

Accepted Manuscript

Does location congruence matter? A field study on the effects of location-based advertising on perceived AD intrusiveness, relevance & value

Arief Ernst Hühn, Vassilis-Javed Khan, Paul Ketelaar, Jonathan van 't Riet, Ruben König, Esther Rozendaal, Nikolaos Batalas, Panos Markopoulos



PII: S0747-5632(17)30152-8

DOI: [10.1016/j.chb.2017.03.003](https://doi.org/10.1016/j.chb.2017.03.003)

Reference: CHB 4828

To appear in: *Computers in Human Behavior*

Received Date: 19 January 2016

Revised Date: 1 March 2017

Accepted Date: 1 March 2017

Please cite this article as: Hühn A.E., Khan V.-J., Ketelaar P., van 't Riet J., König R., Rozendaal E., Batalas N. & Markopoulos P., Does location congruence matter? A field study on the effects of location-based advertising on perceived AD intrusiveness, relevance & value, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.03.003.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

**DOES LOCATION CONGRUENCE MATTER? A FIELD STUDY ON THE
EFFECTS OF LOCATION-BASED ADVERTISING ON PERCEIVED AD
INTRUSIVENESS, RELEVANCE & VALUE**

Corresponding Author: Arief Ernst Hühn. Department of Industrial Design, Eindhoven University of Technology, PO Box 513, Den Dolech 2, 5600 Eindhoven, The Netherlands.
Email: a.huhn@tue.nl

Vassilis-Javed Khan. Department of Industrial Design, Eindhoven University of Technology, PO Box 513, Den Dolech 2, 5600 Eindhoven, The Netherlands. Email: v.j.khan@tue.nl

Paul Ketelaar. Communication Science, Behavioural Science Institute, Radboud University Nijmegen, PO Box 9104, 6500 HE Nijmegen, The Netherlands. Email: p.ketelaar@ru.nl

Jonathan van 't Riet. Communication Science, Behavioural Science Institute, Radboud University, PO Box 9104, 6500 HE Nijmegen, The Netherlands. Email: j.vanriet@ru.nl

Ruben Konig. Communication Science, Behavioural Science Institute, Radboud University Nijmegen, PO Box 9104, 6500 HE Nijmegen, The Netherlands. Email: r.konig@ru.nl

Esther Rozendaal. Communication Science, Behavioural Science Institute, Radboud University Nijmegen, PO Box 9104, 6500 HE Nijmegen, The Netherlands. e.rozendaal@ru.nl

Nikolaos Batalas. Department of Industrial Design, Eindhoven University of Technology, PO Box 513, Den Dolech 2, 5600 Eindhoven, The Netherlands. Email: n.batalas@tue.nl

Panos Markopoulos. Department of Industrial Design, Eindhoven University of Technology, PO Box 513, Den Dolech 2, 5600 Eindhoven, The Netherlands. Email: p.markopoulos@tue.nl

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات