Digital Intrusiveness of Unmentionable Products: Construct Differential Analysis Framework Approach

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Abstract

In marketing research, it is important to measure consumers' perceptions related to advertisements. Especially when these perceptions have the potential to set negative attitude. With rapid technological advancements, digital media advertising has become an important tool for advertisers to reach customers. Consumers' perceptions of intrusiveness, irritation, and offensiveness are highly attributed to digital media advertising of unmentionable products. However, it is evident from the marketing literature that terms such as intrusiveness, irritation, and offensiveness are being interchangeably used. This leads to measurement issues of the consumers' perceptions at the construct level. Therefore, this study considers it important to formally specify the relationships that exist between intrusiveness, irritation, and offensiveness. This formal specification was required to differentiate the concepts of intrusiveness, irritation, and offensiveness so that consumers' perceptions at the construct level can be appropriately measured. To achieve this sixty definitions and instruments were extracted from existing literature and analyzed through a construct differential analysis framework. As a result of which hybrid dimensions mainly related to intrusiveness emerged. The hybrid dimensions exclusively representing intrusiveness are intrusive media, intrusive cognition, product intrusiveness, individual pre-dispositions, negative experience, social and cultural influences, religious beliefs, and behavioral outcomes. The insights of this study establish a need to develop a digital advertising intrusiveness construct incorporating the hybrid themes that emerged.
Keywords: Intriveness, Irritation, Offensiveness, Construct Differential Analysis

Introduction

Digital media advertising has emerged as an important tool for setting global economic trends. Further, it is an important source of facilitating opportunities and encountering challenges that arise due to differences in consumers' beliefs and attitudes towards digital advertising. Therefore now advertising professionals are adapting to the sensitivities related to consumers, and their cultural and social backgrounds (Frith & Mueller, 2020). The potential of a challenge even becomes more serious when advertisers have to deal with unmentionable products (Waller et al., 2005; Bleier & Eisenbeiss, 2015; Yaseen et al. 2020). Different authors have studied the advertising phenomenon of unmentionable products in different ways. Advertising for such products is considered intrusive, offensive, and irritating (Aaker & Bruzzone, 1985; Waller, 1999; Phau & Prendergast, 2001; Madni et al., 2020). In Pakistan, marketers are unable to crack digital advertising strategies for setting consumers' favorable attitude towards the unmentionable product and advertisements, which sparks several negative public reactions that lead to product boycotts, complaints to advertising regulatory bodies, and a decrease in sales(Anon, 2015;2017). In this country, discussing unmentionable products i.e., contraception and feminine hygiene products in public is considered a taboo topic by the general public (Khan, 2018; Taimoor & Hameed, 2019; Ali, 2021). A few years back, due to the public pressure built through filing complaints against the brand, an advertisement of a condom brand has been banned. The public complaint received regarded the advertisement as"immoral" and contrary to religious norms (PEMRA 2015). Recently a feminine hygiene brand was held back from projection during the Academy Awards (Lagorio-Chafkin 2020). Therefore, intrusive insights into unmentionable products in digital media need to be identified that trigger public discomfort. This study argues that it is inappropriate to measure digital advertising intrusiveness of unmentionable products without formally specifying the relationship between intrusiveness, irritation, and offensiveness.

Conceptual Background and Measurement Issues

Ha (1996) defines intrusiveness as the extent to which the flow of content is interrupted due to an advertisement in any media vehicle. This definition came as an outcome of a study in which intrusiveness has been considered as a dimension of ad clutter and studied only as a *"Cognitive Disruption"*, which has narrowed its scope of application (Amarnath and Jaidev 2020). Before this definition, the term intrusiveness, irritation, and offensiveness have interchangeably been used in the advertising literature (Greyser, 1973; Aaker & Bruzzone, 1985; Barnes & Dotson,

1990). The existing instrument of advertising intrusiveness developed by Li et al. (2002) is a comprehensive unidimensional construct that has focused on measuring cognitive disruption the advertisement may cause because the ad could be: "distracting, disturbing, forced, interfering, intrusive, invasive, obtrusive.". Since then, this instrument has been adopted in various studies addressing ad intrusiveness (Morimoto & Chang, 2006; Huang, 2016; Huang, 2019). However, with technological advancements, digital technology has also evolved. Although the existing instrument is addressing a few areas of digital intrusiveness, this scale is inappropriate for societies where religion and culture dominate (Belanche, 2019) (Yaseen and Hyder, 2020). Moreover, the existing instrument of advertising intrusiveness was developed based on the clutter-centric extended definition of intrusion without identifying the relationship of intrusiveness with similar constructs, such as Irritation (Tsang et al., 2004) and Offensiveness (Nielsen and Huber, 2009).

Riedel et al. (2018) have further suggested the factors that exist that are yet to be formally conceptualized to be included in the construct of advertising intrusiveness. The research scholars further confirmed that from the consumers' point of view, various factors and their interactions may result in advertising intrusiveness. Temporal, visual, and flow disruptions were the three main drivers of ad intrusiveness identified in this study. Moreover, avoidance behavior, a pause of activity, hindrance, frustration, lack of attention, and lack of memory were identified as consequences of advertising intrusiveness. The authors of other studies have also suggested including certain factors as drivers of advertising intrusiveness, which are not included in the Li et al. (2002) scale. Goldfarb and Tucker (2011) have suggested including visibility exposure as a factor, Riedel et al. (2018) recommended temporal, visual, and flow disruption factors to be included and McCoy et al. (2008) have suggested including consumer control as a driver of advertising intrusiveness.

Van Doorn & Hoekstra, (2013) have also addressed the concerns of emotional reactions by incorporating emotional aspects to ad intrusiveness. Ying et al. (2009) regarded personal involvement as a contributor to ad intrusiveness. In addition to this, Neben and Schneider (2015) have included items of behavioral intrusiveness in their study. Moreover, Belanche (2019) has highlighted the importance of digital advertising ethics concerning ad format intrusiveness. Riedel et al. (2018) have argued that there is a need to further investigate consumers' perceptions of brand messages. The factors identified in the literature have been studied as drivers or

consequences of advertising intrusiveness, without being measured as the dimensions of advertising intrusiveness construct. Therefore, the phenomenon of digital advertising intrusiveness of unmentionable products needs further exploration.

Theory

Grounded Theory

Grounded theory is considered a well-established theory in the social sciences suggested to be used for theory building (Glaser and Strauss, 1967), and more recently it has been recognized in the field of advertising research as well (Goulding, 2017). In this study, the Classic Grounded Theory has been adopted (Glaser and Strauss 1967). The Classical Grounded Theory approach takes an objective stance on the phenomenon under study without getting influenced by the researcher's preconceived notions (Connor et al., 2018). In advertising research, visual focus in a grounded theory approach is also important, and it allows the use of text, pictures, and videos as data sources (Goulding, 2017). In this study, the grounded theory approach has been applied in for conducting 'Construct Differential Analysis,' and initially, definitions of intrusiveness, irritation, and offensiveness constructs and items of their instruments were extracted from the literature, later coded and categorized.

Methodology

Construct Differential Analysis Framework Method

Since Intrusiveness has often been used interchangeably with irritation and offensiveness, therefore a systematic "Construct Differential Analysis" has been conducted to identify the formal specification of the relationship between intrusiveness, Irritation, and Offensiveness. Based on the "Qualitative Content Analysis", a systematic methodological approach has been used to conduct 'Construct Differential Analysis' to identify the formal specification of the relationship between these constructs (Lindgren et al., 2020; Kracauer, 2022). Initially, definitions of the constructs and items of the instruments were extracted from the literature, and later coded and categorized based on the grounded theory approach (Glaser and Strauss 1967). Then a formal relationship between these constructs was specified using the Set Theory (Enderton 1977). In the Set Theory, relationships are categorized as disjoint, overlapping, and

subset relationships. Finally, the categories that emerged from both the definitions and constructs were cross-compared.

