

2. It is hoped that the next research could use qualitative approach as well into determining the process and reasons for consumers avoidance behavior and attitude towards social media advertisements.

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## **APPENDIX**

### **Appendix 1: Research Questionnaire**

Yth. Bapak/Ibu/Saudara Responden

Perkenalkan saya Risyad Sutan Brandama mahasiswa prodi Manajemen S1/IUP,