective media buying technique to increase online conversion rates. The study used a descriptive design because it enables the researcher to collect in depth information about the population being studied. The descriptive design gave proper and concise recommendations to the companies and advertising agents, especially in Kenya.

3.3 Population and Sampling Design

3.3.1 Population

Population refers to an entire group of individuals, events or objects having a common observable characteristic (Mugenda & Mugenda, 2003). The target population of the study was internet users within Nairobi County. The study by (David, 2011) found that Nairobi County has a population of 3,476,632 people and that 80% (2,781,306 people) of the population access and use the internet. David demonstrates well that above 95% of the population aged 16 to 24 years use internet while 33% of the population aged 75 years and above use internet. The study sampled out the population before conducting data collection. It is cheaper and convenient to carry out the research from a sample rather than from the
entire population of the entire Nairobi city dwellers who are frequently on the internet consuming online advertisements due to the logistical aspects of such a large number of population.

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

According to Cooper and Schindler, (2014) a sampling frame is a complete list of all the cases in the population from which the sample can be drawn from. In this research the sampling frame comprised of a list of Nairobi dwellers that access to and use internet. This list was obtained from the website of Kenya National Bureau of Statistics (KNBS). The sampling frame precisely reflected the population of interest.

3.3.2.2 Sampling Technique

Sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected (Malhotra, 2011). Simple random sampling technique was employed as it is necessary for the nature of the subject. This technique allowed the researcher to ensure that each case in the population has an equal chance of being included in the sample. According to Saunders, Lewis, and Thornhill (2012) Simple random sampling technique is best used when the researcher has an accurate and easily accessible sampling frame that list the entire population. The cases that were selected had the required information with respect to the objectives of the study (Mugenda & Mugenda, 2003).

3.3.2.3 Sample Size

This is the selection of a subset of individuals from within a population to yield some knowledge about the whole population, especially for the purposes of making predictions based on statistical inference. According to Thietart (2001) a sample size as the set of elements from which data is collected. A good sample size should provide information that is detailed and comprehensive.

Researchers rarely survey the entire population for two reasons (Adèr, Mellenbergh, & Hand, 2008): the cost is too high, and the population is dynamic in that the individuals making up
the population may change over time. The three main advantages of sampling are that the cost is lower, data collection is faster, and since the data set is smaller it is possible to ensure homogeneity and to improve the accuracy and quality of the data. Yamane’s formula of 2001 is used to determine the sample size from a population. In the sampling of internet users within Nairobi County, a standard error of 98% was considered in this sampling calculation. On a population of 2,781,306 internet users within Nairobi County, a sample size of 2498 respondents was derived. It provides a 98 percent level of confidence and a maximum variability (p) =.02.

\[ n = \frac{N}{1 + N(e)^2} \]

Where \( n \) is the sample size, \( N \) is the population size and \( e \) is the level of precision

\[ n = \frac{2,781,306}{1 + 2,781,306(0.02)^2} = 2,498 \text{ respondents} \]

3.4 Data Collection Methods

Cooper and Schindler (2008) define primary as data observed or collected from first-hand experience. Data was collected from primary sources using questionnaires. The questionnaire was designed to capture the essential information needed for analysis using both open and closed ended questions. It captured respondents’ general information and specific information arising from the various objectives. The questionnaire was designed using Likert scales for easy statistical analysis. The questionnaire consisted of both structured and unstructured questions. The researcher assisted the respondents, where necessary to understand the significance of the study and ensure that the response is compatible with the objective of the study.

3.5 Research Procedures

A pilot study was carried out to ensure that the questionnaire met the set objectives. A draft research questionnaire based on the research objectives and the pilot study was conducted on 5 randomly selected sub-sets of the original population. The pilot study included information
from the draft questionnaire on how easy the questions were understood and how long it took to complete the questionnaire. This was done to ensure data effectiveness and hence validity of the instrument used before being sent online to respondents. A refined questionnaire was then sent out after completion of the pre-test. The researcher created a webpage where the survey was conducted hence the questionnaire was internet based. It was distributed, filled and submitted, online. A cover letter was created to state the purpose of the study and to ensure the various guidelines are met that served as a landing page after which one could fill out the online questionnaire. The questionnaire was preceded by the letter to the respondents informing them of confidentiality and use of the information they would disseminate. The questionnaire was estimated to take ten minutes to complete.

3.6 Data Analysis Methods

This study used the quantitative method of data analysis to analyze the data collected. To ensure easy analysis, the questionnaire was coded according to each variable of the study to ensure the margin of error is minimized to assure accuracy during analysis. The descriptive statistics (mean and standard deviation) and inferential statistics (factor analysis and regressions) were adopted in data analysis and presentation. Data was cleaned and entered into a data analyzing software using the Statistical Package for the Social Sciences (SPSS). Analysis was executed and results presented using tables and charts to give a clear picture of the research findings at a glance.

3.7 Chapter Summary

The chapter has dealt with very crucial elements under research methodology. The research design, which is the corner stone of all researches, has been discussed. The population, sample, sampling design and sample frame have been identified. The data collection methods, research procedure and data analysis method have been dealt with. The next chapter presents findings and results.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the findings of the study, data analysis and interpretation. The purpose of the study is to assess the effect of repetitive behavioral re-targeting on online conversion rates. The study was guided by the following research questions; how does repetitive behavioral targeting affect the conversion rate of online advertisements? How does advertising fatigue affect conversion rates? Is repetitive retargeting to behaviourally targeted audiences the most effective media buying technique so as to increase online conversion rates?

4.2 Response Rate

The sample size population comprised of 2498 respondents who access and use internet. Table 4.1 indicates that out of the 2498 unique visitors to land on the survey page, only 2014 responded and completed the questionnaire. This gives a response rate of 81% which puts the research findings in a favourable position because according to Mugenda and Mugenda (2003) the statistically significant response rate for analysis should be at least 50%.

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Response rate</th>
<th>Sample size</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted questionnaires</td>
<td>2014</td>
<td>81</td>
</tr>
<tr>
<td>Incomplete questionnaires</td>
<td>484</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>2498</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 General and Demographic Information

This section includes the general demographic information. Respondents were asked about their gender, age, access to devices, and frequency of going online as well as noticing/recall of online advertisements.
4.3.1 Gender

The study sought to establish the gender of the respondents. The findings were as shown below.

![Gender Pie Chart]

**Figure 4.1: Gender of the Respondents.**

The findings in figure 4.1 reveal that 57 percent of the respondents were male while 43 percent were female. The above finding shows that the respondents were both male and female even though majority of the respondents were male.

4.3.2 Age of Respondents

The age of respondents was established and the findings were as shown in figure below. The study established that 22 percent of the respondents were aged between 18 years to 25 years, 39 percent of the respondents were aged between 26 years to 35 years and 27 percent of respondents were aged between 36 years to 45 years. The study also revealed that 10 percent of respondents were aged between 46 years to 55 years and that 2 percent of respondents were above 55 years of age.
Figure 4.2: Age of Respondents

The finding indicates that most of the respondents who are active on online services age between 26 to 35 years. This means that people at the age of 26 to 35 years are very active and would like to explore more opportunities to get to know more online.

4.3.3 Devices Owned/Accessed

The respondents were asked to indicate the kind of devices they own or have access to and the findings were as indicated in Figure 4.3. The devices were categorized as desktop personal computer, laptop, smart phone and tablet.

The findings indicate that 23.6 percent of respondents own a smart phone, 18.6 percent own both a laptop and a smart phone, 15.5 percent of respondents own a smart phone and a tablet and 11.1 percent of respondents own both a laptop and a tablet.
Figure 4.3: Devices Owned/Accessed

The study findings reveal that 6.6 percent of respondents own a tablet, 5.3 percent of respondents own both a desktop and a laptop. The study results show that majority of the respondents (23.6 percent) own a smart phone. The finding highlights that most of respondents own a device that can easily make them access online contents.