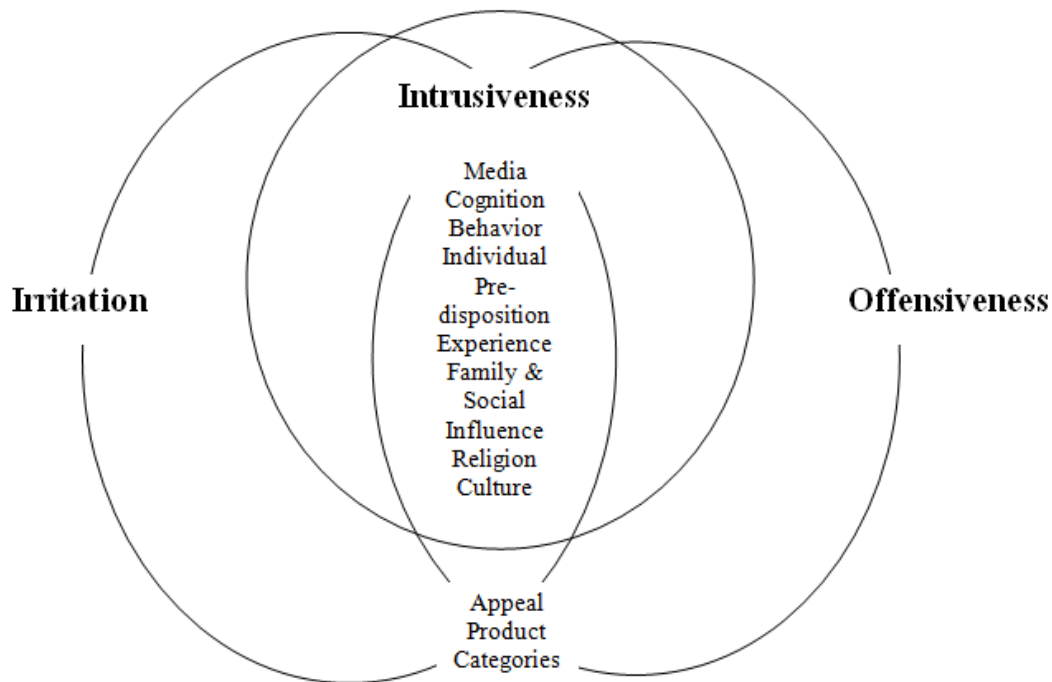Following are the steps followed to review the literature:

1. Identification of the relationship between intrusiveness, irritation, offensiveness
2. Extraction of definitions of intrusiveness, irritation, offensiveness
3. Extraction of instruments of intrusiveness, irritation, offensiveness
4. Cross Comparison Analysis

Relationship Between Intrusiveness, Irritation, Offensiveness

In the first step, all the definitions addressing the relationship between intrusiveness, irritation, and offensiveness were identified in the literature. Based on Set theory (Enderton 1977), overlapping relationships among the constructs of intrusiveness, irritation, and offensiveness were found.

Figure 1

Venn Diagram Presenting Overlapping relationship

Extraction of Definitions of Intrusiveness, Irritation, Offensiveness

After identifying the relationship between intrusiveness, irritation, and offensiveness, 30 definitions were extracted from the literature. The definitions were based on the interpretations of various scholars, describing the constructs of intrusiveness, irritation, and offensiveness. These definitions were coded in Microsoft Excel as 'open codes' using the guidelines of the coding process as described in the grounded theory approach (Glaser and Strauss 1967). After removing the duplicates, the open codes having similar meanings were grouped, and a new code was assigned to these groups. This process is known as the axial coding process. The axial codes have unique conceptions, but can be grouped to represent a unique concept as 'selective codes'. These 'selective codes' are also known as categories/themes that emerged from the coding process (Creswell & Clark, 2007).

Extraction of Instruments of Intrusiveness, Irritation, Offensiveness

In this step, 30 instruments of intrusiveness, irritation, and offensiveness were extracted from the literature. The repetitive items were ignored, and the remaining were analyzed, using a qualitative coding process. Similar to the definitions, the scales were coded in Microsoft Excel as 'open codes' based on the grounded theory approach (Glaser and Strauss 1967). The open codes having similar meanings were grouped, and a new code was assigned to these groups. This process is known as the axial coding process. The axial codes have unique conceptions, but can be grouped to represent a unique concept as 'selective codes'. These 'selective codes' are also known as categories/themes that emerged from the coding process (Creswell & Clark, 2007).

