

Original Article

# A Meta-Analytic Examination of the Effects of Personalized Digital Marketing on Consumer Purchasing

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**Abstract** - The use of technology for marketing was lauded as a revolutionary method of promotion that provided organizations with new possibilities for carrying out business. Marketers were able to communicate directly with potential customers regardless of where they were by using digital media. The adoption of personalized consumer interaction strategies has significantly increased as a result of the speedy growth of digital marketing strategies. When clients are navigating the vast digital marketplace, personalized marketing strives to stand out from the crowd by offering highly relevant information and product recommendations that speak to each individual. By combining data from a variety of empirical investigations, this meta-analysis systematically assesses the overall consequence. Using a large dataset spanning various organizations and consumer categories, this study aims to demonstrate the multifaceted connection between personalized web-based advertising efforts and their impact on customer behavior. Our meta-analysis's findings provide strong proof of the beneficial impact, and personalized content continuously shows a substantial link between greater conversion rates and increased consumer satisfaction across a range of contexts, including e-commerce, social media, and email marketing. The results of this study could help practitioners and marketers create and deploy tailored digital marketing initiatives.

**Keywords** - Digital marketing, Interactivity, Personalization, Privacy concern, Purchase intention.

## 1. Introduction

The fast development and widespread adoption of technological advances in communication and electronic media are having an enormous effect on how individuals interact and satisfy their economic, passionate, and material necessities. Because of this, advertising agencies can now optimize their messaging to successfully attract micro-consumer segments inside the country or area and offer hyper-localized micro-experiences, thanks to the development of ICTs (Huckle et al., 2016). The way businesses communicate with their customers has been completely transformed by the internet, to the point where they have become important test-beds for new public relations practices and marketing strategies. A third of the world's population can currently access the internet (Ortiz-Ospina and Roser, 2023). They frequently conduct internet searches to learn about new trends and items, which encourages them to join online forums. Due to e-commerce's growth, we have witnessed a change in paradigm in which an increasing number of people are converting to e-commerce from traditional offline methods. Web-based advertising was lauded as an unconventional method of promotion that offered businesses new ways to conduct business (Key 2017). Marketers could engage in-person with prospective consumers utilizing online platforms, irrespective of wherever they were located. Understanding

how to leverage digital channels like mobile devices, email, web, and digital television has gotten harder as marketers now employ these platforms for a variety of goals (Yamin 2017; Onobrakpeya and Mac-Attama 2017). Online shoppers are particularly prone to making illogical decisions like hasty purchases (Sin et al., 2022; Zhao et al., 2019). Online shopping is where impulsive buying, which is described as abrupt, unplanned purchases by consumers, occurs more frequently. The quick development of digital marketing tactics has resulted in a significant rise in the use of personalized customer engagement methods. Customizing content, recommendations, and adverts for each consumer based on their tastes, behaviors, and demographics is known as personalized digital marketing (Chandra et al., 2022; Matz and Netzer, 2017; Grigorios et al., 2022). To reach a larger audience of customers, businesses develop social media accounts for their brands on websites like Facebook, Instagram, and Twitter. In Social Media Marketing (SMM), the ties between brands and consumers are direct and interactive. Instead of publishing too frequently to maintain an active online presence, brands should focus more emphasis on sending engaging and stimulating information that fosters a useful two-way dialogue. The value of these exchanges depends on the messages shared. Consumer demand has changed since the second half of the 20th century when the



item's affordability was essential to gaining market share (Caiazza and Bigliardi, 2020; Gaiardelli et al., 2021). By providing customers with goods that are specially crafted to suit their preferences, personalization is a method to respect each one of them as an individual. Personalization should make a banner more effective by making it more pertinent. However, depending on when and where a particular personalized ad appears, consumers might not all agree that it is favorable. Customers receive personalized banners at various stages of the decision-making process, especially in terms of timing. Additionally, depending on how long it has been since a customer visited an online business before seeing an advertisement, they may react to personalized ad content differently, even within a specific position. The preferences a customer previously disclosed during her most recent visit to an online store are usually reflected in personalized banners. The growing relevance of personalization is demonstrated by the fact that efficient customization deployment is significantly related to a boost in gross sales and a surge in marketing effectiveness within a single channel (Chandra et al., 2022). Personalized marketing aims to cut through the clutter as customers navigate the enormous digital marketplace by providing highly relevant information and product recommendations that speak to each individual (Shankar et al., 2022). Improved engagement, higher conversion rates, and higher customer happiness are appealing promises. But the issue still stands: Is personalized digital marketing more than just a passing fad in the world of marketing, or does it really have a substantial impact on consumer purchasing decisions? We can use meta-analysis to find trends, variances, and potential moderators that may affect how well-personalized marketing methods work in various situations, markets, and customer groups. In this investigation, we will delve into the fascinating realm of customized digital marketing and use meta-analysis to reveal the complex influences it has on consumers' purchasing decisions. By doing this, we hope to help people gain a better understanding of the part that personalized digital marketing plays in influencing the decisions of today's savvy customers.