4.3.4 Frequency of Going Online

The study sought to find out how often respondents go online and the findings are below:- Figure 4.4 indicates that 36.4 percent of respondents go online 4 or more times a day, 27.3 percent of respondents go online once a day and 18.8 percent go online once in two to three days. The study also reveals that 10.2 percent of respondents go online once a week, 5.5 percent go online once every two weeks and 1.8 percent of respondents go online once a month. It is very evident that most of the respondents (36.4 percent) go online 4 or more times a day.
Figure 4.4: Frequency of Going Online

4.3.5 Online Advertisement

Figure 4.5 reveals whether respondents notice online advertisement while they are online.

Figure 4.5: Online Advertisement

The study findings imply that most of the online advertisements are noticed by the online users. The study findings show that 4 percent of respondents do not notice any online advertisement while 96 percent of respondents notice online advertisement while online.
Later on in table 4.4, we see that the rate of engagement with online advertisements reduces the more one is exposed to the same stimuli.

### 4.4 Principal Component Analysis and Reliability

The study’s construct measures were at first filtered using exploratory factor analysis (EFA) and tested for reliability analysis. The raw measures were filtered and tested for validity and reliability by performing numerous tests. Exploratory factor analysis was performed to attain measure refinement and filter the variables into the most effective number of factors.

Each of the constructs was polished by using principal component analysis on the initial items comprising each construct. Each principal component analysis extracted factors, and factor loadings greater than 0.5 were retained for each principal component extracted (Hair et al., 2010). To assess the factorability of items, the researcher examined three indicators (this is, Kaiser Meyer-Olin Measure of Sampling Adequacy, Barlett’s Test of Sphericity and communalities).

For every EFA, it was found that manifest variables have KMO Measures of Sampling Adequacy above the threshold of 0.6 (Kaiser, 1974), as well as p-values for Barlett’s test of Sphericity (Barlett, 1954) below 0.05. Communalities were also found well above 0.5 suggesting satisfactory factorability for all items. When applying EFA, the results showed a clear factor structure with an acceptable level of cross loadings.

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</th>
<th>Bartlett's Test of Sphericity Approx. Chi-Square</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repetitive behavioural targeting and conversion rates of online adverts</td>
<td>.712</td>
<td>2781.934</td>
<td>0.000</td>
</tr>
<tr>
<td>Advertising fatigue and conversion rates</td>
<td>.609</td>
<td>1980.417</td>
<td>0.000</td>
</tr>
<tr>
<td>Repetitive retargeting to behaviourally targeted audiences and conversion rates</td>
<td>.769</td>
<td>6500.785</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Furthermore, the reliability and internal consistency of the items comprising each construct was estimated. Scale refinement was assessed using item to total correlations analysis, with
indicators with an item to total correlation threshold of 0.3 and higher being maintained (Hair et al., 2006).

4.5 Analysis of Study Variables
4.5.1 Repetitive Behavioral Targeting and Conversion Rates of Online Adverts

Table 4.3 shows the frequency results for repetitive behavioral targeting. The study reveals that 62 percent of respondents accept cookies when they visit new websites while 38 percent of respondents do not. The study results show that 59.1 percent of respondents are receptive to an advert that is tailored to their interests, tastes, and preferences the first time they make an interaction while 40.9 percent do not.

On the other hand, 49 percent of respondents are receptive to an advert that is tailored to their interests, tastes, and preferences the third time they make an interaction with it while 51 percent do not. The findings reveal that 42 percent of respondents are receptive to an advert that is tailored to their interests, tastes, and preferences the fifth times they make an interaction while 58 percent do not. The study also shows that 43.9 percent of respondents are receptive to an advert that is tailored to their interests, tastes, and preferences the ninth times they make an interaction while 56.1 percent do not.

<table>
<thead>
<tr>
<th>CONSTRUCT</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you accept 'cookies' when you visit new websites that prompt you to do</td>
<td>62.0</td>
<td>38.0</td>
</tr>
<tr>
<td>so?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you receptive to an advert that is tailored to your interests, tastes</td>
<td>59.1</td>
<td>40.9</td>
</tr>
<tr>
<td>and preferences the 1st time you interact with it?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you receptive to an advert that is tailored to your interests, tastes</td>
<td>49.0</td>
<td>51.0</td>
</tr>
<tr>
<td>and preferences the 3rd time you interact with it?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you receptive to an advert that are tailore</td>
<td>42.0</td>
<td>58.0</td>
</tr>
<tr>
<td>d to your interests, tastes and preferences the 5th time you interact with it?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you receptive to an advert that is tailored to your interests, tastes</td>
<td>43.9</td>
<td>56.1</td>
</tr>
<tr>
<td>and preferences the 9th time (or more) you interact with it?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you click on advertisements that interest you?</td>
<td>62.5</td>
<td>37.5</td>
</tr>
<tr>
<td>Once on the landing page (after clicking the ad) do you proceed to do</td>
<td>65.0</td>
<td>35.0</td>
</tr>
<tr>
<td>what is required of you e.g. open account, purchase a product etc?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have online advertisements changed your shopping culture from physical-</td>
<td>65.9</td>
<td>34.1</td>
</tr>
<tr>
<td>store to online purchase?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you skip adverts on YouTube?</td>
<td>74.4</td>
<td>25.6</td>
</tr>
</tbody>
</table>
The study shows that 62.5 percent of respondents click on advertisements that interest them while 37 percent of respondents do not. It is evident from the study that 65 percent of respondents order their products and/or services online while 35 percent of respondents do not. The study shows that most of respondents (65.9 percent) have changed their shopping culture from physical store to online purchase due to online advertisement.

**Table 4.4: Reliability and Communalities of Repetitive Behavioural Targeting**

<table>
<thead>
<tr>
<th>Repetitive Behavioral Targeting</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Corrected Item Total Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>I get bored of an advert after interacting with it more than 4 times</td>
<td>3.23</td>
<td>1.091</td>
<td>.220</td>
<td>.785</td>
<td>.868</td>
</tr>
<tr>
<td>I am comfortable receiving adverts after visiting a specific site (ads related to the site I visited)</td>
<td>3.51</td>
<td>1.116</td>
<td>.536</td>
<td>.675</td>
<td>.576</td>
</tr>
<tr>
<td>I frequently use internet to search for information about a product/service before making a decision</td>
<td>3.80</td>
<td>1.155</td>
<td>.607</td>
<td>.646</td>
<td>.621</td>
</tr>
<tr>
<td>Online adverts influence my purchase decisions</td>
<td>3.52</td>
<td>1.159</td>
<td>.569</td>
<td>.662</td>
<td>.806</td>
</tr>
<tr>
<td>Online advertising is the key channel I use to get information to influence my purchase decisions.</td>
<td>3.51</td>
<td>1.115</td>
<td>.580</td>
<td>.658</td>
<td>.731</td>
</tr>
</tbody>
</table>

Reliability and communalities of repetitive behavioral targeting was tested in Table 4.4. The findings from the table indicate that the item mean scores ranged from 3.23 to 3.80. The lowest rating was for the item “I get bored of an advert after interacting with it more than 4 times” with a mean of 3.23 (SD= 1.091) and the highest score was for the item “I frequently use internet to search for information about a product/service before making a decision” with a mean of 3.80 (SD= 1.155). The item to total correlations ranged from 0.220 to 0.607 which was acceptable.
Table 4.5 Pattern Matrix of Repetitive Behavioural Targeting and Conversion Rates

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>I get bored of an advert after interacting with it more than 4 times</td>
<td>.866</td>
</tr>
<tr>
<td>I am comfortable receiving adverts after visiting a specific site (ads</td>
<td>.708</td>
</tr>
<tr>
<td>related to the site I visited)</td>
<td>1</td>
</tr>
<tr>
<td>I frequently use internet to search for information about a product/service</td>
<td>.782</td>
</tr>
<tr>
<td>before making a decision</td>
<td>1</td>
</tr>
<tr>
<td>Online adverts influence my purchase decisions</td>
<td>.806</td>
</tr>
<tr>
<td>Online advertising is the key channel I use to get information to</td>
<td>.796</td>
</tr>
<tr>
<td>influence my purchase decisions.</td>
<td>1</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Table 4.5 shows the loading for the measurement model. The coefficients ranged between 0.708 and 0.866, indicating that the variables are almost perfectly related to factor pattern and clear factor structure with an acceptable level of cross loadings.