Table 1
CDA

ID	Construct	Reference	Citations
Definitions			
IND1	Communication Medium Intrusiveness	Werner (1978)	19
IND2	Ad intrusiveness	Ha (1996)	211
IND3		Li et al., (2002)	660
IND4	Intrusiveness	Van Doorn &Hoekstra, (2013)	147
IND5	Intrusive Media	Beard, (2008)	35
IND6	Perceived Ad Intrusiveness	Youn and Kim (2019)	5
IND7	Perceived Ad Intrusiveness	Hauang (2019)	2
IND8	Perceived Ad Intrusiveness	Morimoto and Chang (2006)	202
IND9	Ad intrusiveness	Petrovic et. Al., (2017)	2

ID	Construct	Reference	Citations
IND10	Intrusiveness	Brewin, Gregory, Lipton, & Burgess (2010)	837
IRD1	Ad Irritation	Edwards, Li, and Lee (2002)	985
IRD2	Irritation	(Pasadeos, 1990)	68
IRD3	Perceived Irritation	Logan, Bright & Gangadharbatla (2012)	154
IRD4	Irritation	Luna Cortés and Royo Vela (2013)	28
IRD5	Perceived Ad Irritation	Baek & Morimoto (2012)	
IRD6	Irritation	(Tsang et al., 2004)	24
IRD7	Ad Irritation	Chungviwatanand et al (2017)	3
IRD8	Irritation	Ha, Park, & Lee (2014)	34
IRD9	Perceived Ad Irritation	Lee (2016)	8
IRD10	Irritation	Lee & Rha (2013)	5
OFD1	Offensiveness	Nielsen and Huber (2009)	4
OFD2	Offensive Advertising	Christy (2006)	58
OFD3	Offense	Barnes and Dotson (1990)	120
OFD4	Offensive Advertising	Barnes and Dotson (1990)	120
OFD5	Offensive Advertising	Phau and Prendergast (2001)	72
OFD6	Offensive Advertising	Christy (2006)	58
OFD7	Offensiveness as a dimension of aggression scale	Jansen, Middel & Dassen (2005)	44
OFD8	Offensiveness	Erdogan (2008)	12
OFD9	Offensiveness	PRENDERGAST, CHEUNG. And West (2008)	33
OFD10	Offensiveness	Mallia MA (2009)	40
Instruments			
INS1	Communication medium Intrusiveness	Werner (1978)	19
INS2	Ad intrusiveness	Li et al., (2002)	660
INS3	Perceived Ad intrusiveness	Mooradian (1996) and Edwards et al. (2002	147
INS 4	Intrusiveness	Youn & Kim (2019)	5
INS5	Ad intrusiveness	Huang (2019)	2
INS6	Advertising intrusiveness	Morimoto & Chang (2006)	202
INS7	Family Intrusiveness Scale	Gavazi, Reese and Sabatelli (1998)	33
INS8	Illness Intrusiveness	Mullins et al., (2001)	157
INS9	Ad intrusiveness	Kalch and Bilandzuc (2017)	
INS10	Intrusiveness Dimension	Attitude toward Aggression Scale	44
IRSI	Irritation	Wells, Leavitt & McConville (1971)	985
IRS2	Irritation	Pasadeos, Y. (1990)	68
IRS3	Irritation	Ducoffe (1996)	154
IRS4	Irritation	Duncan and Nelson (1985)	28
IRS5	Irritation	(Fritz 1979)	202
IRS6	Irritation	Akaah, Korgaonkar, and Lund (1995)	85
IRS7	Irritation	Ducoffe (1996)	1802
IRS8	Irritation	van Reijmersdal, Neijens and Smit (2005)	148
IR9	Emotional and Cognitive Irritation	Jacobshagen et al, (2009)	23
IR10	Ad irritation	Pelsmacker et al., (1999)	71
OFS1	Offensiveness Dimension	Attitude toward Aggression Scale	44
OFS2	Ad Offensiveness	Kim (2002)	592
OFS3	Offensiveness Dimension	Dunbar (2016)	15
OFS4	Pornography Offense	Herrman and Bordner (1983)	51
OFS5	Gender Portrayal Offense	Harker and Sevense (2005)	33
OFS6	Perception of controversial ads	Zehua et al., (2017)	4
OFS7	Advertising offensiveness	Huhmann & Limbu(2017)	28

