Accepted Manuscript

The Influence of Perceived Ad Relevance on Social Media Advertising: An Empirical Examination of a Mediating Role of Privacy Concern

A-Reum Jung

PII:	S0747-5632(17)30008-0
DOI:	10.1016/j.chb.2017.01.008
Reference:	CHB 4703
To appear in:	Computers in Human Behavior
Received Date:	28 October 2016
Revised Date:	03 January 2017
Accepted Date:	05 January 2017

Please cite this article as: A-Reum Jung, The Influence of Perceived Ad Relevance on Social Media Advertising: An Empirical Examination of a Mediating Role of Privacy Concern, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.01.008

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.



ACCEPTED MANUSCRIPT

Highlights

- \cdot Perceived ad relevance increases privacy concern and ad attention, but decrease ad avoidance.
- \cdot Privacy concern increases ad avoidance.
- \cdot Privacy concern mediates perceived ad relevance and ad avoidance.

دريافت فورى 🛶 متن كامل مقاله

- 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
- ISIArticles مرجع مقالات تخصصی ایران