Table 4.6 Total Variance Explained for Market Discontinuity

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>1</td>
<td>2.513</td>
<td>50.264</td>
</tr>
<tr>
<td>2</td>
<td>1.088</td>
<td>21.766</td>
</tr>
<tr>
<td>3</td>
<td>.593</td>
<td>11.851</td>
</tr>
<tr>
<td>4</td>
<td>.491</td>
<td>9.817</td>
</tr>
<tr>
<td>5</td>
<td>.315</td>
<td>6.301</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

Based on Kaiser’s criterion, two factors out of five factors were imputed. In this case, two factors in the initial solution had Eigen values greater than 1.00 and together, they accounted for 72.030 percent of the variability in the original variables with one variable emerging dominant and accounted for 50.264 percent of the variance in the original variables data as indicated in table 4.6.
4.5.2 Regression Analysis

To determine relationship between repetitive behavioral targeting and the conversion rate of online advertisements, regression was done between repetitive behavioral targeting as a predictor variable against the conversion rate of online advertisements.

Table 4.7: Model Summary of Repetitive Behavioral Targeting

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.606(^a)</td>
<td>.367</td>
<td>.367</td>
<td>.38724</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), Repetitive Behavioral Retargeting

The R\(^2\) of the model was 0.367. This means that 36.7 percent of the variations in the conversion rate of online advertisements achieved is as a result of repetitive behavioral targeting. The 63.3 percent difference is due to factors not predicted in this model symbolized by the error term. Given this strong model, the study tested whether there is a strong empirical ground to conclude that repetitive behavioral targeting significantly enhances conversion rate of online advertisements.

Table 4.8: ANOVA of Repetitive Behavioral Targeting

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>174.871</td>
<td>1</td>
<td>174.871</td>
<td>1166.144</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>301.713</td>
<td>2012</td>
<td>.150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>476.585</td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Conversion rates  
\(^b\) Predictors: (Constant), Repetitive Behavioral Targeting

From ANOVA in Table 4.8, there is a p-value of 0.000. The study concludes that there is a significant relationship between repetitive behavioral targeting and conversion rate of online advertisements. This implies that repetitive behavioral targeting has a significant influence in enhancing conversion rate of online advertisements.

The standardized coefficient is 0.606 and p value is 0.000. The study used linear regression model to test the relationship between repetitive behavioral targeting and conversion rate of
online advertisements. The linear equation model is stated as; \( Y = \alpha_0 + \alpha_1X_1 + \epsilon \): Where \( Y = \) Conversion rate, \( \alpha = \) Constant value, \( X_1 = \) Repetitive behavioral targeting and \( \epsilon = \) error term. The following were the results of the model in Table 4.9.

**Table 4.9: Coefficients Variation of Repetitive Behavioral Targeting**

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Variation</th>
<th>Repetitive Behavioral Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients</td>
<td>Standardized Coefficients</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.882</td>
<td>.040</td>
<td>47.598</td>
</tr>
<tr>
<td>Repetitive Behavioral Targeting</td>
<td>.375</td>
<td>.011</td>
<td>.606</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Conversion rate of online advertisements

The study thus represents Conversion rate as, Conversion Rate = 1.882+0.606 revenge behavioral targeting + \( \epsilon \). It means that a unit change in repetitive behavioral targeting causes a change of 0.606 in conversion rate of online advertisements.

### 4.5.3 Advertising Fatigue and Conversion Rates

**Table 4.10: Ad Blockers**

<table>
<thead>
<tr>
<th>Do you know what Ad blockers are?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>74%</td>
<td>26%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you use Ad-Blockers?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>36%</td>
<td></td>
</tr>
</tbody>
</table>

Table 4.10 shows that 74 percent of respondents know what ad blockers are and that 64 percent use ad blockers. The findings imply that most people block advertisements that are online targeted hence reduces the conversion rate.

**Table 4.11: Length of Using Ad Blockers**

<table>
<thead>
<tr>
<th>How long have you used an Ad blocker?</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week to 3 months</td>
<td>613</td>
<td>30.4</td>
</tr>
<tr>
<td>4 months to 1 year</td>
<td>705</td>
<td>35.0</td>
</tr>
<tr>
<td>Over 1 year</td>
<td>289</td>
<td>14.3</td>
</tr>
<tr>
<td>Not applicable</td>
<td>407</td>
<td>20.2</td>
</tr>
<tr>
<td>Total</td>
<td>2014</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Table 4.11 reveals how long respondents have been using the ad blockers. The study shows that 30.4 percent of respondents had been using ad blockers for one week to three months, 35 percent of respondents have been using ad blockers for four to one year and that 14.3 percent of respondents have been using ad blockers for over one year.

Table 4.12: Most Annoying to Receive Repetitive Adverts

<table>
<thead>
<tr>
<th>Which device do you find the most annoying to receive repetitive adverts on, while online?</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart phone</td>
<td>219</td>
<td>10.9</td>
</tr>
<tr>
<td>Tablet</td>
<td>118</td>
<td>5.9</td>
</tr>
<tr>
<td>Desktop PC</td>
<td>1410</td>
<td>70.0</td>
</tr>
<tr>
<td>Laptop</td>
<td>267</td>
<td>13.3</td>
</tr>
<tr>
<td>Total</td>
<td>2014</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The study used Table 4.12 to find out the respondents’ opinion on the device they find most annoying to receive repetitive adverts on while online. The findings of the study show that 70 percent of respondents feel most annoyed when they receive adverts on desktop personal computer, 13.3 percent of respondents feel annoyed when they receive adverts on laptop, 10.9 percent feel annoyed when they receive repetitive adverts on smart phone and 5.9 percent of respondents feel annoyed when they receive repetitive adverts on their tablets. The findings of the study imply that most people use desktop for work related matters hence they feel distracted when they receive repetitive adverts on the device.