ID	Construct	Reference	Citations
OFS8	Ad Offensiveness	Fam, Waller, & Erdogan (2004)	592
OFS9	Ad Offensiveness	Waller (1999)	205
OFS10	Offensiveness Dimension	Prendergast & Hwa (2003)	67

Cross Comparison Analysis

In this step, the categories that emerged in the second and third steps were cross-compared and counter-matched with the relationships established in the first step. The themes that emerged as a result of this cross-comparison are summarized below:

Table 2

Common themes emerged from cross-comparison of Definitions and Scales

Themes	Intrusiveness Definition	Irritation Definition	Offensiveness Definition	Intrusiveness Scale	Irritation Scale	Offensiveness Scale
Media	✓	✓	✓		✓	✓
Behavior	✓	✓	✓			
Cognition	✓		✓	✓	✓	
Individual's Predisposition	✓	✓	✓		✓	✓
Offensiveness	✓	✓	✓		✓	✓
Experience	✓	✓	✓	✓		✓
Appeal			✓		✓	
Family & Social Influence			✓	✓	✓	✓
Product Categories	✓		✓		✓	✓
Religion & Culture			✓	✓		
Irritation	✓	✓	✓	✓	✓	✓
Intrusiveness	✓	✓	✓	✓	✓	✓

Discussion And Analysis

In this study, the systematic content analysis was performed through construct differential analysis as a result of which the hybrid dimensions of intrusiveness, irritation, and offensiveness constructs emerged. The hybrid dimension that emerged in this study exclusively representing the concept of intrusiveness are intrusive media (Greenspan 2003), intrusive cognition (Edwards, Li, and Lee 2002), product intrusiveness (Barnes & Dotson, 1990), individual pre-dispositions (Watta et al., 2005; Ying et al. 2009), negative experiences (Lee 2016), social and cultural

influences (Waller et al., 2005; Belanche, 2019), religious believes (Mallia 2009) and behavioral outcome (Mullins et al., 2001; Neben and Schneider 2015).

Intrusiveness

There are several dimensions of the term intrusiveness have been found in the literature. Morimoto and Chang (2006) explained intrusiveness as any unwanted and unsolicited message designed for marketing purposes that disrupts an individual's cognitive thinking process and engagement. They further regarded interference with offensive media content as an intrusion that results in intrusiveness (Morimoto and Chang 2006). Intrusion into online privacy, intrusion on task performance and cognitive processing, and media clutter are the three dimensions of intrusiveness characterized in the digital advertising context (Morimoto and Macias 2009). Werner (1978) assumes that an individual's predispositions or normative expectations are the prerequisites to experiencing the intrusiveness effect. The literature addressing the personalization of advertising content, calling a person by name, and using their personal information affect consumers' sense of intrusion (Werner, 1978; van Doorn & Hoekstra, 2013). Ha (1996) defines intrusiveness as the extent to which the flow of content is interrupted due to an advertisement in any media vehicle. Brewin et al. (2010) describe intrusiveness as any thought, image, memory, or idea that is vivid in detail and highly unpleasant or distressing.
In medical sciences, illness intrusiveness is elucidated as the extent to which disability caused due to illness interferes with the daily routine and lifestyle (Mullins et al. 2001). Several other research studies emphasize the cognitive dimension of intrusiveness. Petrovici et al. (2017) expands the concept of ad intrusiveness and regarded it as a perception that interrupts the cognitive processes of the audience during their engagement in TV programs. Youn and Kim (2019) observe the empirical connection between ad intrusiveness and reactance. In addition to cognitive avoidance, they further concluded behavioral avoidance and passive efforts as outcomes of the psychological reactance results in disrupting the mental flow while consuming social media. Huang (2019) empirically demonstrated that ad intrusiveness that resulted in cognitive reactions often involved cognitive, attitudinal, and behavioral effects. According to Edwards et al., (2002), ad intrusiveness itself is a cognitive response triggered due to distraction. Beard (2008) empirically tested the concept of media intrusiveness and concluded that intrusive media placement has more potential to make advertising more offensive. He further argued

offensive media content, including ads of sensitive or unmentionable products, are considered more intrusive.