We presented a conceptual model in the current paper that is based on articles that were read and looked at to determine how customers would respond to personalized digital advertising. In our study, we contend that these five elements form the primary foundation for consumers' perceptions of the advertising value of advertisements. Our meta-analysis suggests a favorable correlation between consumers' buying intentions and personalized commercials because personalized advertising provokes both positive and negative emotions that could affect customers' total purchasing intentions. Therefore, marketing in contemporary society has evolved to be more customer-oriented, with marketing undertakings targeting specific customers using analytical data. This means that digital marketing strategies address tailor-made messages considering customer history and preferences, such as the websites they visit, items they buy, or

their age and gender. Such practices as email campaigns, advertising on social networks, and product recommendations are known to be effective in connecting with consumers and converting them. At a time when brands attempt to differentiate promotion messages from all the other generic communications, consumers have become vital marketing assets due to the effects of personalization.

As mentioned in the previous section, the use of personalized marketing has continued to rise with still developments in research arguing over the efficiency of this method in changing consumers' purchase intentions. A plethora of research focuses on personalized marketing, and the results ranging from the volume and strength of its effectiveness are pretty fragmented. Studies indicate that personalization improves consumer involvement and sales since they get what they need, while other studies show that it exerts limited positive effects, mostly when consumers feel uneasy about their information being used. Second, personnel and consumer demographics, the type of personalized information that may be present, and the use of customized techniques all reduce the generality of the conclusions made about the literature review.

The main question from the literature is the existence of a gap relating to the influence of personalized digital marketing strategies and consumer purchasing behavior. As mentioned earlier, although several papers address the context of personalization in different aspects to a certain extent, there are no significant data sets that cumulatively integrate all these findings from multiple industries and other marketing communication instruments. Furthermore, few studies explain when exactly personalization pays off for marketing approaches. For instance, is personalization more pervasive in some industries, such as electronic commerce, relative to other sectors, such as luxury products? To what extent do aspects like consumers' trust and privacy influence personalization?

More research has been conducted on the effectiveness of personalized digital marketing and how it influences consumer purchasing behavior. Due to these differences, the present research calls for a meta-analytic evaluation of the effects of personalized digital marketing on consumer purchasing. This work will fill this gap by reviewing findings from various research studies, as it will give a conclusive understanding of the impact of personalized strategies on consumers. Thus, examining the patterns of the total influence of personalization and the moderators that enhance or attenuate these impacts will provide helpful recommendations for marketers and a coherent framework for scholars that will positively impact their advancement of the field. In addition to revealing gaps in previous literature, this research also identifies the main moderating factors of personalization critical to the success of digital marketing, including the type of personalization, the industry setting, and consumer attitudes to privacy.

## 1. Literature Review

Personalized digital marketing has also been established as an area of interest, especially given the increasing importance of digital marketing in the marketing discipline. By expediting the technological readjustments and the emergence of new techniques involving data, businesses are pushing toward the directional interconnectivity of customer engagement.

Nevertheless, as it has been applied in several organizations, research on the efficiency of personalized marketing has yet to be conclusive. Some of the questions to be answered in this literature review include understanding the research findings on personalized digital marketing, consumer behavior on personalization, data privacy, different categories of personalization strategies, and different industries in which personalization was most successful.

### 2.1. Impact of Personalized Digital Marketing on Consumer Behavior

The central concept of personalized marketing is to change customers' behavior and offer specific content most likely to match the client's interests. First, evidence, like the one done by Tam and Ho in 2005, established that consumers are receptive to personalized marketing messages. Such messaging is not generic and immensely reduces information overload, enhancing and boosting purchase, engagement, and brand loyalty. Nonetheless, it has also been established that personalization influences consumption behavior with moderating factors such as the extent of personalization.

The reviews include name base and other minor consumer details in less-depth personalization. In contrast, in deep personalization, there are critical behavioral details such as past consumer purchase history (Grewal et al., 2019). Similarly, Adjerid et al. (2016) proved that if and when individualized messages (such as just-in-time offers based on the browsing history) are delivered, a dramatic boost in conversation rates can be observed, which means that not all personalization is created equal.

### 2.2. Types of Personalization and Their Effectiveness

Other types of perusing employed include Demographic, Behavioral, and Psychographic targeting, among other database marketing techniques.

#### 2.2.1. Demographic Personalization

The first form of personalization depends on data about the user's age, sex, and geographical location. Although effective in developing generalized categories for use in targeting consumers, demographic personalization has been discovered to pale in its effectiveness compared to other sophisticated targeting strategies. According to Ansari and Mela (2003), although the method provides good demographic data, it fails to fully represent individual consumer needs; hence, marketers need to utilize it optimally, and the results are generalized with slight effectiveness.