The item mean scores ranged from 2.86 to 3.74. The lowest rating for advertising fatigue and conversion rate of online advertisements was the item “Which device do you find the most annoying to receive repetitive adverts on, while online?” with a mean of 2.86 (SD=0.778) and the highest score was for the item “I feel frustrated when I receive the same advert many times” with a mean of 3.74 (SD=1.203) as indicted in table 4.13.
### Table 4.13: Advertising Fatigue and Conversion Rate

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which device do you find the most annoying to receive repetitive adverts on, while online?</td>
<td>2.86</td>
<td>.778</td>
<td>.060</td>
<td>.656</td>
<td>.038</td>
</tr>
<tr>
<td>When I receive a particular online advert severally, I turn it off by installing programs like AdBlock</td>
<td>2.80</td>
<td>1.097</td>
<td>.232</td>
<td>.633</td>
<td>.635</td>
</tr>
<tr>
<td>Using all available privacy tools, I have really restricted the number of online communication I receive on my device</td>
<td>3.32</td>
<td>1.158</td>
<td>.430</td>
<td>.586</td>
<td>.758</td>
</tr>
<tr>
<td>I feel frustrated when I receive the same advert many times</td>
<td>3.74</td>
<td>1.203</td>
<td>.539</td>
<td>.555</td>
<td>.596</td>
</tr>
<tr>
<td>The more I get online adverts about a product/service, the more I ignore the advert</td>
<td>3.68</td>
<td>1.187</td>
<td>.538</td>
<td>.556</td>
<td>.635</td>
</tr>
<tr>
<td>I dislike online adverts because they interrupt me from doing other things online</td>
<td>3.58</td>
<td>1.142</td>
<td>.433</td>
<td>.585</td>
<td>.695</td>
</tr>
<tr>
<td>I dislike online adverts because of the repetitive nature i.e. I see the same advert over 8 times</td>
<td>3.58</td>
<td>1.176</td>
<td>.431</td>
<td>.585</td>
<td>.539</td>
</tr>
</tbody>
</table>

**Overall Reliability = 0.641**

The item to total correlations ranged from 0.060 to 0.539 which was acceptable. The Cronbach’s alpha for advertising fatigue and conversion rate of online advertisements was 0.641 which is good reliability.

Table 4.14 shows the loading for the measurement model. The coefficients ranged between 0.622 and 0.872, indicating that the variables are almost perfectly related to factor pattern and clear factor structure with an acceptable level of cross loadings.
Table 4.14: Pattern Matrix for Advertising Fatigue and Conversion Rate

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Component 1</th>
<th>Component 2</th>
<th>Component 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you know what Ad blockers are?</td>
<td>.780</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you use Ad-Blockers?</td>
<td>.872</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How long have you used an Ad blocker?</td>
<td>.741</td>
<td></td>
<td></td>
</tr>
<tr>
<td>When I receive a particular online advert severally, I turn it off by</td>
<td></td>
<td></td>
<td>.643</td>
</tr>
<tr>
<td>installing programs like AdBlock</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Using all available privacy tools, I have really restricted the number</td>
<td></td>
<td>.675</td>
<td></td>
</tr>
<tr>
<td>of online communication I receive on my device</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel frustrated when I receive the same advert many times</td>
<td></td>
<td>.730</td>
<td></td>
</tr>
<tr>
<td>The more I get online adverts about a product/service, the more I</td>
<td></td>
<td>.731</td>
<td></td>
</tr>
<tr>
<td>ignore the advert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I dislike online adverts because they interrupt me from doing other</td>
<td></td>
<td>.657</td>
<td></td>
</tr>
<tr>
<td>things online</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I dislike online adverts because of the repetitive nature i.e. I see the</td>
<td></td>
<td>.622</td>
<td></td>
</tr>
<tr>
<td>same advert over 8 times</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Based on Kaiser’s criterion, three factors out of ten factors were imputed. In this case, three factors in the initial solution had Eigen values greater than 1.00 and together, they accounted for 59.792 percent of the variability in the original variables with one variable emerging dominant and accounted for 26.973 percent of the variance in the original variables data as indicated in table 4.13.

Table 4.15: Total Variance Explained for Advertising Fatigue and Conversion Rate

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>2</td>
<td>2.084</td>
<td>20.844</td>
</tr>
<tr>
<td>3</td>
<td>1.198</td>
<td>11.975</td>
</tr>
<tr>
<td>4</td>
<td>.990</td>
<td>9.904</td>
</tr>
<tr>
<td>5</td>
<td>.814</td>
<td>8.143</td>
</tr>
<tr>
<td>6</td>
<td>.648</td>
<td>6.476</td>
</tr>
<tr>
<td>7</td>
<td>.557</td>
<td>5.571</td>
</tr>
<tr>
<td>8</td>
<td>.395</td>
<td>3.951</td>
</tr>
<tr>
<td>9</td>
<td>.340</td>
<td>3.402</td>
</tr>
<tr>
<td>10</td>
<td>.276</td>
<td>2.761</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
4.5.4 Regression Analysis

The study sought to statistically test whether advertising fatigue significantly affects conversion rate of online advertising. This was tested using the perceived advertising fatigue as a predictor variable against the conversion rate of online advertising achieved.

Table 4.16: Model Summary of Advertising Fatigue

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.801(^a)</td>
<td>.641</td>
<td>.641</td>
<td>.19577</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Advertising Fatigue

The R2 from this test is 0.750 meaning that 75 percent of the variation in competitive advantages of the airline firms results from differentiation strategy. The remaining 25 percent is due to other factors not tested in this model.

Table 4.17: ANOVA of Advertising Fatigue

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>137.900</td>
<td>1</td>
<td>137.900</td>
<td>3598.187</td>
<td>.000(^b)</td>
</tr>
<tr>
<td>Residual</td>
<td>77.109</td>
<td>2012</td>
<td>.038</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>215.009</td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Conversion Rates
b. Predictors: (Constant), Advertising Fatigue

The ANOVA in Table 4.17 above has a p-value of 0.000. The study concludes that there is a significant relationship between advertising fatigue and conversion rate of online advertisements.

The study used linear regression model to test the relationship between advertising fatigue and conversion rate of online advertisements. Table 4.17 depicts the results of the model.

Conversion rate = -1.147 + -0.801 advertising fatigue + €. It means that a unit change in advertising fatigue causes a change of -0.801 in conversion rate of online advertisements.
Table 4.18: Coefficients of Advertising Fatigue

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-1.147</td>
<td>.025</td>
<td>44.972</td>
<td>.000</td>
</tr>
<tr>
<td>Advertising Fatigue</td>
<td>-.530</td>
<td>.009</td>
<td>-.801</td>
<td>59.985</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Conversion Rates

The study thus represents conversion rate of online advertisements as,

4.5.5 Repetitive Retargeting to Behaviourally Targeted Audiences and Conversion Rates

The study in Table 4.19 depicts the level of agreement or disagreement with the respect to the impact repetitive retargeting to behaviourally targeted audiences has on online conversion rates. The study shows that more respondents (58.8 percent) agreed to the statement that “I would prefer to see adverts that come in different formats/presentations but conveying the same message” while 24.4 percent of respondents disagreed to the statement. The study reveals that 60.8 percent of respondents agreed to the statement “I feel bored reading a very long advert message as opposed to the message that is precise and to the point” while 22.6 percent disagreed to the statement. It is also evident that many respondents (57.1 percent) have been getting many online advertisements hence they ignore any they come across.