Media Intrusiveness

The word intrusive has negative connotations. If the message is too disruptive then it is not exactly something that helps build a brand relationship. Companies often find themselves in an awkward position, when they know it is to their advantage to get a brand message to the customers and prospects, but they also know the message may not be welcomed. Several strategies can be incorporated to reduce intrusiveness. The relevant media can be selected to choose the target audience involved in the product category. Moreover, giving customers the to opt-in to receive the brand information will enhance their expectation to receive such messages and therefore not be seen as intrusive (Duncan 2005).

Mobile advertising is considered more intrusive due to its personalized nature. It also suggests that the medium of message delivery influences the message characteristics as well (Wehmeyer, 2007; Martí Parreño et al., 2013). The type of message in a particular medium also influences the degree of intrusiveness. Further, Morimoto and Chang (2006) compared the nature of direct mail advertising and email spam and regarded email advertising as more intrusive.

In a cross-cultural research study, Light and Somasundaram (1994) suggested that advertising offensiveness is positively correlated with media intrusiveness. They argued that ads placed in print media are considered less offensive and annoying because print media is less intrusive and the consumers have the option to control whether they want to view or how long or little they desire to view the ad. Broadcast media, on the other hand, are more intrusive and advertisements in such media interrupt the entertainment content. Significant cross-cultural differences were found regarding intrusive media, and perceived ad offensiveness due to the media placement. Advertising in traditional media is considered more intrusive, however, advertising in new media is considered less intrusive as compared to traditional media (McCoy et al. 2007). The audience members are more likely to be offended by advertisements in the more intrusive media. Push media is considered more intrusive than pull media. A survey conducted by ASA in 2002 found that U.K. residents were more likely to be offended by advertising through "push" media (in the organization's purview, outdoor, direct mail, and newspapers). However "pull" media is considered as less intrusive media that are more in the control of audience members, including magazines, the internet, and cinema. Audience offense likely has to do with the difficulty of

avoiding advertisements on behalf of themselves and their children, therefore, advertisers should avoid potentially offensive advertisements if children may hear or see them (Beard, 2008)

Intrusive Cognition

In clinical psychology, intrusive cognition is explained as any cognitive event which is considered unwanted. An intrusive cognition is considered undesirable or unwelcome and inhibits ongoing cognitive or behavioral activity. It is difficult to control (dispel) and is associated with negative affect (e.g, anxiety, dysphoria, and guilt) (Clark 2005). Li et al., (2002) defined intrusiveness as a psychological consequence resulting from the interruption of cognitive processes. According to these scholars, intrusiveness is a cognitive process in which consumers watch an advertisement, recognize it, and get disturbed, and it must be distinguished from negative emotions and reactions that may result. A valid measure of intrusiveness should be positively correlated with measures of cognitive, behavioral, ad avoidance. However, the perception of intrusiveness should be different from cognitive, behavioral intentions to respond. However, Severn et al. (1990) observed that when advertisement content is highly offensive, the cognitive processing of ads shifted from product-related message evaluation thoughts to the execution of advertising messages in terms of offensive elements.

Product Intrusiveness

Product, product type, and product attributes can prime or activate ad intrusiveness (Ying et al., 2009). Intrusive product integration or placement in media content is considered a disturbing and unwelcome distraction (Bloxham, 1998; Cowley & Barron, 2008). Cognition plays an important role in determining the intrusive integration of the product. If cognitive resources are available then intrusively integrated product placement might backfire and lower consumers' attitudes towards the placed brand (Yoon, Choi, and Song 2011). Based on the definition of Hoffman and Novak (2015) smart products can perform autonomous action without users' permission, therefore such products can be considered intrusive. They further added that privacy concern is the factor that causes intrusion in the smart products category. Advertisements of offensive products (condoms, sanitary napkins, etc) can produce negative reactions or feelings in the mind of a viewer due to their interruptive nature (Barnes & Dotson, 1990).

