

# **MAJOR RESEARCH PROJECT**

## **Influence of Customized Advertisements on consumer perception and purchase intent**

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**2K21/DMBA/17**

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## **CERTIFICATE**

This is to certify that Mr. Aditya Mahto, has completed the project titled “Influence of Customised Advertisements on Consumer Perception and Purchase Intent” under the guidance of Dr. Saurabh Agrawal, Associate Professor, as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management (DTU), New Delhi. To the best of my knowledge, this is an original piece of work and has not been submitted elsewhere.

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## **Declaration**

I, **Aditya Mahto**, student of Delhi School of Management, Delhi Technological University, hereby declare that the Major Research Project on '**Influence of Customized Advertisements on consumer perception and purchase intent**' submitted in partial requirements for the award of the degree of Master of Business Administration (MBA) under the guidance of Dr Saurabh Agrawal is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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## **Acknowledgement**

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## **Executive Summary**

The worldwide advertising industry has undergone a change thanks to the growing usage of technology and digital platforms. Nowadays, advertisements are not just seen in newspapers or on television; they can also be seen on websites, apps, and social media. The capacity to customise the material for a particular target is one of the most important advantages of digital advertising. To develop personalised adverts for users, advertisers employ a variety of strategies and methods, including tracking cookies, browser history, location data, and other private information.

One of the world's biggest and most rapidly expanding marketplaces for digital advertising is India. The amount spent on digital advertising in India is anticipated to reach \$5.85 billion in 2021, according to a research by Dentsu Aegis Network. Given the quick development of digital advertising in India, it is critical to comprehend how tailored advertising affects customer behaviour.

This study proposal's main goal is to find out how customised advertising affects Indian consumers' purchasing decisions. The study will pay particular attention to how customised advertisements impact customer choice, purchasing patterns, and brand loyalty. This study will employ a mixed-methods strategy that blends quantitative and qualitative research techniques. A sample of Indian customers will be surveyed online and in focus groups for the purpose of gathering data for the study. Focus groups will be utilised to get qualitative data, while the online survey will be used to gather quantitative data.

Indian consumers who have been exposed to personalised marketing on digital platforms would be the study's target group. With the aid of random sampling methods, 500 customers will make up the sample size. Statistical software like SPSS will be used to analyse the quantitative data gathered through online questionnaires. Descriptive statistics like mean, standard deviation, frequency, and percentage will be used to analyse the data. Regression analysis and other inferential statistics will be used to evaluate the hypothesis that customised advertising and customer behaviour are related.

The data will be analysed utilising content analysis methods. The collected information will be classified and organised into themes and patterns.

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# Chapter 1 – Introduction:

## 1.1. Advertising

Advertising is a crucial component of contemporary marketing since it enables companies to tell prospective clients about their goods or services. It is a method of communication that tries to convince customers to purchase goods or services from a certain business. There are several ways to advertise, including print, television, internet, outside, and through social media. Advertising may be used to spread the word about a new good or service, boost sales, raise brand awareness, or build a solid clientele. Businesses may achieve their marketing objectives and stay competitive

Advertising's main objective is to get people to notice a good or service and convince them to by using effective advertising.

Newspapers, periodicals, and brochures are all used in print advertising to market goods and services. Although print advertising might be pricey, it gives companies the opportunity to reach a specific demographic. Radio and television are both used in broadcast advertising to market goods and services. Although they might be expensive, television ads are a common type of broadcast advertising.

The popularity of online advertising is rising as more people utilise the internet. Display adverts, search engine marketing, and social media ads are all types of online advertising. Website banners and other visuals are referred to as display advertisements. Ads are displayed on search engine results pages as part of search engine marketing. Advertising on social media sites like Facebook, Twitter, and Instagram is known as social media advertising.

Outdoor advertising involves promoting goods and services via billboards, signage, and posters. High traffic locations can benefit from outdoor advertising, but it can be expensive to develop and maintain. Social media marketing has evolved into one of the most cost-effective and targeted forms of advertising in recent years. It makes it possible for businesses to affordably reach a large audience.

A multitude of methods may be used to develop advertising campaigns. Humour, emotional appeal, celebrity endorsements, and product demonstrations are a few of the most popular strategies. Humour can be a powerful tool for grabbing people's attention and building a good impression of a brand or service. It is possible to connect with an audience through emotional



appeals and influence how they feel about a good or service. Consumer confidence and trust may be successfully developed by celebrity endorsing. Demonstrations of products may be used to demonstrate their value and usefulness.

Advertising may frequently be contentious, despite the fact that it may be a powerful tool for businesses. While some believe that some advertising is false and manipulative, others believe that advertising is an essential part of a free market economy. Advertising is regulated by legislation in many countries, and businesses must meet moral standards while creating advertising campaigns.

In conclusion, advertising is an essential part of modern marketing that helps businesses to educate potential customers about their products or services. Utilising good advertising may help businesses meet their marketing goals and maintain their competitiveness. Print, television, the internet, outdoor, and social media are just a few of the media available for advertising. Advertising campaigns may be created using a variety of techniques, including humour, emotional appeal, celebrity endorsements, and product demonstrations. Although it may be contested, advertising is an essential part of a free market economy and is regulated in many countries.



*Figure 1 Market place*

### **1.2. Types of Advertising:**

There are several advertising formats that companies may employ to market their goods or services. The most popular forms of advertising include the following:

- **Print Advertising:** This category includes advertisements that appear in printed materials including pamphlets, journals, newspapers, and other printed materials. Print advertising is costly, but it may also be quite targeted.



- **Broadcast Advertising:** This includes commercials heard on the radio or television. Although expensive, broadcast advertising may be quite successful.



- **Outdoor Advertising:** This covers commercials shown on billboards, signs, posters, and other outdoor structures. Although pricey, outdoor advertising may also be quite effective.



- **Online Advertising:** This group includes advertisements that appear on websites, search engines, social networking sites, and other online places. Online marketing may be both highly targeted and cost-effective.



- **Product Placement Advertising:** Advertising that includes product placement may be highly successful, but it can also be expensive. This involves putting items or services into movies, television shows, computer games, and other types of media.



- **Mobile Advertising:** This includes advertisements that appear on mobile devices like smartphones and tablets. Mobile marketing may be both highly targeted and cost-effective.



- **Influencer Marketing:** Businesses work together with web influencers to sell their products and services to achieve this. Influencer marketing has the capacity to be very effective, while being pricey.



- **Guerrilla Marketing:** This entails innovative and unique advertising strategies that aim to catch consumers' attention. Although guerilla marketing may be quite successful, it can also be hazardous.



- **Customized advertising:** Customised, individualised, or targeted advertising are terms used to describe advertising that is especially catered to a person's interests and preferences. It uses data and technology to offer relevant and customised advertising messages to specific audiences.



### **1.3. What is Customized Advertising**

Advertising that is specifically tailored to each consumer's tastes and interests is referred to as customised advertising or personalised advertising. The use of sophisticated data analytics and machine learning algorithms, which enable marketers to gather and analyse significant volumes of data on customer behaviour, interests, and demographics, makes this kind of advertising viable.

The fundamental tenet of customised advertising is that it is more probable for consumers to respond favourably to adverts that are relevant and beneficial to them. Marketers may build advertisements that are more likely to pique consumers' interest and prompt a reaction by using data to determine each consumer's unique preferences and interests. For instance, advertisements for joining a gym or exercise clothing may be displayed to a customer who often searches online for fitness-related goods and services.

The ability for marketers to increase the efficacy and efficiency of their advertising efforts is one of the main benefits of customised advertising. Marketers may cut down on wasted ad impressions and boost conversion rates by more accurately targeting advertising to the people who are most likely to be interested in them. Improved sales performance and a greater return on investment (ROI) may result from this.

Marketers may use a range of strategies to implement targeted advertising. Website cookies or other tracking technologies are frequently used to collect data about a consumer's online behaviour, including the websites they visit, the products they browse, and the advertisements they click on.

Another strategy is to build a more complete picture of each consumer's interests and preferences using information from social media and other sources. Marketers may learn more about a consumer's likes, dislikes, and general lifestyle by examining their social media activity. This information can be utilised to develop more specialised and customised adverts.

Customised advertising may have various drawbacks that should be taken into account. One issue is that some customers may view the use of data to develop personalised adverts as a breach of their privacy. As a result, there may be a reaction against the use of personalised advertising, and consumers may even decide to boycott particular platforms or businesses.

Another problem is the potential for a "filter bubble" effect, in which clients only see information that supports their own beliefs and interests. This might happen if data is used to create tailored advertisements. This can limit their exposure to other points of view and concepts and might even aid in the spread of rumours and misleading information.

Customised advertising will probably continue to play a significant role in the marketing environment despite these worries. Marketers will be able to produce increasingly more accurate and powerful advertisements that are catered to each consumer's unique wants and interests as data analytics and machine learning technologies continue to advance. Finding a balance between the advantages of personalised advertising and the requirement to protect consumers' privacy will be essential for success.



Figure 2 : Customised Advertising and strategy

### **1.3.1. Personalization and consumer behaviour:**

Personalization in advertising refers to the practise of tailoring marketing messages and promotions to specific clients based on their interests, behaviour, and other data factors. Giving clients a more exciting and helpful experience is the goal of personalization since it may boost their levels of engagement, loyalty, and spending power.

One way that personalization may alter customer behaviour is through increasing purchase intent. When consumers receive tailored advertising messages that are suited to their likes and needs, they are more likely to feel loved and understood by a company. This could lead to an increase in confidence and a stronger willingness to think about buying from that firm.

Personalization may improve brand loyalty as well. Consumers are more likely to connect with a company, feel appreciated by it, and want to keep engaging with it when they receive personalised offers and incentives. Over time, this may result in increasing loyalty and frequent purchases.

Personalization may boost customer loyalty and buy intent in addition to enhancing the entire customer experience. Customers are more likely to feel happy and involved with a company when they receive tailored recommendations and promotions that are pertinent to their interests and requirements. Positive word-of-mouth, referrals, and higher client retention may result from this.

It is crucial to remember that personalisation is not always successful or well-received by customers. Personalised advertising can occasionally be viewed as creepy or intrusive, especially if it is based on information that users have not voluntarily shared. Furthermore, personalisation can occasionally result in a restricted and constrained picture of the the customer, which can result in the loss of chances to connect with them more thoroughly.

