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[Consumer acceptance of online display advertising - the effects of ad characteristics and attitude toward online advertising](#)

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Abstract: Extant research address online display advertising effectiveness as a function of ad characteristics. However, issues regarding the influence of specific ad characteristics remain under explored and fragmented. Also, the role of ATOA in facilitating the effects of ad characteristics on consumers' ad acceptance is not properly addressed. Yet, these insights are essential for marketers to break through the clutter and enhance favourable reactions toward their display ads. This study extends existing online advertising literature by examining the influence of *interactivity, placement, informativeness, personalisation, and exposure condition* on ad acceptance; and also assesses the intervening effect of ATOA in these relationships, using the stimulus organism response model as a theoretical lens. An online survey was employed to gather the study data which was analysed using structural equation modelling. Findings support all except placement as essential ODA characteristics that directly influence ad acceptance among consumers, and ATOA strongly mediated of these relationships.

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