Individual Predispositions

According to Wehmeyer (2007), intrusiveness is an individual perception, not a characteristic of the advertising message. The personal nature of mobile devices and push advertising strategy is most likely to be experienced as extremely intrusive because the ad reception is surprising and unexpected for the individuals (Wehmeyer, 2007; Martí Parreño et al., 2013). Personalized greetings and personalization of an advertising message targeted through email are considered intrusive by consumers. In this case, the customer knows that the firm is trying to offer a personalized experience and hence considers it a privacy violation. Personalization can increase the cognitive efforts required by consumers, which can result in reduced customer satisfaction (Watta et al. 2005).

Religious Beliefs & Social and Cultural Experiences

Intrusiveness, irritation, and offensiveness are negative experiences (Werner, 1978; Aaker & Bruzzone, 1985; Christy, 2006). Consumer behavior is shaped by culture, lifestyle, and product choices. Religious beliefs play an important role in molding social and ethical behavior (Waller et al. 2005). Unmentionable products are considered socially unacceptable. Keeping a social perspective in view, societies are empowered to accept, reject, or isolate any product or service. If any society rejects or isolates any product or service, then it becomes almost impossible or challenging to advertise that particular product (Run et al. 2010). Advertising has a negative influence on society. It further threatens the comfort zone and environments of the consumers, as responsible citizens, and participants consider it their duty to fight this threat. They usually fight back by confronting and boycotting offensive advertisers (Christy, 2006). A sense of responsibility to consumers, community concerns, and society are important aspects of advertising. A sense of social responsibility towards consumers and society should be prioritized while designing advertisements (Beard, 2008). An individual view and evaluate an ad on certain social values associated with fairness, family, etc. If these values are expected to meet the offense will not likely occur (Christy, 2006).

Religion is a fundamental part of a culture that infuses all societal norms. Therefore, its role in shaping behavior cannot be denied by marketers. Religion is a pillar of the society on which the entire social system is erected, however, cultural dimensions are very dynamic in society. Marketers need to grasp the fundamentals of religion to sustain themselves in a global market, as they will not be changing all too frequently (Fam, Waller, and Zafer Erdogan 2004). Religious

beliefs significantly influence the advertising perception of controversial products. It has been noted that more religious people are more likely to get offended by the advertising of controversial products. Gender and sex-related products which include female hygiene products are considered socially sensitive products, therefore religious and social values concerning modesty and the offensive nature of the products make it difficult to promote them (Taylor and Anne Raymond 2000).

If any product or service disturbs the socio-religious segment of a society, it will be recognized as controversial. However, the reasons for rejection or isolation may vary from culture to culture or within the same culture (Run et al. 2010). Entering a new market with strong cultural sensitivities, advertising controversial products, or undertaking a controversial campaign in the international market should be handled with care. In regions such as Asia the influence of religious beliefs on social and ethical behavior is dominant therefore, advertisers need to be more careful in devising advertising campaigns (Waller et al. 2005).

Irritation Appeal/Product Categories

Irritation is defined as an annoyance, unhappiness, disturbance, interruption, offense, insult, and over-manipulation (Lee, 2016; Chungviwatanant et al., 2017). Irritation is considered as the impatient emotions resulting from advertisements (Aaker & Bruzzone, 1985; Lee & Rha, 2013). Irritation is a phenomenon pretty much similar to reactance, where the consumer is more likely to reject advertisements perceived as intrusive (Hameed and Qayyum 2018). Edwards et al., (2002) observed irritation as a possible emotional reaction and avoidance as a potential behavioral outcome in response to intrusive advertising. Privacy concerns and intrusiveness are antecedents of irritation in the context of SMS advertising (Cortés and Vela 2013).