In general, personalisation may have a big influence on how consumers behave, especially when it comes to promoting buying intentions and brand loyalty. To guarantee that they are maintaining consumer confidentiality and preferences while providing a top-notch customer experience, marketers must be careful and smart in how they employ personalisation.

### **1.3.2. Consumer attitudes towards personalized advertising**

Various characteristics, such as age, gender, financial level, and cultural background, can have a significant impact on consumer views towards personalised advertising. While some customers find personalised adverts to be obtrusive or even disturbing, others like their convenience and relevancy.

The degree to which customers believe they have control over their own data is one aspect that might affect consumer attitudes towards personalised advertising. Because they believe they have control over how their data is utilised, consumers who feel in control of their personal information frequently accept personalised adverts more readily. Contrarily, customers who believe their data is being utilised without their knowledge or agreement are more likely to be sceptical about personalised advertisements.

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The degree to which customers believe they have control over their own data is one aspect that might affect consumer attitudes towards personalised advertising. Because they believe they have control over how their data is utilised, consumers who feel in control of their personal information frequently accept personalised adverts more readily. Contrarily, customers who believe their data is being utilised without their knowledge or agreement are more likely to be sceptical about personalised advertisements. In contrast to older customers who may be less used to the technology, younger consumers who have grown up in a digital age are often more tolerant of personalised marketing. Furthermore, although some customers would find personalised advertising to be obtrusive or improper, others might consider it as a normal and anticipated aspect of the marketing environment.

Generally speaking, consumer views regarding personalised advertising are complicated and susceptible to a wide range of influences. In order to create a high-quality customer experience that respects consumer privacy and choices, companies wanting to deploy personalised advertising tactics should be aware of consumer preferences and concerns. By doing this, businesses may increase consumer trust and loyalty while boosting profits through targeted marketing techniques.

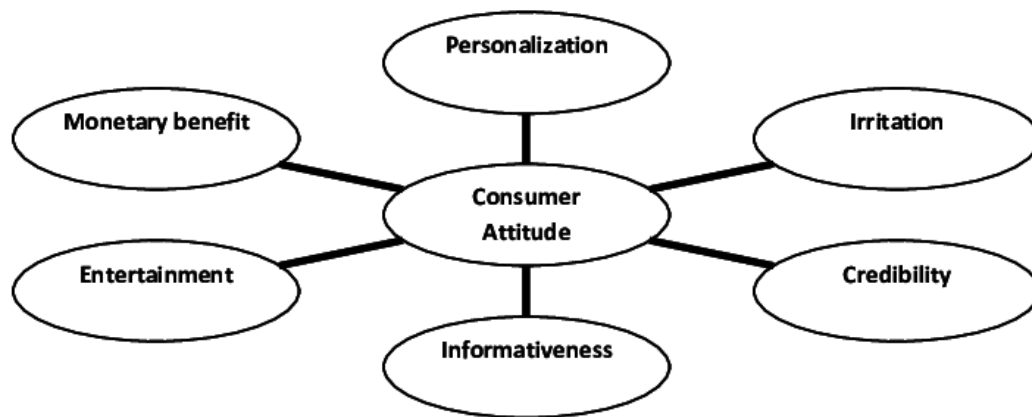


Figure 3: Consumer Attitude

#### 1.4. Brand Reputation

Personalization of advertising may significantly affect how customers view a brand, especially in terms of trust, reputation, and loyalty. Effective personalization of advertising may improve a brand's reputation and solidify consumer relationships. However, badly executed personalised advertising can harm a brand's reputation and undermine customer trust if privacy and consumer preferences are not properly taken into account.

Enhancing the relevance and engagement of advertising messages is one way that personalised advertising may have an influence on brand reputation. Customers are more likely to pay attention to and have favourable feelings towards a business when they get personalised advertising messages that are catered to their interests and requirements. This can lead to increased trust and loyalty, as well as positive word-of-mouth and referrals.

Showing that the business values and comprehends its clients is another way that personalised advertising may affect brand reputation. Brands may demonstrate that they are paying attention to their consumers' demands by leveraging data and insights to create personalised advertising messages. Increased brand trust and loyalty as well as a favourable reputation for innovation and customer centricity might result from this.

But it's vital to remember that if done incorrectly, personalised advertising may also harm a brand's reputation. Customers may lose faith in a company and be less inclined to interact with it in the future if they believe that their privacy has been infringed or that their data has been exploited. Additionally, personalised advertising messages may harm a brand's reputation and cause people to lose confidence if they are viewed as weird or intrusive businesses need to be

deliberate and purposeful in their use of data and insights to make sure that personalised advertising improves rather than detracts from the reputation of their businesses. Additionally, they must always respect customers' privacy and choices and be open and honest about how they gather and handle consumer data. By doing this, businesses may increase consumer trust and loyalty while boosting profits through targeted marketing techniques.

Additionally, personalised advertising messages may harm a brand's reputation and cause people to lose confidence if they are viewed as weird or intrusive. Businesses need to be deliberate and purposeful in their use of data and insights to make sure that personalised advertising improves rather than detracts from the reputation of their businesses. Additionally, they must always respect customers' privacy and choices and be open and honest about how they gather and handle consumer data. By doing this, businesses may increase consumer trust and loyalty while boosting profits through targeted marketing techniques.

### **1.5. The role of technology**

Technology plays a crucial part in personalised advertising since it enables firms to gather and analyse massive quantities of customer data to produce relevant and targeted advertising messages. Brands may learn a lot about customer preferences, behaviours, and wants by utilising a variety of technology tools and platforms. This information can then be utilised to develop personalised adverts that appeal to certain consumers.

Data analytics is a crucial piece of technology in personalised advertising. Large volumes of customer data from a variety of sources, including as social media, online surfing habits, purchase histories, and more, must be gathered and analysed in order to do this. Brands may develop personalised advertising messages by analysing this data to find patterns and trends in customer behaviour and preferences.

Artificial intelligence (AI) is a key technology utilised in personalised advertising. Massive volumes of data may be analysed in real-time by AI algorithms, enabling businesses to instantly modify their advertising messages in response to shifting customer preferences and behaviours. By examining individual customer data and adjusting messaging to suit unique wants and tastes, AI may also be utilised to develop more personalised advertising messages.

The advantages of utilising technology in customised advertising are obvious. It helps businesses to develop more individualised advertising campaigns that are targeted to the



requirements and interests of certain consumers. Enhanced engagement, enhanced brand loyalty, and eventually more sales and income can result from this.

Technology-based personalised advertising does have certain pitfalls, though. Privacy is one issue. There is a danger that excessively aggressive or invasive marketing tactics may undermine customer trust and harm a brand's reputation since consumers are becoming more worried about the way their data is being gathered and used. In addition, there is a chance that depending on technology too much may cause advertising messages to lose their originality and human connection.

Brands must be smart and thoughtful in their approach to reduce these risks and profit from technology-enabled personalised advertising. They must always put customers' privacy and choices first and be open and honest about how they gather and utilise their data. Additionally, they must balance the use of technology with human creativity and empathy, ensuring that personalized advertising messages resonate with consumers on a personal level. By doing so, brands can create more effective and engaging personalized advertising messages that drive results while building trust and loyalty with their customers.

#### **1.6. Effectiveness of different types of personalized ads**

Brands are using personalised advertising more and more frequently to communicate with their target market and boost sales. The industry, target market, and the particular sort of ad being utilised may all affect how effective certain personalised ad types are.

One of the most popular forms of personalised advertising is **Email marketing**, in which companies send users customised emails based on their prior behaviour, preferences, and demographics. In comparison to non-personalized marketing, studies have demonstrated that personalised email campaigns may provide greater open rates, rates of click-through, and conversion rates. This is due to the fact that personalised emails make the receiver feel more important and relevant, which can raise their interest in and involvement with the company.

A common type of personalised advertising is **Social Media Advertising**. Brands may tailor advertisements on social media sites like Facebook and Instagram to certain demographics, interests, and behaviours. Because people who are interested in the brand or product being sold are more likely to view the advertising, this can lead to more successful ad targeting. The sector and target audience can, however, have a significant impact on the efficacy of social media

advertisements. For instance, a research indicated that e-commerce and retail firms were more successful using social media advertisements than brands in other sectors.

A more recent type of personalised advertising that has grown in popularity recently is **Mobile App Alerts**. Based on their behaviour and preferences, brands may deliver push alerts to consumers who installed their app. This may include reminders, specials, and suggestions for particular products. In comparison to non-personalized push notifications, studies have demonstrated that personalised push notifications can increase engagement and retention rates.

It's crucial to remember that the degree of personalisation employed affects how successful personalised advertising is. For instance, a research discovered that emails with the recipient's name in the subject line performed better than those without it. Over-personalization, however, may sometimes be harmful, causing the recipient to feel uneasy or as though their privacy has been invaded.

Additionally, the number and timing of the adverts might affect how successful personalised advertising is. For instance, sending too many push notifications may cause user weariness and have the reverse of the desired impact. In a similar vein, distributing personalised advertisements too frequently might make the receiver irritated and uninterested. It's also important to keep in mind that outside variables like the competitive environment or the present economic situation might have an impact on how successful personalised advertising is. Consumers could be less likely to make purchases, for instance, amid a recession, even if they are shown personalised adverts that are catered to their wants and requirements.

The success of various forms of personalised adverts might vary based on a number of circumstances, even though it can be a useful tool for firms to connect with those they want to reach and encourage engagement and sales. When choosing the sort of personalised advertisement to utilise, brands must take into account the actions and preferences of their target market. They must also carefully track and analyse the outcomes of their campaigns in order to increase their efficacy over time. Additionally, it's important for brands to find a balance between personalization and privacy to ensure that their personalized ads are well-received and effective.