#### 2.2.2. Behavioral Personalization

It is essential to consider that recent research has also emphasized the advantage of behavioral-based personalization, where the recommendation engine uses real-time data, including Browsing History, Past Purchase Behavior, and Searching Behavior, to produce highly targeted recommendations. Another research done by Bleier and Eisenbeiss in 2015 supported the given statement that consumers are much more receptive to product recommendations based on the actual online behavior of the consumer than they are to the demographic status of the consumers. Behavioral personalization benefits marketers by enabling them to create better customer offers, which, in effect, increases customer response and conversion.

#### 2.2.3. Psychographic Personalization

Psychographic characteristics of consumers, such as lifestyle, values, and personality, have received increasing attention in the ongoing personalization process. According to Pappas et al. (2017), consumers develop better psychological associations with brands where psychographic-based marketing personalization is used, thus increasing the chances of engagement and purchases. However, such techniques demand higher-level data collection methods, which may have ethical privacy implications, as shown below.

### 2.3. Consumer Privacy Concerns and Trust Issues

Although it is a practical approach to engaging the consumer in email marketing, specific target marketing has faced several problems, mainly due to data privacy. Some research already carried out in this area reveals that most consumers are always uncomfortable with the information they release to organizations for marketing use. The term 'privacy paradox' was first described by Norberg, Horne, and Horne in 2007 because, on the one hand, consumers appreciate the measurable benefits of personalization. Conversely, they are concerned about their personal data collection and usage. Some studies, like Tucker (2014), discovered that once consumer personalization strategies go beyond a certain point, especially when the data sought is sensitive, consumers get uncomfortable and hence have negative perceptions of the brand. In response, there has been a shift toward implementing clear data use mechanisms and enabling users to decide on matters concerning their data. This is particularly the case given the arrival of new regulation and control measures such as those in the GDPR that require users' consent and disclosure of information usage.

### 2.4. Industry-Specific Insights on Personalization

This means that personalized digital marketing is ineffective in all industries at the same level. Guillaumin and Krynski (2001) have observed that electronic commerce, travelling, and subscription-based services are some of the fields most suitable for personalization as they involve people who need frequent and constant service. If properly targeted, personalized product recommendations, emails, and

advertisements within these industries can greatly enhance consumers' purchase behavior. On the other hand, it has been discovered that luxury and high-involvement products offer less of a gain in personalization. Kapferer, in his research published in 2012, observed that it is disadvantageous to market luxury goods and services to personalize them because luxury consumers do not desire convenience, which, in this case, is the personification of the product. This perception of exclusivity is best disrupted by heart-set personalized marketing efforts, which will alienate the luxury customer when interfering with the customer.

### **2.5 Emerging Trends: Artificial Intelligence and Machine Learning in Personalization**

Modern technologies such as Artificial Intelligence (AI) and Machine Learning (ML) have significantly impacted personal marketing content in the digital space. Marketing automation through AI makes it easy to churn data in real-time; therefore, marketers can adequately predict consumers' behavior to deliver targeted content. Xu et al. (2020) also proved that using recommendation engine AI technology, such as that of some firms like Amazon and Netflix, enhances the accuracy and efficiency of personalized marketing communication systems.

AI also provides an opportunity to leverage more variable prescriptive techniques that are more progressive than the conventional ones adopted by the customer, such as instant messaging services with fashion advisers or even creating and filtering content based on a consumer's preferences. This is mainly due to the growth of AI tech as part of its broader application in the marketing field, which will also likely increase issues related to data privacy. Personalization strategies in digital marketing communication show that personalization creates higher levels of consumer responses. Still, the extent of the effects differs according to the type of personalization used, the industry sector, and the privacy consciousness of the consumer. Users tend to prefer behavioral-based personalization over demographic-based approaches. Although the former may not consistently deliver superior results, psychographic personalizations are not hugely effective, but they can be an adequate area to research. However, marketers have to ensure that to achieve personalization, they are not invading the consumer's privacy to the extent of repelling them.

Moreover, new technological advancements such as artificial intelligence and machine learning open new, enhanced approaches to personalization that will define the future of digital marketing. However, the effectiveness of these strategies will vary with their capacity to capture consumers' trust while coping with the surge in regulations being set. An integrative approach is thus required for these findings to suggest a large-scale review of the impacts of personalized digital marketing on consumer buying across different domains.