Tsang et al., (2004) regarded the concept of irritation as synonymous with intrusiveness, they argued that due to the personal and intimate nature of mobile phones, mobile ads are considered irritating, however sending permission-based advertising messages can reduce irritation. Previous studies have identified product nature, intrusiveness, advertising formats, advertising execution, and advertising placements as triggers of irritation and several potential factors that may trigger perceived ad irritation (Morimoto and Chang 2006); Cowley & Barron, 2008).

Offensiveness Appeal/Product Categories

Offensiveness is defined as a negative feeling, produced as a result of something that causes displeasure or resentment. For instance, while watching television people get exposed to advertisements for products and services they are not interested in. Therefore, the advertisements of such products could spark negative viewers' reactions or feelings, because of their interruptive nature that holds them back from watching their favorite television program.   (Barnes & Dotson, 1990). The changing environment, attitudes demographics, and cultural background of the customers have a significant influence on offensive products and services and the appeals incorporated in their advertisements. Therefore it is important and necessary to identify these changes for the agencies and product managers to have a better understanding of the factors that trigger offensiveness to crack better strategies to promote and manage their products and brands effectively (Phau & Prendergast, 2001).

It can be concluded as advertising offensiveness conceptualization includes individual values, forced exposure, product, medium, execution, message, unmet expectations, advertising influence, influence of self and other's identity, the influence of others' behavior, and influence on social order (Christy, 2006). Offensive advertising can be classified into three main categories such as offensive nudity, offensive nonsexual issues, and offensive projection of message. However, the manner is perceived as the most offensive among all three categories. Moreover, the level of offensiveness in all three types could be significantly predicted by self-esteem and susceptibility to interpersonal influence (Prendergast et al., 2008; Mallia, 200 9).

Conclusion

This study concludes that it is important to measure consumers' perceptions related to advertisements in marketing research. Because these perceptions have the potential to set negative attitudes. Further, digital media advertising has become an important tool for advertisers to reach customers these days. Consumers' perceptions of intrusiveness, irritation, and offensiveness are highly attributed to digital media advertising of unmentionable products. However, it is evident from the marketing literature that terms such as intrusiveness, irritation, and offensiveness are being interchangeably used. This leads to measurement issues of the consumers' perceptions at the construct level. In this study, the relationship between intrusiveness, irritation, and offensiveness was formally specified. This formal specification was required to differentiate the concepts of intrusiveness, irritation, and offensiveness so that

consumers' perceptions at the construct level can be appropriately measured. This study incorporates the construct differential analysis framework method. Therefore, sixty definitions and instruments were extracted from existing literature and analyzed based on the Grounded Theory approach. Based on this hybrid dimensions mainly related to intrusiveness emerged. The hybrid dimension exclusively representing intrusiveness is intrusive media, intrusive cognition, product intrusiveness, individual pre-dispositions, negative experience, social and cultural influences, religious beliefs, and behavioral outcomes. The insights of this study establish a need to develop a digital advertising intrusiveness construct incorporating the hybrid themes that emerged.

Moreover, contrary to the definition given by Ha (1996) "intrusiveness as a psychological discomfort or cognitive disruption," this study explores the other dimensions of intrusiveness, irritation (Werner, 1978; Van Doorn & Hoekstra, 2013), offensiveness, intrusive media (Greenspan 2003), intrusive cognition (Edwards et al. 2002), product intrusiveness (Barnes & Dotson, 1990), individual pre-dispositions (Watta et al., 2005; Ying et al. 2009), negative experiences (Lee 2016), social and cultural influences (Waller et al., 2005; Belanche, 2019), religious believes (Mallia 2009) and behavioral outcome (Mullins et al., 2001; Neben and Schneider 2015).

Limitations and Future Research

This research is an exploratory effort made in contributing to the existing body of knowledge. Sixty definitions and instruments have been analyzed for this study. Although saturation has arisen, future research may focus on a different type of product category other than unmentionable products for their focus of inquiry. For making these findings more generalizable able, in-depth interviews can be conducted to examine this complex construct of intrusiveness to expand the area of research for more generalizability. Based on the dimensions identified in this research, it can be recommended that future research should consider scale development.

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