Furthermore, the study found that 58.3 percent of respondents agreed to the statement that “My attention is attracted to adverts that are customized to my tastes and preferences” while 24 percent of respondents disagreed to the statement. The statement “More of the online advertisements I come across are customized to what fits me, in terms of my tastes and browsing habits” is agreed to by 53.3 percent of respondents and 27.4 percent of respondents did disagreed to the statement. The study finally found that 56.7 percent of respondents agreed to the statement “I frequently land on websites after clicking on advertisements that interest me, and proceed to read the web-page information” while 27.1 percent of respondents disagreed to the statement.
Table 4.19: Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would prefer to see adverts that come in different formats/presentations but conveying the same message</td>
<td>5.3%</td>
<td>19.1%</td>
<td>16.8%</td>
<td>36.7%</td>
<td>22.1%</td>
</tr>
<tr>
<td>I feel bored reading a very long advert message as opposed to the message that is precise and to the point</td>
<td>5.2%</td>
<td>17.4%</td>
<td>16.6%</td>
<td>35.2%</td>
<td>25.6%</td>
</tr>
<tr>
<td>I have been getting many online advertisements hence I ignore any I come across</td>
<td>5.0%</td>
<td>19.3%</td>
<td>18.6%</td>
<td>37.2%</td>
<td>19.9%</td>
</tr>
<tr>
<td>My attention is attracted to adverts that are customized to my tastes and preferences</td>
<td>4.7%</td>
<td>19.3%</td>
<td>17.7%</td>
<td>35.3%</td>
<td>23.0%</td>
</tr>
<tr>
<td>More of the online advertisements I come across are customized to what fits me, in terms of my tastes and browsing habits</td>
<td>6.5%</td>
<td>20.9%</td>
<td>19.4%</td>
<td>36.7%</td>
<td>16.6%</td>
</tr>
<tr>
<td>I frequently land on websites after clicking on advertisements that interest me, and proceed to read the web-page information</td>
<td>7.1%</td>
<td>20.0%</td>
<td>16.2%</td>
<td>40.2%</td>
<td>16.5%</td>
</tr>
</tbody>
</table>

Table 4.20 reveals the reliability and communalities of repetitive retargeting to behaviourally targeted audiences. The item mean scores ranged from 3.36 to 3.58. The lowest rating for repetitive retargeting to behaviourally targeted audiences and conversion rate of online advertisements was the item “More of the online advertisements I come across are customized to what fits me, in terms of my tastes and browsing habits” with a mean of 3.36 (SD=1.170) and the highest score was for the item “I feel bored reading a very long advert message as opposed to the message that is precise and to the point” with a mean of 3.58 (SD=1.189).
Table 4.20: Reliability and communalities of Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would prefer to see adverts that come in different formats/presentations but conveying the same message</td>
<td>3.51</td>
<td>1.180</td>
<td>.386</td>
<td>.687</td>
<td>.414</td>
</tr>
<tr>
<td>I feel bored reading a very long advert message as opposed to the message that is precise and to the point</td>
<td>3.59</td>
<td>1.189</td>
<td>.436</td>
<td>.671</td>
<td>.713</td>
</tr>
<tr>
<td>I have been getting many online advertisements hence I ignore any I come across</td>
<td>3.48</td>
<td>1.154</td>
<td>.420</td>
<td>.676</td>
<td>.543</td>
</tr>
<tr>
<td>My attention is attracted to adverts that are customized to my tastes and preferences</td>
<td>3.53</td>
<td>1.173</td>
<td>.478</td>
<td>.658</td>
<td>.471</td>
</tr>
<tr>
<td>More of the online advertisements I come across are customized to what fits me, in terms of my tastes and browsing habits</td>
<td>3.36</td>
<td>1.170</td>
<td>.464</td>
<td>.663</td>
<td>.787</td>
</tr>
<tr>
<td>I frequently land on websites after clicking on advertisements that interest me, and proceed to read the web-page information</td>
<td>3.39</td>
<td>1.182</td>
<td>.458</td>
<td>.664</td>
<td>.690</td>
</tr>
</tbody>
</table>

**Overall Cronbach’s Alpha=0.709**

The item to total correlations ranged from 0.386 to 0.478 which was acceptable. The Cronbach’s alpha for repetitive retargeting of behavioral targeted audiences and conversion rate of online advertisement was 0.709 which is good reliability.

Table 4.21 shows the loading for the measurement model. The coefficients ranged between 0.572 to 0.682, indicating that the variables are almost perfectly related to factor pattern and clear factor structure with an acceptable level of cross loadings.
Table 4.21: Pattern Matrix for Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Component 1</th>
<th>Component 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would prefer to see adverts that come in different formats/presentations</td>
<td>.572</td>
<td></td>
</tr>
<tr>
<td>but conveying the same message</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel bored reading a very long advert message as opposed to the message</td>
<td>.620</td>
<td></td>
</tr>
<tr>
<td>that is precise and to the point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have been getting many online advertisements hence I ignore any I come</td>
<td>.615</td>
<td></td>
</tr>
<tr>
<td>across</td>
<td></td>
<td></td>
</tr>
<tr>
<td>My attention is attracted to adverts that are customized to my tastes and</td>
<td>.682</td>
<td></td>
</tr>
<tr>
<td>preferences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More of the online advertisements I come across are customized to what fits</td>
<td>.674</td>
<td></td>
</tr>
<tr>
<td>me, in terms of my tastes and browsing habits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I frequently land on websites after clicking on advertisements that interest</td>
<td>.664</td>
<td></td>
</tr>
<tr>
<td>me, and proceed to read the web-page information</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Based on Kaiser’s criterion, two factors out of six factors were imputed. In this case, two factors in the initial solution had Eigen values greater than 1.00 and together, they accounted for 60.323 percent of the variability in the original variables with one variable emerging dominant and accounted for 40.821 percent of the variance in the original variables data as indicted in table 4.22.

Table 4.22: Total Variance Explained for Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>2.449</td>
<td>40.821</td>
</tr>
<tr>
<td>2</td>
<td>1.170</td>
<td>19.502</td>
</tr>
<tr>
<td>3</td>
<td>.909</td>
<td>15.146</td>
</tr>
<tr>
<td>4</td>
<td>.590</td>
<td>9.835</td>
</tr>
<tr>
<td>5</td>
<td>.480</td>
<td>7.997</td>
</tr>
<tr>
<td>6</td>
<td>.402</td>
<td>6.699</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
4.5.6 Regression Analysis

The model analysis of regression is shown in the Table 4.23. Regression indicates the strength of the relationship between the independent variables (repetitive retargeting of behavioral targeted audiences) and the dependent variable (conversion rate of online advertisements).

Table 4.23: Model Summary of Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.765&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.585</td>
<td>.585</td>
<td>.21051</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Repetitive retargeting to behaviourally targeted audiences

The R square value in this case is 0.585 which clearly suggests that there is a strong relationship between repetitive retargeting of behavioral targeted audiences and conversion rate of online advertisements. This indicates that repetitive retargeting of behavioral targeted audiences contributes to a variation of 58.5 percent of conversion rate of online advertisements.

Table 4.24: ANOVA of Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1</td>
<td>125.845</td>
<td>2839.702</td>
<td>.000&lt;sup&gt;b&lt;/sup&gt;</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>2012</td>
<td>.044</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>215.009</td>
<td>2013</td>
<td>.044</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Online conversion rates
b. Predictors: (Constant), Repetitive retargeting to behaviourally targeted audiences

The ANOVA table indicates that the overall model was a good fit since (F-value= 2839.702 and p-value = 0.000<0.05).
### Table 4.25: Coefficients of Repetitive Retargeting to Behaviourally Targeted Audiences

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficientsa</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>1.494</td>
<td>.022</td>
<td>67.153</td>
<td>0.000</td>
</tr>
<tr>
<td>Repetitive retargeting to behaviorally targeted audiences</td>
<td>.334</td>
<td>.006</td>
<td>.765</td>
<td>53.289</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Online conversion rates

**The model becomes**

\[
\text{Conversion Rate} = 1.494 \pm 0.765 \times \text{Repetitive Retargeting of Behavioral Targeted audiences} + \varepsilon
\]

Repetitive retargeting of behavioral targeted audiences was found to have a positive linearly significant influence on conversion rate of online advertisements ($\beta = 0.765, p = 0.000 < 0.05$). Here one unit change in repetitive retargeting of behavioral targeted audiences results in 0.765 unit increase in conversion rate of online advertisements.

The beta coefficients indicate the relative importance of independent variable (Repetitive retargeting of behavioral targeted audiences) in influencing the dependent variable (conversion rate of online advertisements).