## **2. Digital Marketing and Purchase Decision**

Their purchasing decision determines the possibility that customers will buy a particular product. This decision is based on an overall assessment of the intended purchase, encompassing both consumer interest and the feasibility of completing the transaction. Conceptually, it is grounded in behavioral intention theories, which have guided researchers in their understanding of this construct. Early researchers in the field drew upon two fundamental theories to shape their conceptualization of purchase decisions. Purchase decision, as used in the framework of online commerce, refers to whether customers are forming intents or desires in making a virtual purchase of a specific good or service. The primary focus of online advertising is to improve the interaction that customers have with a business or brand, thereby cultivating positive attitudes toward the entity and ultimately stimulating purchase intentions.

### **2.1. Advertising Personalization**

Advertising messages are sent to clients based on their user statistics, user preferences, surroundings, and subject matter when they are personalized. "The knack of an enterprise to identify with and accommodate its clients as distinct people through personal communication, tailored ad campaigns, incentives on bills, or additional private transactions" is the definition of personalization. Consumers want information that is pertinent to them and aligns with their passions; therefore, they desire to receive it in this way.

The bond with the target audience will be strengthened if the promotion can be made to feel more personal. Additionally, clients explicitly indicate that the power of marketing to provide knowledge is the main factor in adopting it, making the educational value of the commercials a vital factor in determining its worth and crucial to its efficacy. Based on the discussion, we formulate a research question:

"What is the impact of personalized digital marketing strategies on consumers' purchase decisions across different industries and demographics?"

Based on the research question formulated, we propose the following hypothesis (figure 1) to analyze it.