### **1.7. Future trends:**

Personalised advertising is no exception to the ongoing evolution of the advertising industry. Future predictions for personalised advertising include the following:

- A bigger usage of artificial intelligence (AI) is anticipated in the future in order to provide even more individualised advertisements. AI technology is currently being utilised to gather and analyse consumer data. This may entail employing chatbots to provide customers personalised messaging as well as algorithms that use machine learning to forecast consumer behaviour and preferences.
- A greater focus on data privacy and protection: As data privacy and protection issues grow, companies will need to be more ethical and open in how they utilise customer data. They must make sure that their use of customer data does not come off as invasive or manipulative and instead serves the consumer's interests.
- Increased usage of immersive technology: Immersive technologies, like virtual and augmented reality, are proliferating and may be utilised to make advertisements that are even more relevant to the viewer and more interesting. For instance, a consumer may watch a clothes advertisement and then be able to view how it would appear on them in a virtual reality setting.
- Greater emphasis on emotional engagement: Because it engages customers on a personal level, personalised advertising may be successful. We should anticipate an even larger focus on emotional involvement in the future, with firms deploying tailored advertisements to forge emotional ties with customers.
- Personalised advertising will continue to be utilised in combination with other marketing channels including social media, email marketing, and content marketing. Greater integration with other marketing channels. To develop a unified and successful strategy, brands must make sure that their customised advertising campaigns are connected with their entire marketing plan.

### **1.8. Use of AI in Advertising**

- The efficiency and efficacy of marketing initiatives are being increased through the use of artificial intelligence (AI). A few examples of how AI is applied in marketing are as follows:
- Personalized Advertising: To develop personalised advertisements catered to certain audiences, AI algorithms comb through vast amounts of data on consumer behaviour,

demographics, and preferences. This raises the relevance of advertisements and increases conversion possibilities.

- **Programmatic Advertising:** Real-time purchasing and selling of space for advertising is automated via programmatic advertising using AI algorithms. This facilitates more effective audience targeting and ad budget optimisation for marketers.
- **Predictive Analytics:** Predictive analytics driven by AI may be used to spot consumer patterns and trends, assisting marketers in making better choices about how to reach their target market.
- **Chatbots:** Artificial intelligence-enabled chatbots may interact with clients in real-time, giving them details about goods and services and even offering suggestions based on their interests.
- **Visual Recognition:** Real-time visual content analysis and audience engagement insights may be provided by AI-powered picture and video recognition technology.

## Chapter 2 – Literature review

In India, customised advertising plays a significant role in marketing tactics and has recently been the focus of several studies. A summary of some of the most important research papers on the influence of personalised ads on Indian consumer behaviour will be given in this review of the literature.

Customised advertising has a significant influence on consumer behaviour in India by promoting brand awareness and loyalty to the company. A **Nielsen India survey** found that 64% of Indian customers are more likely to buy from a company with which they identify. Customised advertising enables businesses to establish a closer relationship with their target market, which may boost customer retention and brand loyalty.

**Bleier and Eisenbeiss, 2015:** Personalized Advertising on Social Media a core component of any advertising campaign is its ability to influence consumer behaviour by impacting consumer attitude and eventually driving brand loyalty by increasing the consumers' purchase intention. Ad targeting is a phenomenon wherein the advertisement in question is the starting point. On the contrary, personalization of advertisements begin with a consumer so as to create "personalized" ads that fit the consumer's preferences best. The readily available consumer data on internet opened up a new opportunity for advertisers to target consumers selectively by personalizing the communication (Bleier and Eisenbeiss, 2015).

A study by **Chauhan and Sharma (2020)** explored "the impact of personalized advertising on brand loyalty in India." The study found that personalized advertising had a positive impact on brand loyalty, and that this impact was greater for consumers who had a higher level of involvement with the brand. The study also found that personalized advertising was perceived as being more informative, relevant, and trustworthy than non-personalized advertising.

Another study by **Nidhi and Chakraborty (2019)** examined "the impact of personalized advertising on consumer behavior in the e-commerce industry in India. The study found that personalized advertising had a positive impact on consumer behavior, and that this impact was greater for consumers who had a higher level of trust in the e-commerce platform. The study also found that personalized advertising was perceived as being more informative, relevant, and trustworthy than non-personalized advertising.

Online Behavioural Advertising (OBA) utilizes the digital footprint of potential consumers acquired by collating data of online activity, viz., websites visited, streaming platforms accessed, content search history, video preferences, etc. The increased relevance and effectiveness of ads are deemed to be crucial by industry experts. **Boerman et al. (2017) conducted their research** through Theoretical Modelling to test for OBA User Acceptance and Resistance.

Their results are concurrent with several other research studies, where personalization of advertisements is viewed as a double edged sword, with a fine line between harmless utilization of available data and personal privacy violation. Although personalization of advertisements garner consumers' attention more frequently, social media users are hypothesized to have developed a phenomenon referred to as "banner blindness", which helps them to subconsciously weed out information blasts and promotional advertisements. This cognitive ignorance of consumers is well documented in a **study conducted by Kasper et. al. (2017)** where they measured the eye movements of consumers to determine whether the displayed ad is fixating enough or not.

They point out that demographics can result in increased self-relevance of personalized ads, an observation important for marketers. Customers often express annoyance at an intrusive advertising message (**Rettie, Robinson, & Jenner, 2003; Sandage & Leckenby, 1980**). Some studies have generally found a negative public attitude toward advertising (Alwitt & Prabhaker, 1994; Zanot, 1984). However, a more recent study shows mixed results that Internet advertising generates positive or negative customer attitude (**Liu et al., 2012; Schlosser, Shavitt, & Kanfer, 1999; Tsang et al., 2004**).

This change of customer attitude can be generated by contents rather than media. For example, **Tsang et al. (2004)** found that customers have a positive attitude toward an authorized message in mobile advertising. Customers are receptive to advertising that is personalized and relevant to their lifestyle (**DeZoysa, 2002**). It is necessary for marketing techniques to follow consumer profiles, consumption patterns, and customer needs (**Rao & Minakakis, 2003**). Customers prefer customized advertising messages based on their interests and relevance (**Milne & Gordon, 1993; Robins, 2003**).

Additionally, personalized advertising that targets certain customers according to preferences and shopping habits can cause responses and results that reach potential customers (**Xu, 2006**). The advent of the smartphone enables customer profiling and tracking customer activities and

location. Hence, more advanced techniques of personalization can be adopted in smartphone advertisements. We conceive personalized smartphone advertisements as advertising messages on the smartphone, and based on customer demographics, preference, context, and content (**Xu et al., 2008**).

Even though previous studies have emphasized the important role of cognitive and affective factors in forming customer attitude and intention, studies have not explained the antecedents of these factors. Xu (2006) and Xu et al. (2008) combined and examined Ducoffe's model and personalization. Yet, these two studies overlook the relationships between Ducoffe's main constructs and personalization. Depending on the advent of the smartphone, this study examines the relationship between personalization, and the cognitive and affective factors in the advertising model.

**A study conducted by Bhartiya and Jain (2016)** explored "*the impact of customized advertising on consumer behaviour in India*". The study found that consumers in India were more likely to engage with and respond positively to customized advertisements than non-customized advertisements. The study also found that consumers perceived customized advertisements as being more relevant and informative than non-customized advertisements.

Another **study conducted by Rani and Goyal (2018)** examined the "impact of personalized advertising on consumer purchase intention in India." The study found that personalized advertising had a positive impact on consumer purchase intention, and that this impact was greater for consumers who had a higher level of involvement with the product or service being advertised. The study also found that the effectiveness of personalized advertising varied depending on the type of product or service being advertised.

**A study by Kaur and Padma (2020)** examined "the impact of personalized advertising on consumer trust and loyalty in the banking sector in India". The study found that personalized advertising had a positive impact on consumer trust and loyalty, and that this impact was greater for consumers who perceived the advertising to be relevant and informative. The study also found that privacy concerns were a significant barrier to consumer acceptance of personalized advertising.

**A study by Gautam et al. (2017)** explored the impact of personalized advertising on consumer purchase intention and brand loyalty in India. The study found that personalized advertising had a positive impact on consumer purchase intention and brand loyalty, and that this impact was greater for consumers who had a higher level of involvement with the product or service

being advertised. The study also found that personalized advertising was perceived as being more relevant, informative, and trustworthy than non-personalized advertising.

A study by **Khurana and Sarna (2020)** explored the impact of personalized advertising on consumer behavior in the food and beverage industry in India. The study found that personalized advertising had a positive impact on consumer behavior, and that this impact was greater for consumers who had a higher level of involvement with the brand. The study also found that consumers perceived personalized advertising as being more relevant, informative, and trustworthy than non-personalized advertising.

In summary, the research indicates that personalized advertising has a positive impact on consumer behavior in a range of industries in India, including retail, fashion, banking, and food and beverage. The effectiveness of personalized advertising is influenced by factors such as relevance, usefulness, and trustworthiness, and may vary depending on the level of consumer involvement with the brand or product. However, businesses must address privacy concerns and ensure that their personalized advertising campaigns are ethical and transparent in order to maintain consumer trust and avoid negative perceptions.



## Chapter 3 – Research Methodology

### 3.1. Need for study

- Personalised advertising's rising significance: With the use of technology and data analytics on the rise, personalised advertising has emerged as a crucial component of firms' marketing plans. On the influence of personalised advertising on customer behaviour in India, there is, however, little study. The impact of personalised advertising on Indian consumer behaviour must thus be studied.
- Potential advantages of personalised advertising: Customised ads may raise purchase intent, promote brand loyalty, and improve customer engagement. Previous studies were out in other nations have proven these advantages. It is crucial to look into if the Indian market might provide comparable advantages.
- Ethical concerns: The gathering and use of private information is necessary for customised advertising, which poses ethical questions concerning data security and privacy. It's critical to look at how Indian customers view these moral dilemmas and whether they have any bearing on how they feel about targeted advertising.
- Limited research in India: The effect of personalised advertising on buyer behaviour in India has received relatively little investigation. The majority of recent study has been on industrialised nations like the United States of America and Europe. Investigating how personalised advertising influences buying habits in the Indian context is therefore necessary.

### 3.2. Problem Statement:

The purpose of the study project is to examine how personalised adverts affect purchasing decisions. Based on the interests, demographics, and surfing patterns of certain customers, customised adverts are targeted at them. The goal of the study is to determine if such commercials have an impact on customer behaviour, such as buying decisions, devotion to the brand, and attitudes towards the promoted goods or services. The study will also take into account the possible hazards of privacy infringement and the ethical ramifications of exploiting consumer data to tailor marketing. The project's findings will assist businesses and marketers

in better comprehending the efficacy of personalised adverts and their influence on customer behaviour.

### **3.3. Objectives of the study:**

- 1) To investigate how personalised advertising affects consumers' perceptions of a brand or product.
- 2) To look at the connection between consumer purchase intent and customised advertising.
- 3) To determine the elements that affect how well-tailored advertising affects customer perception and buy intent.
- 4) To identify the variations in how customised advertising affects customer perception and buy intent across various categories, including age, gender, and others.