**4.6 Chapter Summary**

This chapter has provided the results and findings with respect to the data given out by the respondents who were the users of online services within Nairobi County. The chapter provided analysis on the response rate, background information, repetitive behavioral targeting, advertising fatigue and repetitive retargeting of behavioral targeted audiences. The next chapter provides the summary, discussions, conclusions and recommendations.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter starts by presenting a summary of the findings of the study on the effect of repetitive behavior targeting on online conversion rates. The chapter then provides a comprehensive discussion and conclusion of the findings of the study and compare with the empirical review of the literature from other authors. The chapter ends by making recommendations for improvements and providing suggestions for further research.

5.2 Summary

The purpose of the study was to assess the effect of repetitive retargeting (on behaviourally targeted audiences) on online conversion rates. The study aimed at assessing how repetitive behavioural targeting affect the conversion rate of online advertisements, how advertising fatigue affect conversion rates and if repetitive retargeting to behaviourally targeted audiences is the most effective media buying technique to increase online conversion rates.

The study adopted a descriptive research method in gathering, analyzing, interpretation, and presentation of information. The descriptive research design helped in focusing at the strength of relationship between repetitive behavioral retargeting and online conversion rates. The study employed the use of questionnaires to obtain relevant information from respondents. The study focused on consumers of online services within Nairobi. Probability sampling technique was used to determine the sample size and collect data from the sample. The sample size of the study was two thousand and fifteen (2015) respondents. The study adopted a descriptive and inferential statistics in data analysis and tables and figures in data presentation. The quantitative approach used for this study was best suited for the study as it sought to statistically examine the effect of repetitive behavior retargeting on online conversion rates and inferential statistical analysis was done. The research data was analyzed using Statistical Package for Social Sciences (SPSS) version 20. Data was presented using pie-charts, tables and figures.
Based on the first research question; how does repetitive behavioral targeting affect the conversion rate of online advertisement, the study found that repetitive behavioral targeting significantly affect conversion rate of online advertisements. Repetitive behavioral targeting causes 36.7 percent variation in conversion rate of online advertisements, \( R^2=0.367, F(1,174.871) = 1166.144, p<0.01 \). Using factor analysis, the study found the data for the variable very reliable as the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) to be 0.712 which is above the recommended 0.6. The results from One-way ANOVA revealed that there is a statistical significant relationship between repetitive behavioral targeting and conversion rate of online advertisements at a p-value of 0.000 which is significant at 0.01.

With regard to the second research question; how does advertising fatigue affect conversion rates, the study depicts that advertising fatigue significantly affects conversion rates. Advertising fatigue causes 64.1 percent variation in conversion rate of online advertisements, \( R^2=0.641, F(1,137.9) = 3598.187, p<0.01 \). The study found that the reliability test for the variable was 0.641. The study found the mean of advertising fatigue ranging from 2.86 to 3.74. The standard deviation ranged from 0.778 to 1.203, which means that the variables were highly dispersed. The findings in One-way ANOVA show a significant relationship between advertising fatigue and conversion rate of online advertisements at a p-value of 0.000 which is significant at 0.01.

In respect to the third research question; is repetitive retargeting to behaviourally targeted audiences the most effective media buying technique so as to increase online conversion rates, the study affirms that repetitive retargeting to behavioral targeted audiences significantly affect conversion rate of online advertisements. The repetitive retargeting to behavioural targeted audiences cause 58.5 percent variation in conversion rates of online advertisements, \( R^2=0.585, F(1,125.845) = 2839.702, p<0.01 \). The overall mean of the parameters of repetitive retargeting to behavioral targeted audiences ranged between 3.36 and 3.58. The standard deviation for the same parameters ranged between 1.170 and 1.189, which revealed a great variation in influence of repetitive retargeting to behavioral targeted audiences on conversion rates of online advertisements. The study results from One-way ANOVA show that there is a significant relationship between repetitive retargeting to
behavioral targeted audiences and conversion rates of online advertisements at a p-value of 0.000 which is significant at 0.01.

5.3 Discussion

5.3.1 Repetitive Behavioral Targeting and Conversion Rates

The study assessed how repetitive behavioral targeting affects the conversion rate of online advertisements. The results indicate that repetitive behavioral targeting significantly affects conversion rates of online advertisements. Using One-way ANOVA, the study found that repetitive behavioral targeting significantly enhances conversion rates of online advertisements. The study revealed that repetitive behavioral targeting of up to 3-5 exposures, enhances conversion rate but when it exceeds the 5th exposure, the conversion rate declines. The regression coefficient shows that repetitive behavioral targeting, of between 3 to 5 exposures, positively significantly affects the achievement of online advertisements conversion rates.

The first parameter of the research was whether respondents accept ‘cookies’ when they visit new websites that prompt them to do so. The results showed that 62 percent of respondents do accept ‘cookies’ when they visit new websites. This finding echoes the findings of Liu, Chen and Whinston (2010) who found that technology also enables the delivery of more targeted advertisements to consumers, for example, based on the keyword that a consumer enters in a search engine or the location of the consumer inferred from the computer’s IP address. The finding of this study also mirrors that of Angwin (2010) who observed in USA the nation’s top 50 websites install, on average, 64 pieces of tracking technology, usually without any notification to users. Angwin (2010) reveals that any banner advertisement associated with a text web page, for example, from Dictionary.com or MSN, can be chosen in a way to reflect a user’s interest.

The study tested how respondents are receptive to online advertisements. From the findings it is clear that 59.1 percent of respondents are receptive to adverts that are tailored to their interests, tests and preferences the first time they interact with it. The more the advert continues to pop out, the less receptive the respondents become and the study reveal that
43.9% of respondents are receptive to an advert that is tailored to their interests, tastes and preferences the ninth or more time they interact with it. The findings of this study concur with the findings of Bazilian (2011) who found that under behavioral targeting, if a user is known to have recently visited a number of automotive shopping and comparison sites based on the data recorded by cookies stored on the user’s computer, the user can then be served automotive-related advertisements when he visits Dictionary.com or YouTube, even if the word he searches on Dictionary.com or the video on YouTube he watches is not related to automobiles. Bazilian (2011) revealed in their study that interest-based advertisements are auctioned off on the basis of click-through rates, and user’s interests are derived from their online browsing behavior.

The study found that respondents get bored of an advert after interacting with it more than four times. This study does not support the findings of Hallerman (2011) found that advertising using behavioral targeting is becoming a sizable industry whereby many companies advertise their products and many customers use the platform to buy the products. The findings of the study concur with the findings of Goldfarb and Tucker (2011) who posit that online repetitive behavioral targeting is not liked by many online users as it is thought to be used to collect user data for their advantage. In the countries from the European Union, it is confirmed that EU Privacy and Electronic Communications Directive prevents the collection and use of user data for behavioral targeting purposes. Goldfarb and Tucker (2011) reveal that, on average, users in EU countries were as much as 65 percent less likely to purchase a product advertised, compared to users in non-EU countries.

The study found that online advertising is the key channel that respondents use to get information to influence their purchase decisions. The findings of the study support the findings of Li and Kannan (2014) who found that many customers visit company websites multiple times before concluding a purchase transaction. This is also echoed by Mulpuru (2011) who assert that previous visits may influence the users’ subsequent visits, such that the customer may return to a website through the same channel or through different channels. Mcdonald and Cranor (2010) states that in the modern times, information technology enable online advertisements to targeted a selected audience. In other words, online advertising can be targeted to users most likely to be interested in a particular product or service.
5.3.1 Advertising Fatigue and Conversion Rates

The study found that advertising fatigue has a significant effect on conversion rates of online advertisements. Using One-way ANOVA, the study depicts that advertising fatigue negatively, and significantly affects conversion rates of online advertisements.