**H1:** Mobile advertising has a positive impact on consumer purchase intention.

**H2:** Targeting the audience has a positive impact on consumer purchase intention.

**H3:** Interactivity has a positive impact on consumer purchase intention.

**H4:** Informativeness has a positive impact on consumer purchase intention.

**H5:** Personalization of contents in ads has a positive impact on consumer purchase intention.

**H6:** Privacy concerns have an impact on consumer purchase intention.

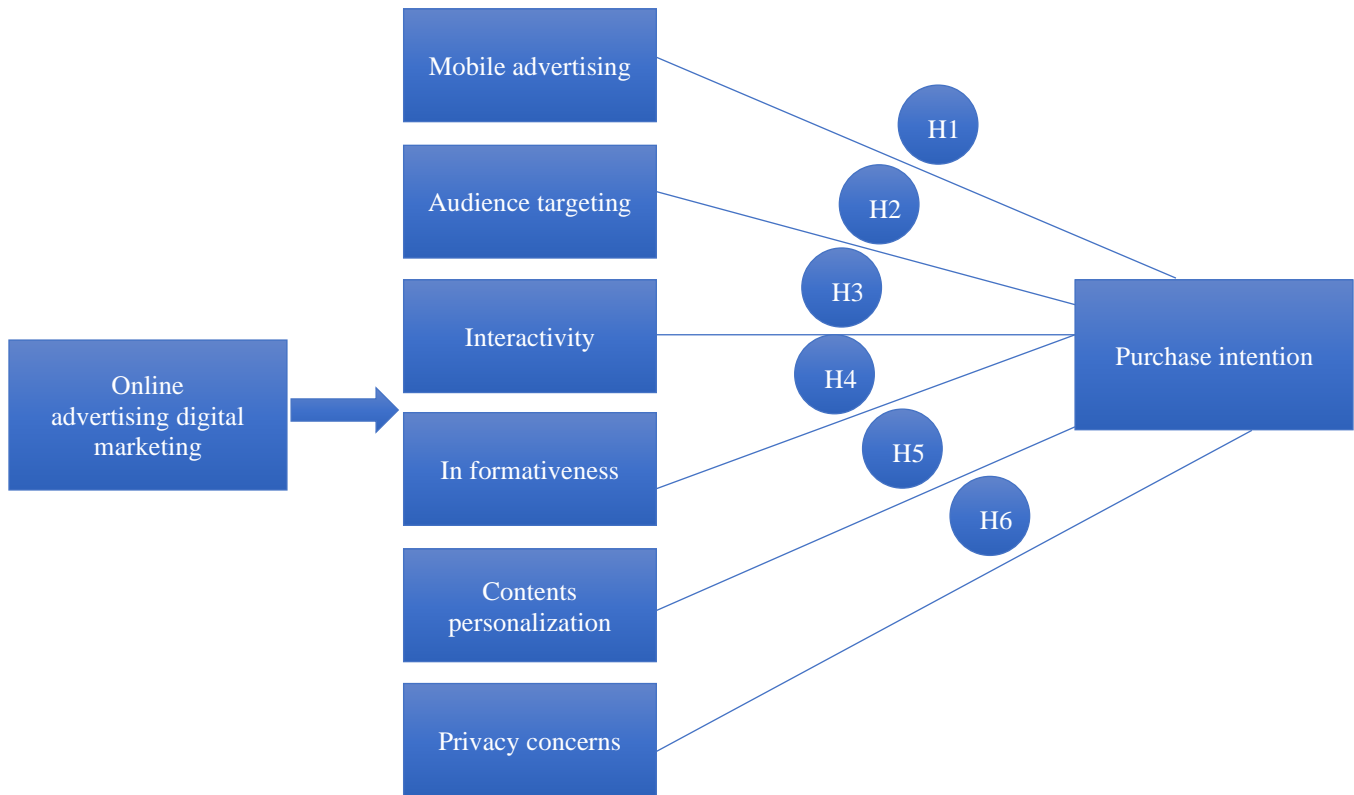


Fig. 1 Proposed hypothesis model

### 3. Investigating Technique

The PRISMA (Preferred Reporting of Items for Systematic Reviews and Meta-Analysis) methodology suggests gathering data from several databases of scientific journals. Numerous prestigious scientific journals have used, cited, and acknowledged PRISMA. The review process implements particular criteria to determine which papers should be included and which should be removed. Between January 2015 and April 2023, we searched peer-reviewed journals (such as Science Direct, Sage Journals, Emerald Library, ISI Web of Science, Taylor & Francis) for publications about how personalized digital marketing influences customer purchase decisions.

For the selected publications to be considered in this review, the terms "purchase intention" and "digital marketing", as well as at least one of the words or phrases "interactivity," "personalization," "quantitative," and "privacy" must appear in the titles or keywords. The article title, abstract, and keywords were the other three main critical components of possible articles that the search method was utilized to target. Additionally, we use Google Scholar to look for related publications online in order to include any pertinent research.

#### 3.1. Inclusion and Exclusion Criteria

According to the following criteria, studies were chosen for the meta-analysis. First, empirical investigations with

English-language writing have reported correlation coefficients between the study's constructs. The only articles covered are those that were released between 2015 and 2023. Studies relating to qualitative analysis were not included; only those presenting empirical data and quantitative analysis were. Studies written in regional tongues other than English were not included. 63 records were found after querying the database during the search (Figure 2).

During the screening phase of the study's second phase, it was found that 11 records had duplicate entries. After these entries were removed, 52 articles remained. 13 abstracts from these 52 papers were disqualified because they did not adhere to the rules after being reviewed. After examining the remaining 39 publications, 16 were found to be unreliable since they did not meet the criteria for inclusion and were idea papers and literature reviews rather than empirical research investigations. The meta-analysis comprised 23 publications with both qualitative and quantitative research methods.

#### 3.2. Coding and Meta-Analysis Procedure

We created a coding methodology outlining the data that would be taken from each trial in the manner described below: (1) Sample Size, (2) Year of Publication, (3) Country of Research, (4) Online/Paper Questionnaire Type, (6) The survey platform. The random effect model has been applied, which assumes that the genuine impact size changes arbitrarily between investigations, as shown in Table 1 below.