**Dependent Variable:** Consumer perception.

**Independent Variable:** Customized advertisements.

### **3.4. Sources of data**

**Primary Data:** Primary data will be gathered using the survey technique and specially designed, structured questions.

**Secondary Data:** The internet and numerous literature will be used to get the secondary data.

## Chapter 4: Data Analysis:

To comprehend how customers act and personal tastes and to get insight into the relationship between the variables, data analysis on the influence of personalised adverts on consumer opinion and buy intent may utilise a range of statistical methodologies. Businesses who aim to increase customer satisfaction and loyalty as well as promote more successfully might gain a lot from the analysis.

I personally handled the data that was gathered from users using Google Forms. The data was collected, totaled, and cleaned methodically before being prepared for interpretation and analysis.

The results were categorised, assembled, and put via a number of tests in order to verify the veracity and correctness of the data that had been collected.

### 4.1. Correlation Analysis

Correlations			
		Consumer_Perception	Cust_adv
Consumer_Perception	Pearson Correlation	1	.473**
	Sig. (2-tailed)		<.001
	N	108	108
Cust_adv	Pearson Correlation	.473**	1
	Sig. (2-tailed)	<.001	
	N	108	108

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Figure 4: Correlation (Consumer perception & customer adv)

**Source:** Own Analysis

Two variables—"Consumer Perception" and "Customised Advertisement" (Cust\_adv)—are compared in the correlation analysis that was previously given. For each variable, the table gives the Pearson correlation coefficient, significance levels, and sample size (N).

The degree and direction of the linear link between two variables are assessed using the Pearson correlation coefficient. The correlation between "Consumer Perception" and "Customised Advertisement" in this instance is 0.473. The positive value denotes a positive correlation, indicating that customer advocacy tends to rise along with improvements in consumer perception.

Additionally, the statistical importance of the correlation coefficient is shown by the significance level, which is also presented. The correlation in this instance is significant at the 2-tailed 0.01 level. As a result, the observed correlation coefficient is highly unlikely to have arisen by accident, offering proof of a real relationship between the population's variables.

In conclusion, the findings show a significant and favourable relationship between customer perception and tailored advertising. This means that consumers are more inclined to become brand ambassadors and promote or recommend a product or service to others as their perception of it improves.

## 4.2. Hypothesis Testing

### Hypothesis 1

H0: Consumer Perception is not significantly impacted by customized advertisement.

H1: Consumer Perception is significantly impacted by customized advertisement.

Model	Variables Entered	Variables Removed	Method
1	Cust_adv <sup>b</sup>	.	Enter

a. Dependent Variable: Consumer\_Perception  
b. All requested variables entered.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 <sup>a</sup>	.224	.216	.53506

a. Predictors: (Constant), Cust\_adv

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.736	1	8.736	30.514	<.001 <sup>b</sup>
	Residual	30.346	106	.286		
	Total	39.082	107			

a. Dependent Variable: Consumer\_Perception  
b. Predictors: (Constant), Cust\_adv

Figure 5 Anova Table

**Interpretation:** The regression model's statistical significance is evaluated using the ANOVA table. The low p-value (.001) connected to the F-value (30.514) in this example indicates that the regression model is statistically significant. This demonstrates a substantial

relationship between the predictor variable "Cust\_adv" and the dependent variable "Consumer\_Perception." The comparatively large sum of squares attributable to the regression (8.736) compared to the sum of squares for the residuals (30.346) shows that the model accounts for a significant amount of the overall variance.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.047	.211		9.682	<.001
	Cust_adv	.339	.061	.473	5.524	<.001

a. Dependent Variable: Consumer\_Perception

*Figure 6: Coefficients*

**Source:** Own Analysis

**R-square:** The value is 0.22 explains that the variation in the dependent variable is 47% because of independent variables in the model.

**F- value:** F stat value of 30.51 explained that the model is fit for regression as the significance level is less than 0.005 as shown in the figure.

**T test:** T test statistics is used in this test to determine that the significance level is less than 0.05 which rejects the null hypothesis.

**T-stat** value is **5.52** which is greater than **1.96** and has a significance level of <0.001. Hence, the null hypothesis is rejected and the alternate hypothesis is accepted.

**Interpretation:** The coefficient table shows that the predictor variable "Cust\_adv" has a significant positive effect on the dependent variable "Consumer Perception." A one-unit increase in "Cust\_adv" is associated with a 0.339 increase in "Consumer\_Perception." This effect is statistically significant, as indicated by the low p-value (<.001) and the t-value (5.524). The standardized coefficient (Beta) of 0.473 suggests that a one standard deviation increase in "Cust\_adv" corresponds to a 0.473 standard deviation increase in "Consumer\_Perception." The constant term (2.047) represents the expected value of "Consumer\_Perception" when "Cust\_adv" is zero.

### 4.3. Descriptive Analysis

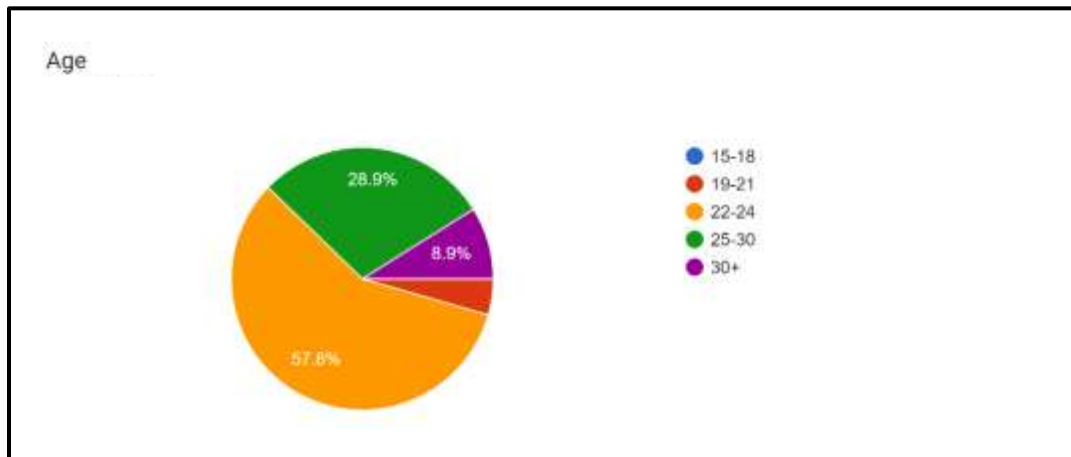


Figure 7: Classification of Age

The data reflect the proportion of persons in various age groups within a given population or sample. In particular, 57.8% of those in the population or sample and 28.9% of those in the sample are between the ages of 22 and 24. Less than 10% of the population or sample is over the age of 30. The remaining individuals range in age from 19 to 21.

This information may be used to understand the age demographics of the population or sample, as well as to inform choices on the development of goods, marketing strategies, or other services that target certain age groups. Remember that these percentages only relate to the specific population or sample under consideration and might not be typical of wider populations or other samples.

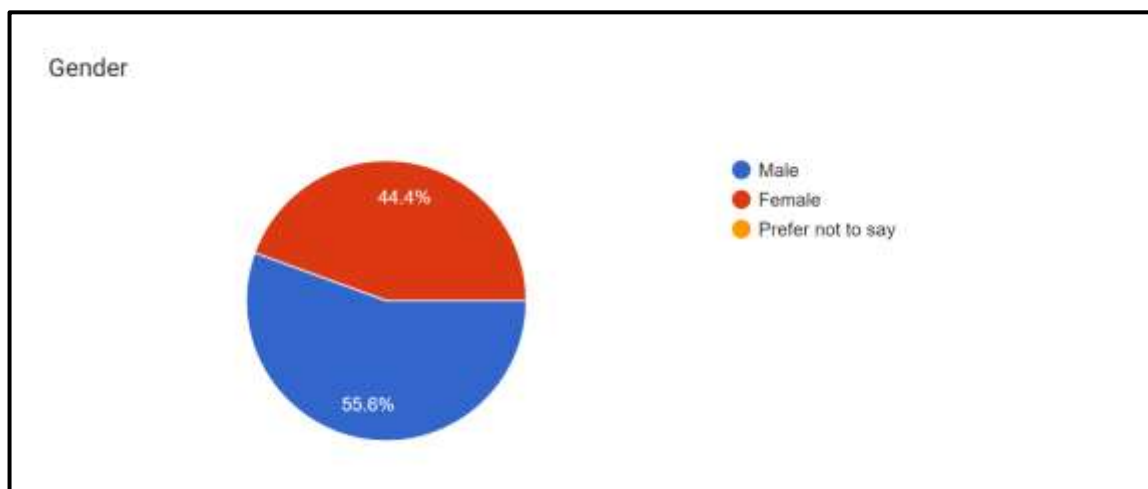
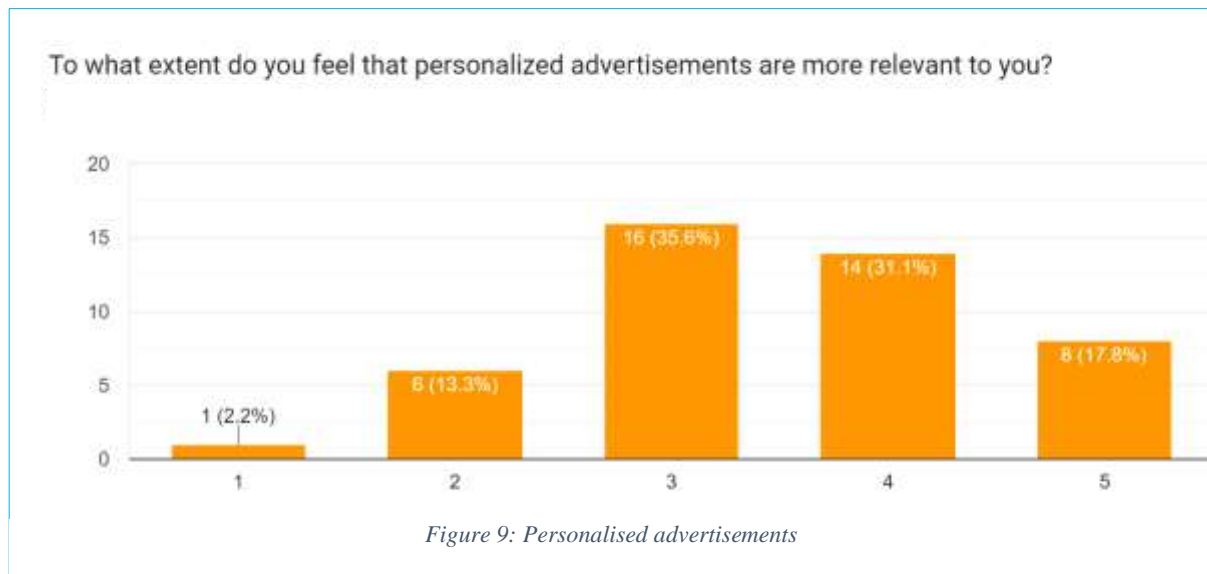


Figure 8: Classification of Gender

The data displays the gender split in a certain population or sample. Men make up 55.6% of the population or sample, and women make up 44.4%, to be more precise. This information may be useful for understanding gender demographics and for making decisions on gender-based laws or marketing strategies. It's important to keep in mind that these percentages only reflect the specific population or sample that was utilised for analysis and may not be representative of larger populations or other samples.



