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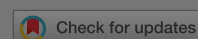
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Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites

Freya De Keyzer , Nathalie Dens & Patrick De Pelsmacker

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Abstract

We study the impact of perceived personalization on consumer responses to advertising on Facebook, a popular social network site (SNS). Based on two experiments, we test a moderated mediation model with perceived relevance as the mediator and respondents' attitudes toward Facebook as the moderator of the relations

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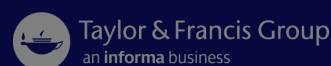
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