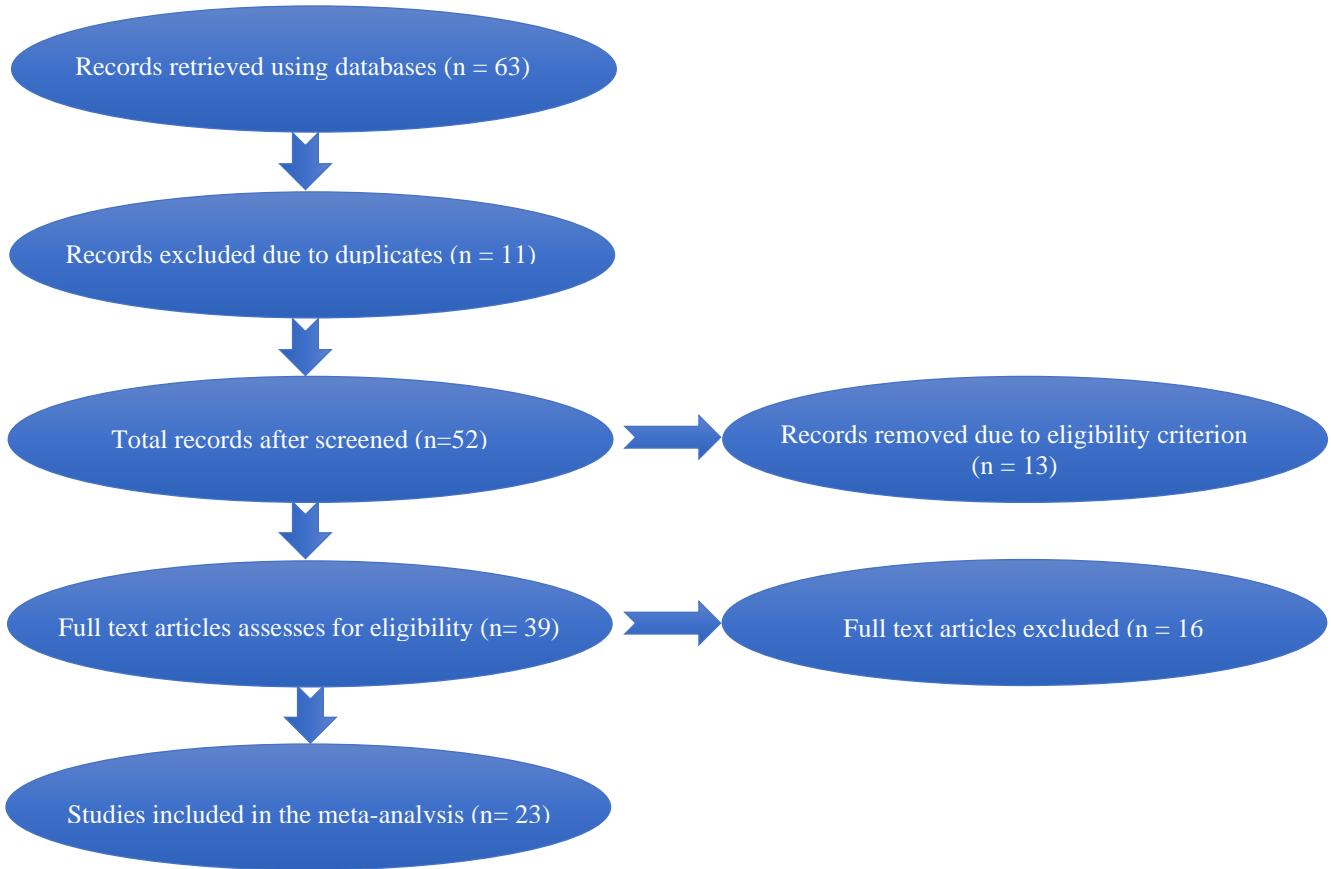


Fig. 2 Selection of articles flow diagram

Table 1. Study information utilized in the meta-analysis.

Author and year	Sample size	country	Survey platform
Omar and Atteya, 2020	213	Egypt	Random Online survey
Al-Azzam and Al-Mizeed 2021	220	Jordan	Random online survey
Xiao et al. 2019	372	China	Online survey on cross-border online shoppers
Hanaysha 2022	258	UAE	Survey on fast food customers
Giao and Vuong, 2020	490	Vietnam	Online survey via Email and Facebook
Yu et al. 2020	446	China	Online survey on WeChat users
Hasan and Sohail, 2021	314	Saudi Arabia	Online survey via social media platforms
Zhu and Kanjanamekanant 2021	349	Taiwan	Online market survey
Ardiansyah and Sarwoko 2020	100	Bali	Online survey via Instagram
Trivedi and Sama 2020	421	India	Online survey via Facebook
Lee and Cho, 2019	269	South Korea	Random survey
Saima and Khan, 2020	76	India	Online survey via social media platforms
Shanahan et al. 2019	242	USA	Survey on random consumers
Alalwan et al. 2020	323	Vietnam	Online survey on mobile shopping users
Mustafi and Hosain, 2020	281	Bangladesh	Online survey Email
Setyani et al. 2019	862	Indonesia	Online survey via social media platforms
Choedon. and Lee, 2020	219	Korean	Survey on Online Cosmetic Buyers
Martins et al. 2019	303	Portugal	Survey among smartphone users
Morimoto 2021.	600	Japan	Online survey among social media users
Siraj et al. 2021	200	Pakistan	Random survey
Bues et al. 2017	1394	Germany	Online survey among smartphone users
Alalwan 2018	437	Jordan	Survey via social media platforms
Gaber et al. 2019	412	Egypt	Online survey

#### 4. Results

Item reliability was assessed in this study by calculating the average Cronbach's alpha for each study. The estimated Cronbach alpha, which indicates adequate internal consistency for confirmation purposes, is between 0.726 and 0.95, as shown in Table 2. This is a fantastic result. The correlation coefficients and 95% confidence intervals shown in Table 3 help to clarify the connections between various variables and "Purchase intention."

These correlations shed light on the direction and strength of the linear relationships between each variable and a consumer's propensity to buy. For instance, the substantial positive correlation of 0.53 for "Audience targeting" indicates that there is a significant increase in purchase intention as the effectiveness of audience targeting rises. On the other hand, albeit with varied degrees, the moderately favorable correlations for "Advertising" (0.38), "Informativeness" (0.47), "Personalization" (0.45), and "Interactivity" (0.59) also suggest good associations. Additionally, "privacy concerns" have a smaller positive correlation (0.36), suggesting a less significant impact on purchase intention. We may be quite certain that the true correlation is somewhere within this range