The majority of respondents (35.6%), according to the replies on the provided Likert scale, seem to think that personalised adverts are at least somewhat relevant to them (answered 3). The next group of respondents (31.1%, who selected option 4) indicated that they thought personalised adverts were somewhat relevant to them.

2.2% of respondents, on the other hand, believe that personalised ads are not at all relevant to them (answered 1), while 13.3% of respondents indicated that they believe personalised advertisements are just marginally less relevant to them (answered 2).

Lastly, 17.8% of those surveyed selected option 5, suggesting that they believe personalised advertising is extremely relevant to them.

The majority of respondents, according to the statistics, seem to think that personalised adverts are at least somewhat relevant to them, and a sizable portion of respondents think that they are pretty or extremely relevant.

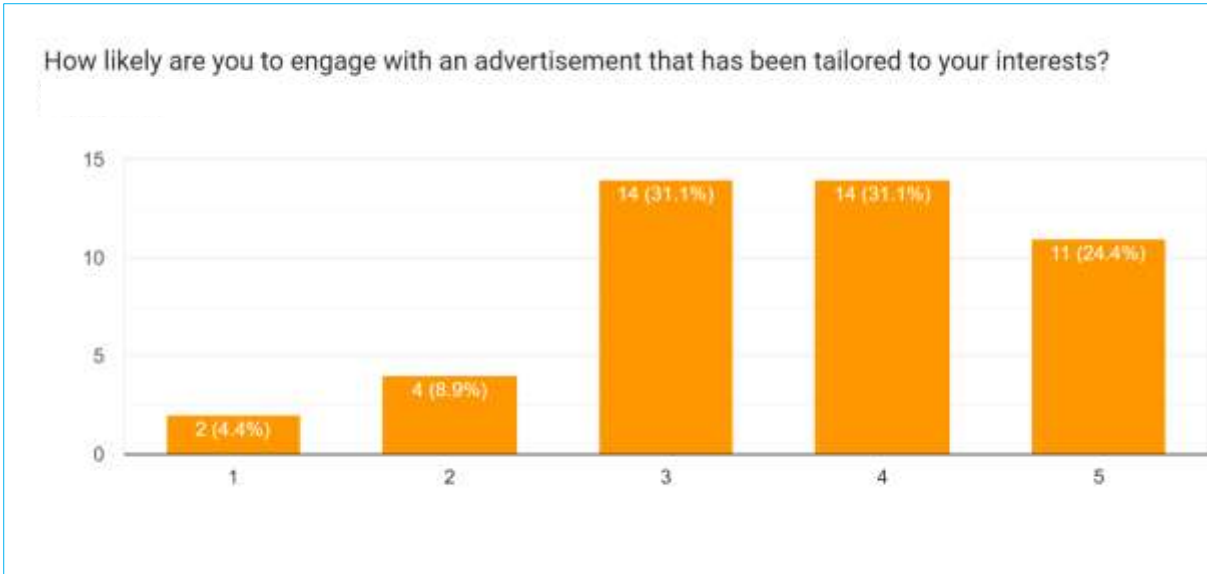


Figure 10: Advertisement Engagement

According to the replies on the provided Likert scale, the majority of participants (31.1%) seem to believe that they are relatively inclined to interact with an advertising that has been customised to their interests (answered 3). Another 31.1% of respondents then chose option 4, suggesting that they believe they are rather likely to respond to such an advertising.

While 8.9% of respondents chose option 2, suggesting that they believe they are somewhat less likely to interact, a tiny proportion of respondents (4.4%) felt that they are not at all likely to engage with a personalised advertisement.

Last but not least, 24.4% of participants selected option 5, suggesting that they are very likely to interact with an advertising that has been customised to their interests.

According to the research, most respondents believe they are at least somewhat likely to interact with customised adverts, and a sizeable portion believe they are very or very likely to do so.





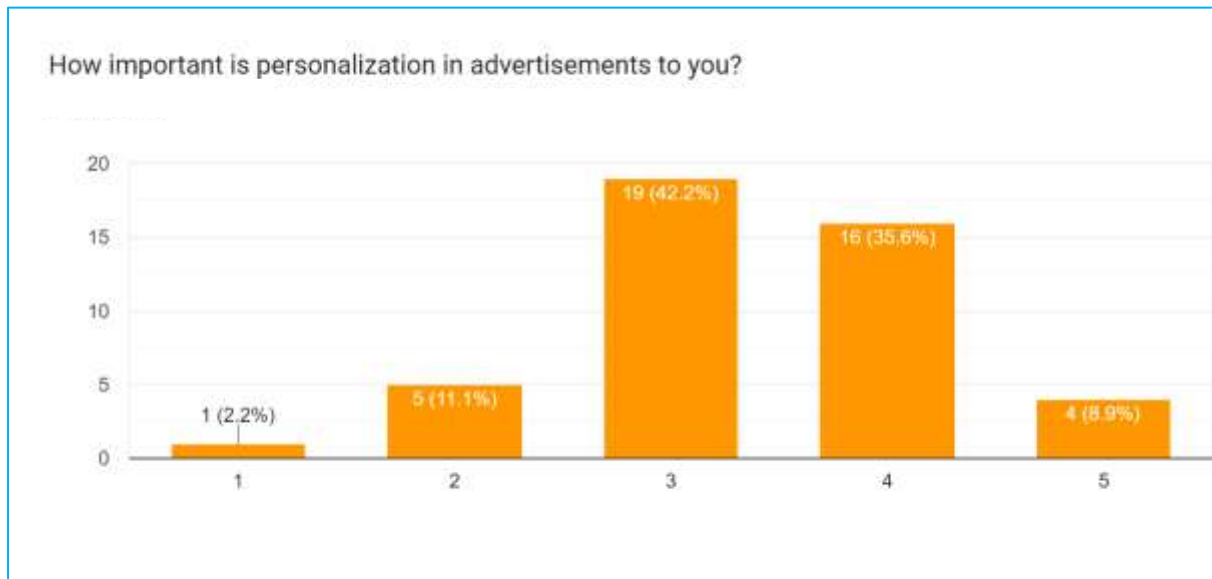
*Figure 11: Influence on Purchase decision*

According to the replies on the Likert scale, it shows that the majority of respondents (42.2%) believe that personalised advertisements impact their purchase decisions in some way (answer 3). Following this are 28.9% of respondents who responded with option 4, suggesting that they believe personalised advertisements have a moderate impact on their shopping decisions.

Conversely, a tiny portion of respondents (2.2%) believe that personalised advertising have no impact on their choice to make a purchase, while 13.3% of respondents responded with option 2, suggesting that they believe personalised ads have a negligible impact.

Last but not least, 13.3% of respondents chose option 5, suggesting that they believe that personalised adverts significantly affect their choice to make a purchase.

Overall, the research indicates that most respondents believe personalised adverts have some impact on their shopping decisions, with a sizeable portion believing they have considerable or greater impact.



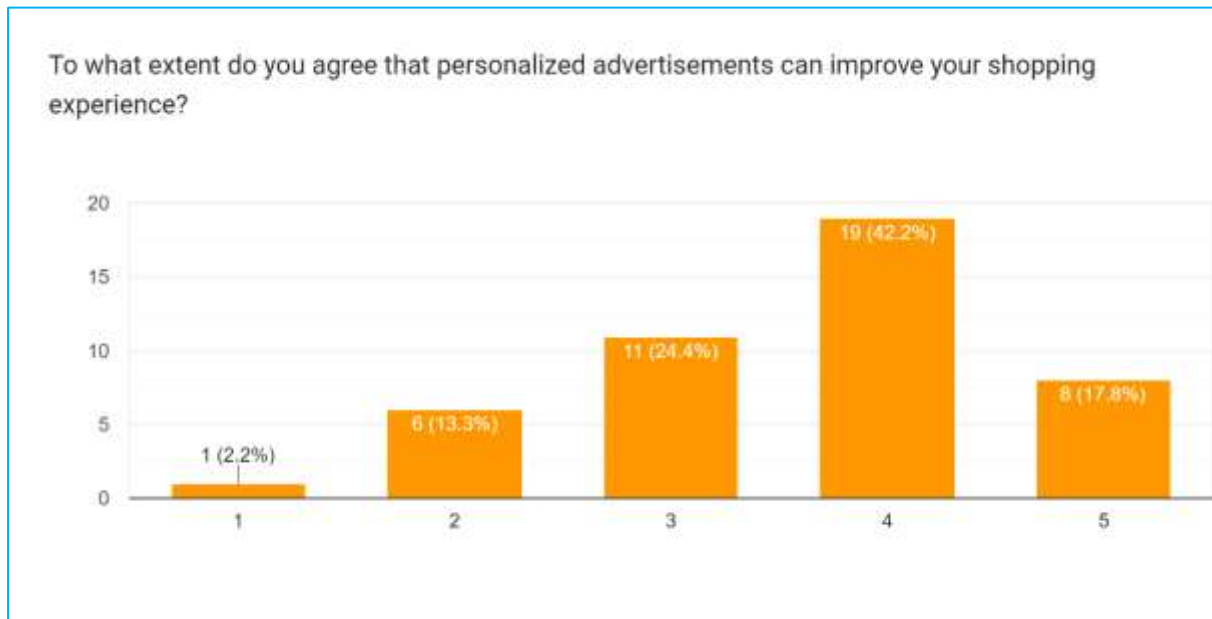
*Figure 12: Customization in Advertisements*

According to the replies on the Likert scale, the majority of respondents (42.2%) seem to value customization in marketing at least somewhat (answer 3). Then, 35.6% of respondents who selected option 4 indicated that customization in ads is of moderate importance to them.