The study revealed that when online population receives a repetitive advertisement of more than five exposures, the population develops advertisement fatigue which negatively affects conversion rate. The study revealed that advertising fatigue increases as the number of repetitive advertisements increases. This causes most of the population to use ad-blockers hence negatively affecting all conversion rates as the ad-blocking software prohibits all advertisements from one’s browser. The regression coefficient reveals that advertising fatigue negatively, and significantly affects the achievement of conversion rate of online advertisements.

The study found that desktop personal computer was the most annoying device to receive repetitive adverts on while online. The finding in this study is mirrored in Lim (2013) who asserts that majority of audiences own mobile devices like smart phones as opposed to immobile devices like desk top personal computers. The mobile devices entail mobile applications like Instagram, We-chat, Facebook and other free apps and that these applications are supported by the advertisement from the companies who wish to advertise on them. The significance of mobile applications influencing conversion rates is also echoed by D’angelo (2009) who found that advertising industry has experienced a major change during the past few years following the emergence and development of global social media networks, complementing mobile device applications and modern customer behavior tracking methods.

The study revealed that a significant number of online audiences turn off a particular repetitive online adverts by installing programs like ad-block. This study’s findings mirror the findings of Suxena (2008) who asserts that web users have become very familiar with online advertising and have learned to tune it out-or have even installed programs like Ad-Block Plus to block it altogether. The author believes that contemporary marketers have to
think of very innovative and eye-catching strategies to entice wary viewers. On the other hand, Khan (2013) found that technologically savvy consumers are increasingly using blockers to limit the advertising that they see. Ash et al., (2012) in their study also found that conversion rates actually increase the more users see an advert within remarketing campaigns. It’s true that click-through rates decline over time, but those people who do click on an advert, after having seen it a few times already, become twice as likely to convert.

The study found that online audiences use all available privacy tools to restrict the number of online communication they receive on their devices. This study differs with the findings of Delafrooz, Paim and Kahatibi (2011) who found that in non-stop communication via available channels could guarantee maximum exposure to messages and boost conversion rates to peak levels. Breuer, Brettel and Engelen (2011) found that, consumers embrace SPAM filters, junk mail buttons, unsubscribe links and complaints to ISPs, which gave them significant power over marketing outcomes. The authors found that during the process of strategy formulation, greater emphasis is placed on financial information and that during the process of strategy execution, emphasis is placed on both financial and non-financial information.

From the study, it is clear that the more online audiences get online advertisements about a product or a service, the more they ignore the advertisement. The respondents revealed that they ignore online advertisements because they interrupt them with what they were doing. The findings echoed the findings of Yoo (2011) who found that almost two thirds of consumers receive too many messages, whether via email, call centres or direct mail hence they are overwhelmed, and they have the more control than ever before; using all available privacy tools, they’re dramatically restricting the number of email communications that actually make it to the inbox, much less get opened and read by consumers. That’s why response rates are decreasing and database erosion continues to grow. Marketers are under increased pressure to find ways to get in front of target audiences.
5.3.2 Repetitive Retargeting to Behavioral Targeted and Conversion Rates

The study found that repetitive retargeting to behavioral targeted audiences has a significant effect on conversion rates of online advertisements. The results indicate that repetitive retargeting to behavioral targeted audiences statistically affects conversion rates of online advertisements. Using one-way ANOVA, the study reveals that repetitive retargeting to behavioral targeted audiences affects conversion rates of online advertisements. The regression coefficient reveals a positively significant effect.

The study found that respondents prefer to see advertisements that come in different formats or presentations but conveying the same message. The findings of the study support the findings of Evans (2009) who reveal that when a user visits a site, or engages with a brand in some way, and leaves without converting, retargeting provides you with an invaluable opportunity to encourage them to come back. Based on the goals of retargeting campaign and how a user interacted with a company, the company can serve them advertising with highly targeted and relevant messaging. On the other hand, Picker (2009) marketers can develop retargeting campaigns for the purpose of branding. Data regarding demographics, search history, and past purchasing information can all be used to craft effective branding campaigns, an opportunity not to be missed. When it comes to retargeting and display in general, most return visits come through direct visits or through search.

The study found that the attentions of respondents are attracted to adverts that are customized to their tastes and preferences. Morris (2013), revealed that massive increase in branded search is a clear indicator that retargeting is highly successful in building brand awareness, and isn’t only effective for direct response campaigns. Poll (2007) depicts that banner design is one of the most important pillars of any online display campaign. A good banner advert employs simple design and concise messaging. When a marketer sets out to create an advert focused on brand awareness, the tenets of simplicity and succinctness are easy to incorporate: simply add a logo and a slogan and incorporate your brand’s colours and fonts.

According to the findings of the study, more of the online advertisements audiences come across are customized to what fits them in terms of their tastes and browsing habits. This
study concurs with the findings of Alijani, Louis and Adnan (2010) who assert that behavioral targeting uses information collected from an individual's web-browsing behavior to select advertisements to display. Ansari and Mela (2003) found that when a consumer visits a web site, the pages they visit, the amount of time they view each page, the links they click on, the searches they make, and the things that they interact with, allow sites to collect that data, and other factors, to create a 'profile' that links to that visitor's web browser. As a result, site publishers use this data to create defined audience segments based upon visitors that have similar profiles.

The fourth parameter examined the staff empowerment influence realization of organization goals, whose results was positively insignificant. This study agrees with Yoo (2011) who found that with behavioral targeting, you can anticipate the needs and wants of your current clients, and use this information to base your marketing decisions on the assumption that the needs of your current clients will close match the needs of your future clients. A study on eMarketer (2014) revealed that iPhone’s global success is due to it being the first among its competitors to give users apps and full easy touch screen internet access. Everyone else that followed was just a knock-off or attempted competitor. Behavioral targeting can provide consumers everything they need before they even realize they need it, which almost always guarantees a sale. Online businesses can anticipate consumer browsing habits and offer suggestions that lead to your products.

5.4 Conclusions
5.4.1 Repetitive Behavioral Targeting and Conversion Rates

From the findings of the first research question, the researcher concludes that the research establishes the nature of relationship between repetitive behavioral targeting and conversion rates of online advertisements. From the study, it is concluded that repetitive behavioral targeting significantly affects conversion rates of online advertisements. Using One-way ANOVA, the study posits that repetitive behavioral targeting of between one to five exposures significantly enhances conversion rates of online adverts. Beyond the fifth exposure, conversion rates decline.
These findings led to the conclusion that repetitive behavioral targeting statistically and significantly enhance conversion rates of online advertisements. The study concludes that the more time an audience receives online repetitive advert the less he/she becomes interested in it. Online users are comfortable in receiving adverts that relates to the site they are visiting. The study also concludes that audiences frequently use internet to search for information about a product or service before making informed decision. Online advertising is the key channel audiences use to get information that influences their purchase decisions.

5.4.2 Advertising Fatigue and Conversion Rates

From the findings of the second research question, the researcher concludes that advertising fatigue negatively, and significantly affects conversion rates of online advertisements.

One-way ANOVA found that advertising fatigue occurs after five exposures of the same advertisement and hence, (after the fifth exposure) this negatively and significantly affects conversion rates. The regression coefficient of the study reveals that advertising fatigue negatively and significantly affects the conversion rates of online advertisement.

The study concludes that desktop personal computer was the most annoying device the audiences receive online repetitive advertisements. This is because most audiences use the device for office work and when online repetitive advertisements are received on this device, the workflow is interrupted and affects the achievement of deadlines. The study also concludes that the when audiences receive a particular online advertisements severally, they turn it off by installing programs that hinder their access like AdBlock. Using all available privacy tools, audiences have really restricted the number of online communication they receive on their devices hence negatively affecting conversion rates.