because the breadth of the confidence interval in this example is rather small (0.224), suggesting that the estimate is relatively accurate. Wider gaps imply greater uncertainty and variability in the interactions between the components and "Purchase intention," while narrower intervals show greater confidence in the results. The characteristics of personalized digital marketing have a positive link with consumers' buying intentions, according to the correlation data, and these factors have a substantial impact on online customers' decision-making ( $p < 0.001$ ). The findings revealed that the reviewed literature backed all of the assumptions. The corresponding p-value of 0.1314 in this ANOVA study, Table 4, of correlation values across several factors indicates that there may not be enough data to claim significant differences between the factors definitively. It should be noted that the p-value is more than the standard significance threshold of 0.05. The critical F-value (F crit) is 2.4772 at the 0.05 significance level, exceeding the F-statistic in this case. While this is going on, random fluctuations are sometimes blamed for the "Within Groups" variation, or variation in correlation according to different authors. The null hypothesis, which states that there are no significant differences between the groups, may not be sufficiently refuted based on these data.

**Table 2. Hypothesis tested and Cronbach's alpha data extracted from studies.**

Author and year	Hypothesis tested	Hypothesis supported or not	Cronbach's alpha
Omar and Atteya, 2020	H1, H2	Supported	0.881
Al-Azzam and Al-Mizeed 2021	H1, H2	Supported	0.802
Xiao et al. 2019	H1, H2, H5	Supported	0.765
Hanaysha, 2022	H3, H4,	Supported	0.733
Giao and Vuong, 2020	H4, H6	Supported	0.823
Yu et al. 2020	H2, H4, H5, H6	Supported	0.815
Hasan and Sohail, 2021	H3, H5	Supported	0.839
Zhu and Kanjanamekanant, 2021	H5, H6, H2	Supported	0.924
Ardiansyah and Sarwoko, 2020	H1	Supported	0.842
Trivedi and Sama, 2020	H2, H5	Supported	0.8695
Lee and Cho, 2019	H2, H3, H6	Supported	0.95
Saima and Khan, 2020	H2, H4	Supported	0.876
Shanahan et al. 2019	H5	Supported	0.885
Alalwan et al. 2020	H5, H2	Supported	0.914
Mustafi and Hosain, 2020	H2, H5	Supported	0.904
Setyani et al. 2019	H5, H4	Supported	0.845
Choedon and Lee, 2020	H1, H3, H5	Supported	0.918
Martins et al. 2019	H2, H5	Supported	0.884
Morimoto 2021.	H6, H3	Supported	0.812
Siraj et al. 2021	H1	Supported	0.726
Bues et al. 2017	H1	Supported	0.931
Alalwan 2018	H2, H3	Supported	0.935
Gaber et al. 2019	H5	supported	

**Table 3. Correlation between digital marketing factors and purchase intention**

	Purchase intention	
	Correlation	95% confidence interval
<b>Advertising</b>	0.38	0.183
<b>Audience targeting</b>	0.53	0.112
<b>Interactivity</b>	0.59	0.131
<b>Informativeness</b>	0.47	0.065
<b>Personalization</b>	0.45	0.128
<b>Privacy concerns</b>	0.36	0.244

**Table 4. ANOVA test of correlation values across reviewed studies**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
<b>Between Groups</b>	0.27229	5	0.05446	1.83127	0.13139	2.47717
<b>Within Groups</b>	1.07055	36	0.02974			
<b>Total</b>	1.34284	41				

## 5. Discussion

This study makes a number of theoretical advances because personalized digital marketing is a young topic of study, and there has not been a quantitative synthesis of empirical data yet. By conducting the first meta-analysis and looking at how consumer perceptions relate to Purchase Intention, this study closes this gap in the literature. Because it combines findings from research, the uniqueness of this study is significant in arguing how the complete body of tangible proof should be interpreted. The results show a favorable trend that is in line with the research's included studies. The association between Purchase intention and personalized digital marketing elements, however, continues to have a significant and beneficial relationship with an immense impact size, according to our data. In terms of cross-border intention to buy online, specific suggestion signals had the biggest impact, subsequently followed by social assessment cues in second place, marketing through content cues in third place, and digital promotion cues in fourth place (Xiao et al., 2019). It demonstrates that online shoppers want two things: first, a straightforward method for buying products online, and second, to enjoy the experience of doing so. When customers purchase imported goods on international e-commerce platforms, they look for more than just high quality; they also want their emotional and social demands to be met (Xiao et al., 2019). Customers will have more opportunities to interact with brand marketing thanks to personalized brand messages on social media platforms, which will encourage purchase behavior (Hanaysha 2022). In addition to providing the customer with information about the product or service, the advertisement's appealing design and message also make the consumer pleased and more intrigued by it. In addition to providing the customer with information about the product or service, the advertisement's appealing design and message also make the consumer pleased and more intrigued by it. The use of a higher degree of brand recognition, information quality, visual attractiveness, and product connection to the customer improved their intention to click through on ads. The findings showed that more visible customer click-through