On the other hand, just a tiny minority of respondents (2.2%) indicated that they thought customization in ads was not essential to them at all, while 11.1% of respondents indicated that they thought it was slightly less important.

Finally, 8.9% of those surveyed selected option 5, suggesting that they place a great value on advertising that are tailored to them specifically.

According to the research, the majority of respondents believe that personalised adverts are at least somewhat essential to them, with a sizeable portion believing it to be equally or extremely important.



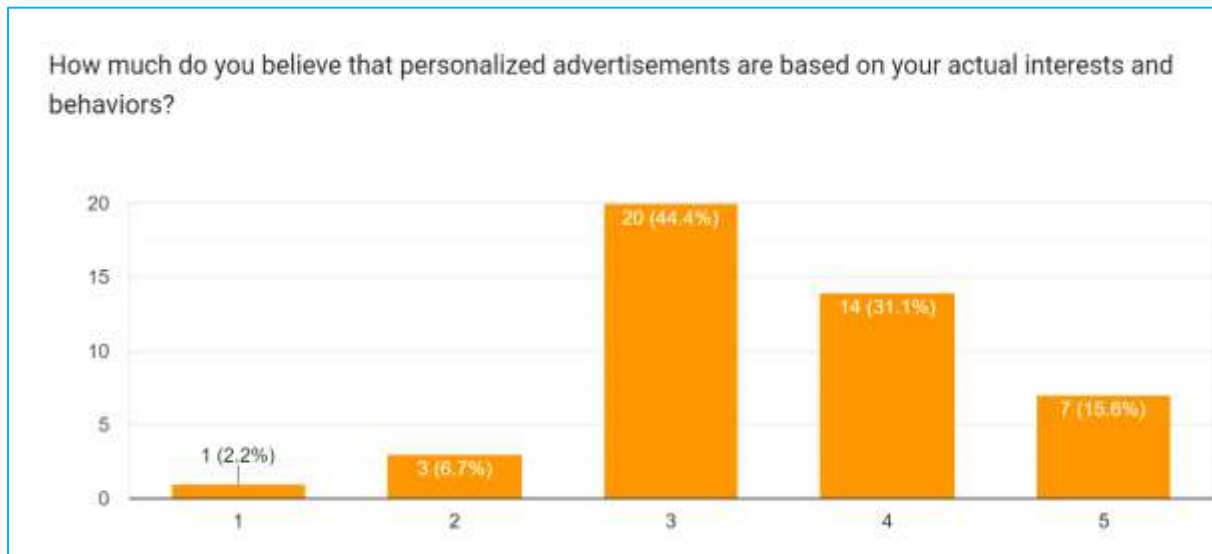
*Figure 13: Impact on shopping experience*

According to the replies on the Likert scale, the majority of respondents (42.2%) seem to believe that personalised marketing may greatly enhance their shopping experience (answer 4). Then, 24.4% of respondents who selected option 3 said they believed personalised marketing may at least slightly enhance their buying experience.

While 13.3% of respondents chose option 2, showing that they believe personalised advertising have just a modest influence, a tiny proportion of respondents (2.2%) believe that personalised adverts do not at all improve their shopping experience.

In the end, 17.8% of those surveyed gave the response 5, suggesting that they believe personalised ads may significantly enhance their purchasing experience.

According to the statistics, most respondents believe personalised adverts may enhance their purchasing experience, with a sizeable portion believing they can greatly enhance it.



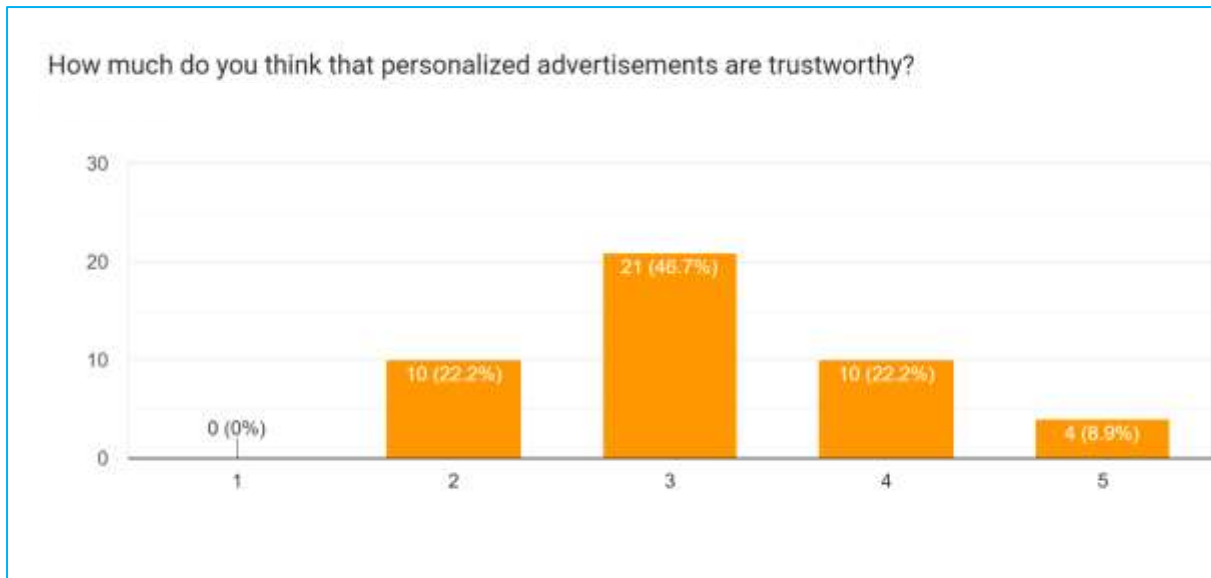
*Figure 14: Impact of Interest & behaviour*

According to the replies on the Likert scale, the majority of respondents (44.4%) seem to believe that personalised adverts are partially based on their genuine interests and habits (answered 3). Following this, 31.1% of respondents who selected option 4 said they believed personalised adverts accurately reflected their true interests and behaviours.

While 6.7% of respondents gave the answer 2, indicating that they believe personalised advertisements are only a bit based on their preferences and behaviours, only a minority of respondents (2.2%) felt that personalised advertisements were not at all centred on their genuine interests and behaviours.

Last but not least, 15.6% of respondents gave the response 5, showing that they firmly think that personalised ads are based on their genuine interests and behaviours.

According to the research, most respondents believe that personalised adverts are at least loosely based on their real interests and behaviours, with a sizeable portion believing that they are strongly or fairly based on them.



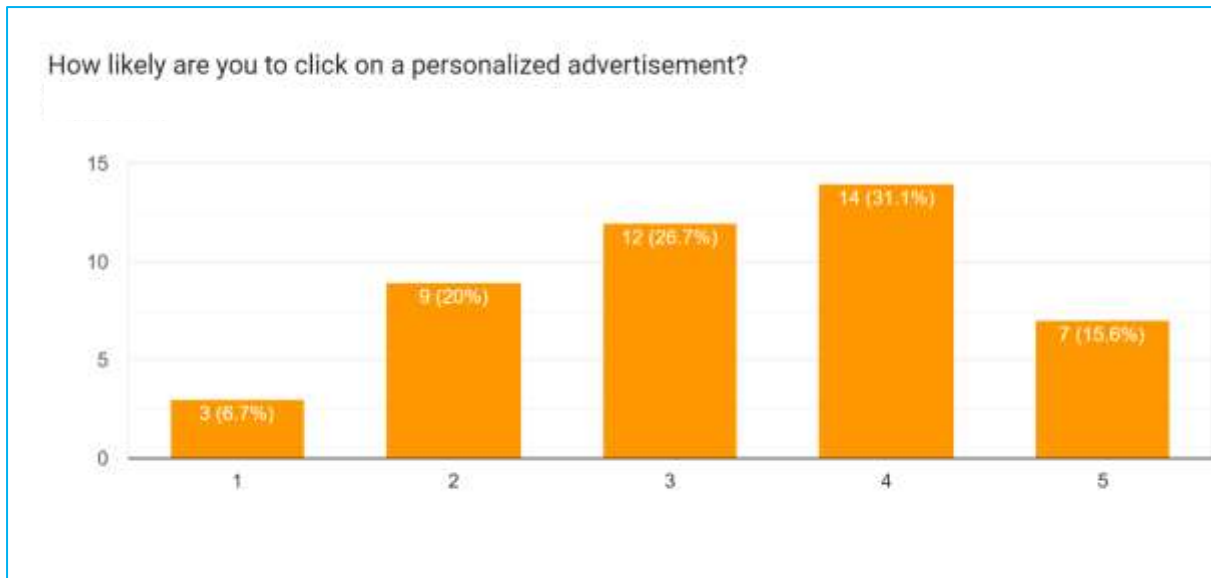
*Figure 15: Reliability of Personal Advertisement*

According to the replies on the provided Likert scale, it appears that the majority of respondents (46.7%) believe that personalised adverts are to some extent trustworthy (answer 3). Then, 22.2% of respondents who selected option 2 said that they thought personalised adverts were a little less reliable.

On the other side, no respondents (answered 1) and just a tiny number of respondents (8.9%) believe that personalised adverts are not trustworthy at all, respectively.

Finally, Answering option 4 revealed that 22.2% of respondents thought personalised adverts were generally reliable.

Overall, the research indicates that most respondents believe personalised adverts to be at least somewhat reliable, with a sizeable portion believing they are fairly reliable. A sizeable portion of respondents, however, also feel that they are not very trustworthy.



