Dear Editor,

Please find enclosed our manuscript entitled “Effects of User Perception on Search Engine Advertising Avoidance: The Moderating Role of User Characteristics,” which we request you to consider for publication as *Original Article* in *Social Behavior and Personality: an international journal*.

This research aims to analyze the effects of user perception of search engine advertising (SEA) and those of user characteristics (monthly income and ad location awareness) on SEA avoidance. Participants were 348 randomly search engine users randomly selected from a marketing database. They responded to short questionnaires on the SEA avoidance ,perceived goal impediment, perceived ad clutter, and prior negative experience. The scales were adapted from English-language research to accommodate the specific features of Chinese search engines. Analysis of the responses revealed that user perception has a significantly positive impact on SEA avoidance; monthly income attenuates the positive impact of perceived ad clutter on SEA avoidance, but it intensifies the positive effects of prior negative experience; ad location awareness intensifies perceived ad clutter’s positive impacts on SEA avoidance. While previous studies mainly focused on click behavior, whereas this study analyzed SEA avoidance, which involved user clicks, user cognition and emotional responses to SEA.Very few studies have addressed user awareness of SEA in search results. This study considered ad location awareness as an important user characteristic and assesses its moderating effects on user characteristics.

This manuscript has not been published elsewhere and is not under consideration by another journal. We have approved the manuscript and agree with submission to *Original Article*. There are no conflicts of interest to declare.

We believe that the findings of this study are relevant to the scope of your journal and will be of interest to its readership. The manuscript has been carefully reviewed by an experienced editor whose first language is English and who specializes in editing papers written by scientists whose native language is not English.

We look forward to hearing from you at your earliest convenience.

Sincerely,

Yujie Li

The following is a list of author:

1)Yujie Li (Corresponding Author), Business School, China Research Institute of Enterprise Governed by Law, Southwest University of Political Science and Law, E-mail: [liyujie728@163.com](mailto:liyujie728@163.com) ,Tel: 18623080131, postal address: No.301 Baosheng Road, Yubei District, Chongqing 401120, People’s Republic of China.

This study was supported by Humanity and Social Science Youth foundation of Ministry of Education (15YJC630068), and the National Natural Science Foundation of China (71501162).