5.4.3 Repetitive Retargeting to Behavioral Targeted Audiences and Conversion Rates

From the findings of the third research question, the researcher concludes that repetitive retargeting to behavioral targeted audiences have significant effects on conversion rates of online advertisements. From one-way ANOVA, the study found that repetitive retargeting to behavioral targeted audiences positively and significantly influences the achievement of
conversion rates of online advertisements. This is because the regression coefficient of the study reveals that repetitive retargeting to behavioral targeted audiences positively and significantly influences conversion rates of online advertisements.

The study concludes that online audiences prefer seeing advertisements that come in different format of presentations but conveying the same message. The study further concludes that online audiences’ attention is attracted to advertisements that are customized to what fits them in terms of their tastes and browsing habits thus more of the online advertisements audiences come across should be customized. The study concludes that online advertising companies should customize their information to suit what their customers want because online audiences frequently visit websites that interest them.

5.5 Recommendations

From the findings of this study, the following recommendations are made.

5.5.1 Recommendation for Improvement

5.5.1.1 Repetitive Behavioral Targeting and Conversion Rates

The study recommends firstly that all organizations that use online advertisements to effectively utilize repetitive behavioral targeting strategy to enhance the conversion rates of online advertisements.

Secondly, the study recommends the use of cookies in online marketing efforts to help the marketers track and monitor user behaviours so as to properly serve them advertisements that are suited to their tastes and preferences via behavioural targeting.

5.5.1.2 Advertising Fatigue and Conversion Rates

The study recommends that companies should limit the media buying exposure of one advertisement to between three to five times as this is the optimal number of exposures that positively influences conversion rates. It pays for the advertisers to be more creative and share diverse layouts/ videos/ posts that bring out the same message so as to reduce advertising fatigue.
The study also recommends that advertisers select the online platform where they place their ads with precision as work related sites have lower ad conversion as opposed to leisure sites or social networking platforms. Again, a single advert should be limited to between 1-5 exposures to keep ad fatigue at bay and deter online users from installing ad blockers.

5.5.1.3 Repetitive Retargeting to Behavioral Targeted Audience and Conversion Rates

Repetitive retargeting of advertisements to audiences who have been targeted due to their online behaviour is the best way to go in terms of serving ads as this increase the chances for conversion. A caveat however is that, the study recommends that companies should limit the media buying exposure of one advertisement to between three to five times as this is the optimal number of exposures that positively influences conversion rates. It pays for the advertisers to be more creative and share diverse layouts/ videos/ posts that bring out the same message so as to reduce advertising fatigue.

5.5.2 Recommendation for Further Research

Further research is necessary to look into key characteristics of successful implementation of online repetitive behavioral retargeting strategy to enhance conversion rates. This study looked into the effect of repetitive behavioral re-targeting on online conversion rates.
REFERENCES


Poll. (2007). Buyers Increase Online Shopping .UPI News Track,.


APPENDICES

APPENDIX I: INTRODUCTION LETTER

Dear Sir/Madam,

RE: INTRODUCTION LETTER

I am a graduate student at United States International University Africa undertaking a study on effect of repetitive behavioral retargeting on online conversion rates. The study is for academic purpose and for partial fulfilment of the course in Master’s Degree of Business Administration (MBA). I have chosen to do my research on online consumers within Nairobi area and I hereby kindly request for your permission to carry out the research.

Kindly note that any information gathered will be treated with confidentiality and at no instance will it be used for any other purpose other than for this project.

Thank you in advance.

Yours Sincerely,

WAMBUA GLORIA MWENDE
APPENDIX II: RESEARCH QUESTIONNAIRE  
SECTION A: GENERAL INFORMATION

Please tick the most appropriate answer

Gender:
1. Male ☐ 2. Female ☐

Age
1. 18 to 25 years ☐ 2. 26 to 35 years ☐
3. 36 to 45 years ☐ 4. 46 to 55 years ☐
5. Above 55 years ☐

Do you have access to or own: (tick all appropriate answers)
1. A smart phone ☐ 2. A tablet ☐
3. A laptop ☐ 4. A desktop PC ☐

How often do you go online?
1. 4 or more times a day ☐ 2. Once a day ☐
3. Once in two to three days ☐ 4. Once a week ☐
5. Once every two weeks ☐ 6. Once a month ☐

Do you notice online advertisements?
1. Yes ☐ 2. No ☐
SECTION B: REPETITIVE BEHAVIORAL TARGETING AND CONVERSION RATES OF ONLINE ADVERTS.
Kindly respond to the following statements by ticking (√) appropriately

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<tr>
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<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>1. Do you accept ‘cookies’ when you visit new websites that prompt you to do so</td>
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<td>2. Are you receptive to adverts that are tailored to your interests, tastes and preferences the 1\textsuperscript{st} time you interact with (it) them</td>
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<td>3. Are you receptive to adverts that are tailored to your interests, tastes and preferences the 3\textsuperscript{rd} time you interact with (it) them</td>
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<td>4. Are you receptive to adverts that are tailored to your interests, tastes and preferences the 5\textsuperscript{th} time you interact with (it) them</td>
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<td>5. Are you receptive to adverts that are tailored to your interests, tastes and preferences the 9\textsuperscript{th} time (or more) you interact with (it) them</td>
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<td>6. Do you click on advertisements that interest you</td>
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<td>7. Once on the landing page (after clicking the ad) do you proceed to do what is required of you e.g. open account, purchase a product etc</td>
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<td>8. Online advertisement has really changed my shopping culture from retail store to online purchase</td>
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<td>9. Do you skip ads on YouTube</td>
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<td>10. If you answered yes to Qst 8 above, kindly explain why?</td>
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Using a scale of 1-5 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree rate the following statements about repetitive behavioral targeting and conversion rates of online advertisements by ticking (√) appropriately
SECTION C: EFFECTS OF ADVERTISING FATIGUE ON CONVERSION RATES

1. Do you know what ad-blockers are? YES _________ NO __________

2. Do you use Ad-blockers? YES _________ NO __________

3. If YES to Qst 2 above, how long have you used ad-blockers?
   1 week- 3 months _________ 4 months – 1 year _________
   Over 1 year _________

4. Which device do you find the most annoying to receive repetitive ads on, while online?
   Smartphone _________ Tablet _________ PC _________ Laptop _________

Using a scale of 1-5 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree rate the following statements about advertising fatigue, repetitive retargeting and conversion rates by ticking (√) appropriately
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<tr>
<td>1.</td>
<td>When I receive a particular online advert severally, I turn it off by installing programs like AdBlock</td>
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<td>2.</td>
<td>Using all available privacy tools, I have really restricted the number of online communication I receive on my device</td>
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<td>3.</td>
<td>I feel frustrated when I receive the same advert many times</td>
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<td>4.</td>
<td>The more I get online adverts about a product/service, the more I ignore the advert</td>
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<td>I dislike online adverts because they interrupt me from doing other things online</td>
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<td>6.</td>
<td>I dislike online adverts because of the repetitive nature i.e. I see the same advert over 8 times</td>
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<td>7.</td>
<td>I would prefer to see adverts that come in different formats/presentations but conveying the same message</td>
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<td>8.</td>
<td>I feel bored reading a very long advert message as opposed to the message that is precise and to the point</td>
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<td>9.</td>
<td>I have been getting many online advertisements hence I ignore any I come across</td>
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<td>10.</td>
<td>My attentions are attracted to customized products/services</td>
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<td>11.</td>
<td>More of the online advertisements I come across are customized to what fits me</td>
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<td>12.</td>
<td>I am committed to buy online because the advert is designed to match my interest</td>
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THANK YOU FOR YOUR CO-OPERATION.