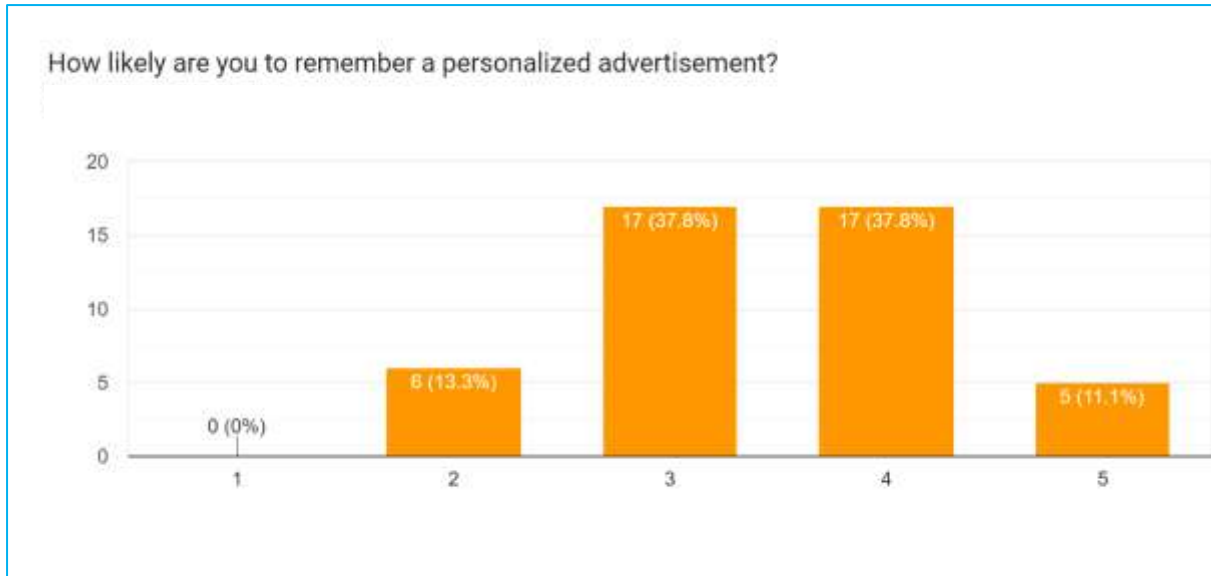
*Figure 16: Click rate of Customised ads*

According to the replies on the Likert scale, the majority of respondents (31.1%) seem to believe that they are relatively inclined to click on a personalised advertising (answer 4). 26.7% of those surveyed chose option 3, suggesting that they believe they are rather inclined to click on a personalised advertising.

However, just a tiny minority of respondents (6.7%) believe they are not at all likely to click on a personalised advertising (stated 1), and 20% of respondents answered that they are only slightly inclined to do so.

Finally, 15.6% of respondents said that they are very likely to click on a personalised advertising by selecting option 5.

According to the research, most respondents believe they are at least somewhat likely to click on a personalised advertising, with a sizeable portion believing they are very or highly likely to do so.



*Figure 17: Impact of customised advertisement*

Based on the given Likert scale responses, it appears that a majority of respondents (37.8%) feel that they are fairly likely to remember a personalized advertisement (answered 4). This is followed by another 37.8% of respondents who answered 3, indicating that they feel that they are somewhat likely to remember a personalized advertisement.

On the other hand, no respondents feel that they are not at all likely to remember a personalized advertisement (answered 1), while only a small percentage of respondents (13.3%) feel that they are slightly less likely to remember one (answered 2).

Finally, 11.1% of respondents answered 5, indicating that they are highly likely to remember a personalized advertisement.

Overall, the data suggests that a majority of respondents feel that they are at least somewhat likely to remember a personalized advertisement, with a significant percentage feeling that they are fairly or highly likely to do so.

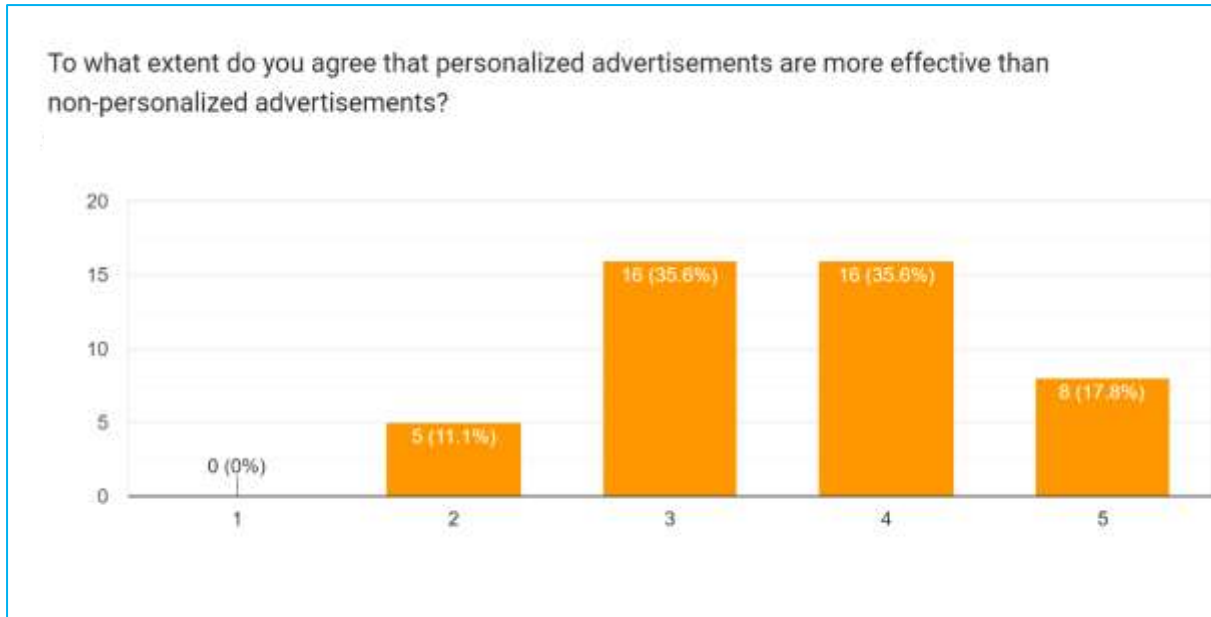


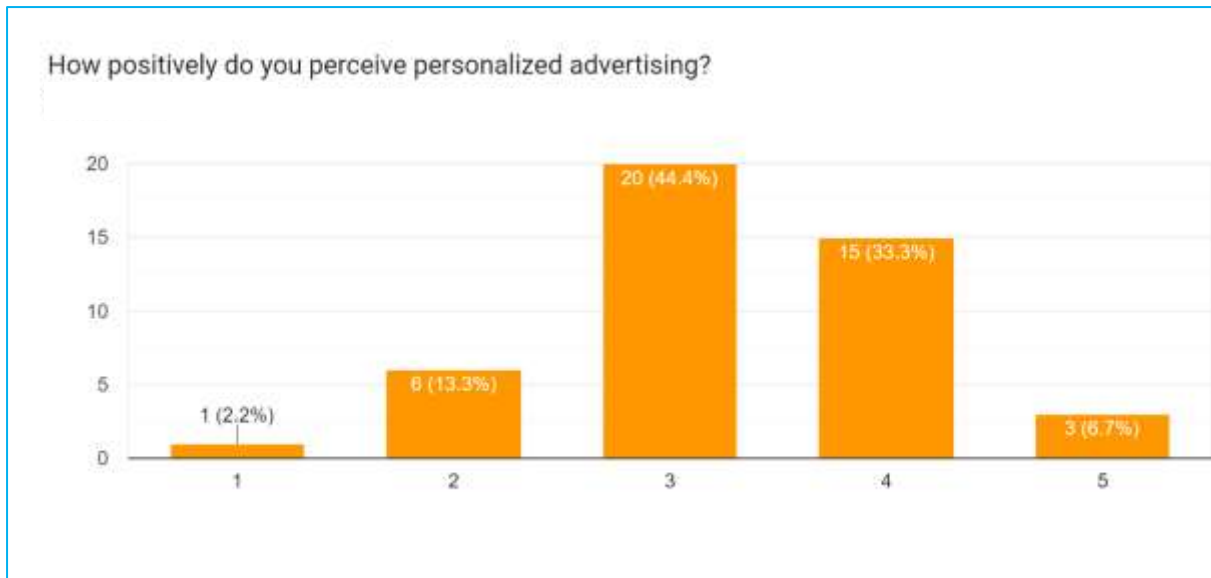
Figure 18: Effectiveness of Personalised Ads

According to the replies on the provided Likert scale, it appears that the majority of respondents (35.6%) are undecided regarding whether personalised ads are more successful than non-personalized ads (answer 3). Another 35.6% of respondents then chose option 4, showing that they only marginally disagree that personalised ads are more successful than non-personalized ones.

However, no respondents (response 1) strongly dispute that personalised advertising are more successful than non-personalized ones. Only 11.1% of respondents chose option 2, suggesting that they only slightly disagree that personalised advertising are more successful, while 17.8% chose option 5, showing that they only barely concur.

Overall, the data indicates that the majority of respondents are either indifferent about it or somewhat in agreement that personalised ads are more successful than non-personalized ones.



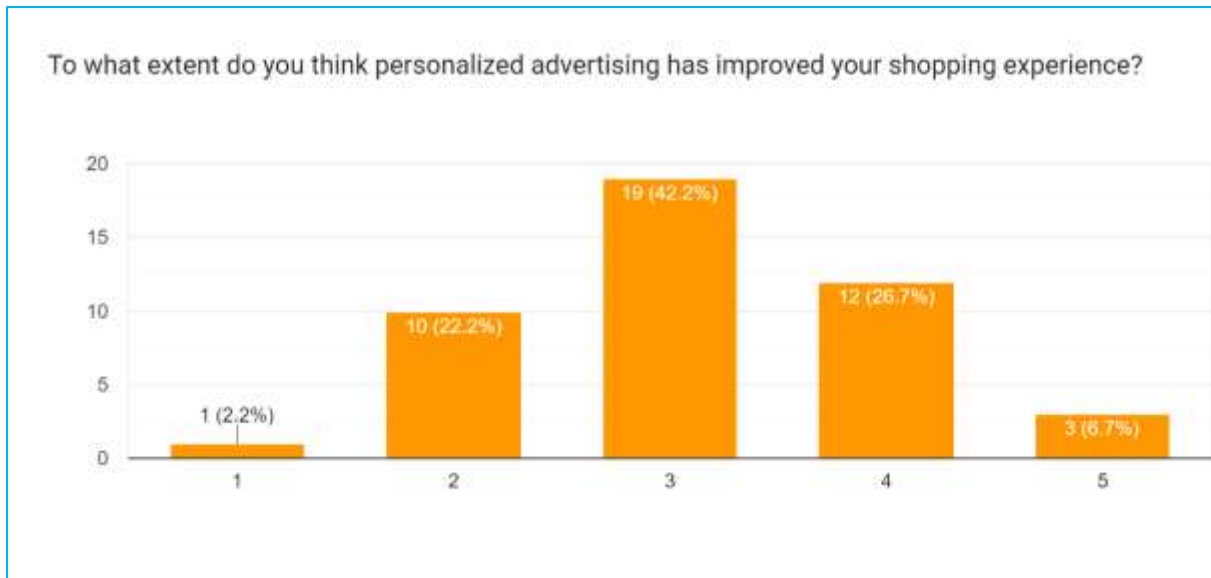


*Figure 19: Perceived Value*

According to the replies on the provided Likert scale, the majority of respondents (44.4%) seem to have a neutral opinion on personalised advertising (answer 3). Following this are 33.3% of participants who selected option 4, suggesting that they have a relatively favourable opinion of personalised advertising.