intent could be promoted by commercials with higher levels of product interaction (Giao and Vuong, 2020). The positive effects of the determinants of client participation in social media on intention to buy and loyalty to a brand logically justify using social media for overseeing consumer-brand interaction operations. Brand executives should not use Facebook or Twitter as a means of promotion just because other brand managers are using it; instead, they should use SMM as a source for gaining in-depth insight data on consumers' preferences and behavioral intentions and trends (Hasan and Sohail 2021). By offering incentives (such as gifts and bonuses), SMM practitioners can promote regular use. They can also create customer websites to increase customer engagement with the companies (Hasan and Sohail 2021). Customers are reasonable in the case of high-involvement products; therefore, it takes them longer and more effort to assess particular product performances and qualities (Ardiansyah and Sarwoko 2020). This study's contribution is distinctive since it looked at the role of message involvement from the standpoint of influencer marketing (Trivedi and Sama, 2020). Consumers' levels of attention to DS advertisements have a significant impact on how well they remember them and how they perceive them.

This research suggests that it may be crucial to monitor how much time people spend watching DS advertisements, as this information can be used to assess how effective DS advertising is (Lee and Cho 2019). Given that innovators strive to frequently create and post educational content with the aim of drawing and keeping their followers on social media, it stands to reason that this value for learning has a significant impact on the planned purchases of their followers (Saima and Khan, 2020). Users of social media anticipate high-quality and engaging content from influencers, and this affects their intent to buy (Saima and Khan, 2020). One distinctive feature that elevates an electronic purchasing experience is the availability to purchase anywhere (Alalwan et al., 2020). When using mobile commerce services, users will be inclined to interact cautiously, mentally, and diligently



in their purchases as long as it appears that the goods, offerings, data, and graphical interface have been specially tailored to their needs. Additionally, clients who purchase on their phones will feel distinct thanks to a high level of personalization, which enhances the emotional and hedonic aspects of customer engagement. Since users report an elevated degree of agility, mobile commerce channels can meet their demands (Alalwan et al., 2020). Mobile shopping channels are able to live up to customers' expectations because of the high level of responsiveness observed by users (Setyani et al., 2019). The most important element is incentives (Martins et al., 2019). In turn, utilitarian and hedonistic click-through motivations add to the temptation to make hasty purchases (Setyani et al., 2019). The development of user data analysis has made it possible for personalized adverts to reflect and meet a user's deeper requirements, needs that even the user may not be aware of (Choedon and Lee 2020). A person's competency in information control and the decrease of privacy concerns might be influenced by their confidence in managing personal information. Additionally, privacy issues forecast the ways in which advertising consequences, such as avoidance and perceived intrusiveness, would turn out. Information control thus plays a key role in determining social media users' perceptions of personalized advertising and privacy worry levels and responses (Morimoto 2021). Ad attitudes and avoidance are unaffected by persuasion knowledge, which may be because social media marketing is seen as a normal practice among businesses. Consumers were more concerned about their privacy when viewing ads on Twitter than on Instagram or LINE, according to a platform-based analysis of aspects associated with advertising. Furthermore, they felt less positively about Twitter's personalized adverts than LINE's or Facebook's. Consumers also tended to steer clear of personalized adverts on Twitter more so than on LINE and Facebook (Morimoto 2021). It should be evident that communications influence consumers' intentions to make purchases, according to the principal effect of personalization.

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However, managers should weigh the cost of establishing and running a loyalty program against the potential incremental benefits resulting from localized and personalized mobile in-store messages. According to the interaction effect, the incremental benefits are possibly negligible and may not be worth the extra expense of customization. Retailers who already localize their mobile in-store advertising may not benefit from personalization (Bues et al., 2017). Customers will be more likely to find social media advertising useful and fun to follow if they consider it to have an existing degree of interaction, which will, in turn, encourage them to buy the goods or services advertised in the advertisement (Alalwan 2018). The unforeseen dearth of data proving the connection between personalization and consumer opinions can be explained by firms' failure to communicate to consumers that commercials are personalized to their preferences. This may also be a result of the fact that Instagram usage by Egyptian companies is still in its nascent stages, which prevents many businesses from being able to customize their advertisements to the preferences of the customers they are targeting (Gaber et al., 2019).

## 6. Conclusion

The combined results show a convincing link between customized marketing approaches and higher customer engagement and conversion rates. This analysis highlights the importance of personalization in contemporary marketing strategies by synthesizing a variety of studies. The results significantly impact companies looking to improve their marketing approaches, underscoring the need for ramifications for companies looking to improve their marketing approaches and the need for data-driven customization. Using technology to recognize and cater to individual preferences can improve customer satisfaction and eventually increase sales. Companies must adapt as the digital landscape changes in order to take advantage of personalized marketing's potential to influence consumer behavior and purchasing decisions.

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