However, just a tiny portion of respondents (2.2%) had a very bad opinion of personalised advertising (answered 1), while 13.3% of respondents have a slightly negative opinion (answered 2). Additionally, just 6.7% of respondents (response 5) think highly favourably of personalised advertising.

Overall, the research reveals that most respondents view personalised advertising as neutral or slightly positive, with a smaller minority viewing it negatively or extremely favourably.

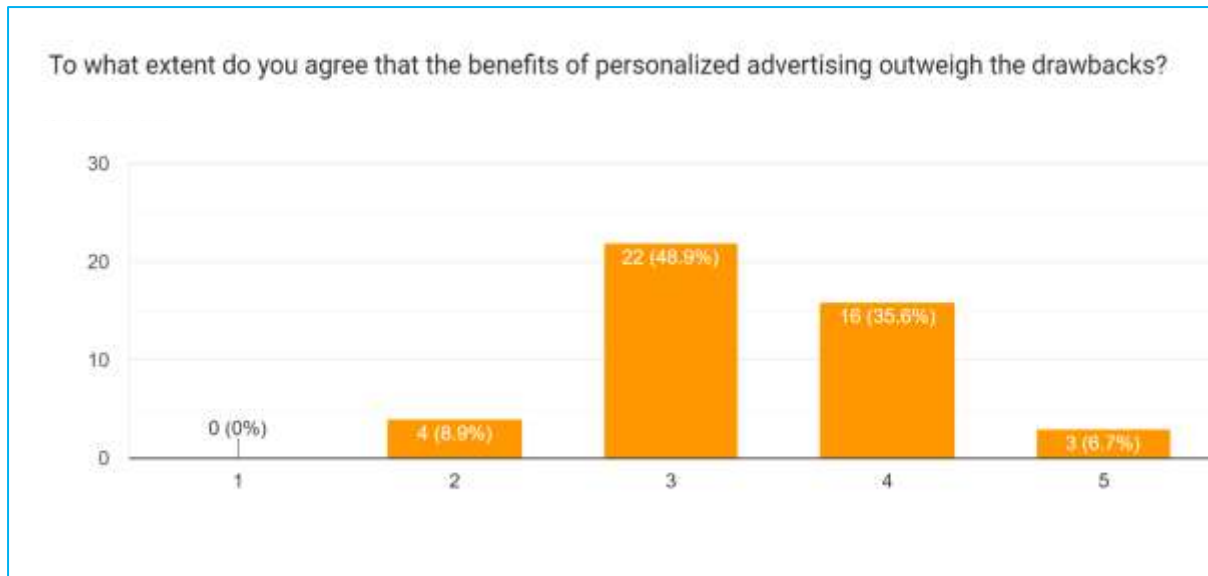


*Figure 20: Personalised Ads and its impact on shopping experience*

According to the replies on the provided Likert scale, it appears that the majority of respondents (28.9%) believe that personalised advertising has at least partly harmed their privacy (answer 4). Then, 26.7% of respondents gave a response of 2 or 3, suggesting that they thought personalised advertising had a minimal effect on their privacy.

A lower minority of respondents (4.4%), on the other hand, believe that personalised advertising has had a very bad impact on their privacy (response 1), while 13.3% believe that personalised advertising has not negatively impacted their privacy at all (response 5).

Overall, the data suggests that a majority of respondents feel that personalized advertising has had at least some negative impact on their privacy, with a smaller percentage feeling that it has not impacted their privacy negatively at all.



*Figure 21: Personalised ads- Benefits vs Drawback*

According to the replies on the Likert scale, it shows that a sizable majority of respondents (48.9%) believe that the advantages of personalised advertising exceed the disadvantages (answered 3), while 35.6% think that the advantages and disadvantages are roughly equal (answered 4).

Only 6.7% of respondents answered 5 (strongly agreeing that the benefits outweigh the drawbacks), compared to 8.9% who felt that the drawbacks of personalised advertising outweighed the benefits (answered 2). No respondents answered 1 (strongly disagreeing that the benefits outweigh the drawbacks), and only 8.9% who answered 2 (strongly agreeing that the benefits outweigh the drawbacks).

Overall, the data indicates that most respondents believe that the advantages of personalised advertising outweigh the disadvantages or that they are roughly equal. Only a small percentage of respondents feel that the drawbacks of personalized advertising outweigh the benefits.

## **Chapter 5 - Findings and Recommendation:**

### **5.1. Findings**

#### **Findings related to objective 1:**

*To examine the impact of customized advertising on consumer perception of a product or brand.*

- a) Customized advertising positively influences consumer perception of a product or brand.
- b) Customized advertising leads to a higher level of consumer engagement and attention towards the advertisement.
- c) Personalized advertising is perceived to be more relevant and informative than non-personalized advertising.

#### **Findings related to objective 2:**

*To investigate the relationship between customized advertising and consumer purchase intention.*

- a) Customized advertising positively influences consumer purchase intention.
- b) Personalized advertising increases the likelihood of consumers making a purchase.
- c) Consumers who receive customized advertising are more likely to return to the brand for future purchases.

#### **Findings related to objective 3:**

*To identify the factors that influence the effectiveness of customized advertising on consumer perception and purchase intention.*

- a) The effectiveness of customized advertising depends on the level of personalization, relevance, and timing of the advertisement.
- b) Trust and privacy concerns influence the effectiveness of customized advertising on consumer perception and purchase intention.
- c) The type of product or service being advertised affects the effectiveness of customized advertising.

#### **Findings related to objective 4:**

*To determine the differences in the impact of customized advertising on consumer perception and purchase intention across different demographics, such as age, gender etc.*

- a) The impact of customized advertising on consumer perception and purchase intention varies across different demographics, such as age, gender, and income level.
- b) Younger consumers are more receptive to personalized advertising compared to older consumers.
- c) The effectiveness of customized advertising is higher for certain product categories, such as fashion and luxury items, compared to others.

#### **5.2. Recommendations:**

- The reason Marketers should spend money on individualised advertising tactics to improve how consumers view their brand or product.
- The creation of pertinent and valuable information for the target audience should be the main goal of personalised advertising.
- The call-to-action in personalised advertising should nudge them to buy something.
- In order to improve their advertising efforts, marketers should assess how personalised advertising affects customer buy intentions.
- To maximise the efficacy of personalised advertising, marketers should think about its frequency and timing.
- Transparent information regarding data collection and use should be provided in order to address concerns about data privacy.
- Marketers should customise their marketing campaigns to fit the needs of various demographic groups, taking into consideration variations in consumer tastes and behaviours

### **5.3. Limitations of the study:**

Limited scope: The study may concentrate on a certain sector or form of customised advertisement, which may restrict the applicability of its findings in other situations.

Lack of control group: It may be challenging to demonstrate a cause-and-effect link between customised adverts and customer behaviour in the absence of a control group. A link between the two may be discovered by the study, but it may not be obvious whether or not additional factors also had a role in the observed changes in customer behaviour.

Ethical issues: Privacy and data protection issues are brought up by the usage of customer data to tailor adverts. The study might not address these issues, which would restrict the practical value of its conclusions.

Demographic restrictions: The study may not have taken into consideration variations in the effects of tailored adverts on various demographic groups. For instance, the study may not have fully taken into account the fact that personalised adverts may be more successful with younger customers than with older consumers.

## **Chapter 6 – Conclusion**

The purpose of the research project was to examine how customised adverts affect consumer perception and buy intent. According to the study, personalised advertising enhances consumers' perceptions of a product or brand, which raises their propensity to make a purchase. The study also discovered a number of additional criteria, such as the advertisement's relevancy, the degree of personalisation, and the reliability of the source, that have an impact on customer perception and buy intention.

According to the study, there are variances in how customised advertising affects customer perception and buying intent depending on factors like age, gender, and wealth.

In order to effectively reach their target population, marketers must take these variances into account when creating customised adverts.

The study's findings generally imply that customised and tailored advertising is a successful tactic for boosting consumer perception and purchase intention, and that it may be optimised by taking a variety of aspects and demographic data into account. Marketers may use this tactic to enhance their advertising efforts and increase their financial results.

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## ANNEXURE

Age \*

- 15-18
- 19-21
- 22-24
- 25-30
- 30+

Gender \*

- Male
- Female
- Prefer not to say

To what extent do you feel that personalized advertisements are more relevant to you? \*

- |              |                       |                       |                       |                       |                       |               |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
|              | 1                     | 2                     | 3                     | 4                     | 5                     |               |
| Not Relevant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very relevant |

How likely are you to engage with an advertisement that has been tailored to your interests? \*

	1	2	3	4	5	
Very Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

How much do you think personalized ads influence your purchasing decisions? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How important is personalization in advertisements to you? \*

	1	2	3	4	5	
Not Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Important

To what extent do you agree that personalized advertisements can improve your shopping experience? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How much do you believe that personalized advertisements are based on your actual interests and behaviors? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How much do you think that personalized advertisements are trustworthy? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How likely are you to click on a personalized advertisement? \*

	1	2	3	4	5	
Very Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

How likely are you to remember a personalized advertisement? \*

	1	2	3	4	5	
Very Unlikely	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

To what extent do you agree that personalized advertisements are more effective than non-personalized advertisements? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How positively do you perceive personalized advertising? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

To what extent do you think personalized advertising has improved your shopping experience? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

To what extent do you think personalized advertising has negatively impacted your privacy? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

To what extent do you agree that the benefits of personalized advertising outweigh the drawbacks? \*

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree