







Q

▶ Volume 15, Issue 2 ▶ Is this for me? How Consumers Respond to ....

Journal of Interactive Advertising > Volume 15, 2015 - Issue 2

10.265 148

CrossRef citations to date Altmetric Views

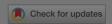
## Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites

Freya De Keyzer , Nathalie Dens & Patrick De Pelsmacker

Pages 124-134 | Received 05 Sep 2014, Accepted 09 Aug 2015, Published online: 11 Sep 2015

**66** Cite this article

⚠ https://doi.org/10.1080/15252019.2015.1082450



Sample our **Business & Industry Journals** to the latest two volumes for 14 days

Full A

Repri

Abstra

We stud

advertis

experim

medi

relati

click inte

response

of attitu

effect of

stronger

Keywords

## We Care About Your Privacy

We and our 913 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting "I Accept" enables tracking technologies to support the purposes shown under "we and our partners process data to provide," whereas selecting "Reject All" or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the ["privacy preferences"] link on the bottom of the webpage [or the floating icon on the bottom-left of the webpage, if applicable]. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. Here

We and our partners process data to provide:

I Accept

Show Purpose

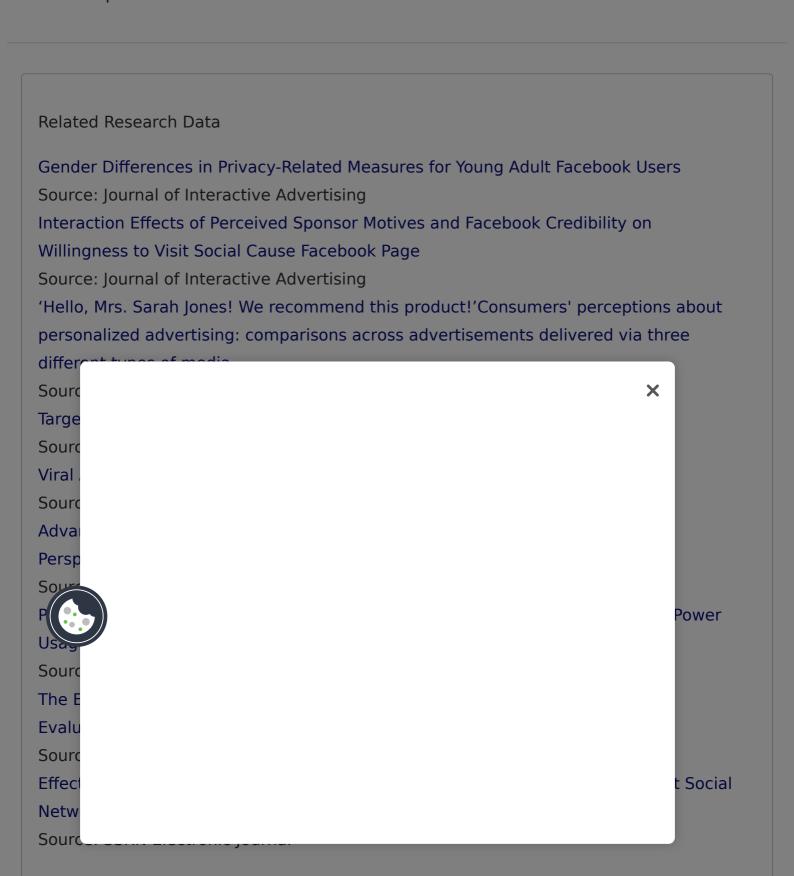
Reject All

ce as the the tude and improves ing impact ne positive ention is

social media online advertising personalization

## **ACKNOWLEDGMENTS**

The authors would like to thank the anonymous reviewers for their assistance during the review process.



Web Personalization as a Persuasion Strategy: An Elaboration Likelihood Model Perspective Source: Information Systems Research Health Organizations' Use of Facebook for Health Advertising and Promotion Source: Journal of Interactive Advertising Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior<sup>1</sup> Source: Journal of Applied Social Psychology Product uniqueness as a driver of customer utility in mass customization Source: Marketing Letters Putting one-to-one marketing to work: Personalization, customization, and choice Source: Marketing Letters The effect of decision makers' time perspective on intention-behavior consistency Source: Marketing Letters Does customization impact advertising effectiveness? An exploratory study of consumer perceptions of advertising in customized online environments Source: Journal of Marketing Communications The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites Source: Journal of Computer-Mediated Communication Measuring the Effects and Effectiveness of Interactive Advertising Source: Journal of Interactive Advertising The E X Sourc Inten Sourc Follov Sourc Adve Sourc The F ization Affec Sourc Friend Sourc The F Sourc Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook

Source: Unknown Repository Consumer response to Web sites and their influence on advertising effectiveness Source: Internet Research The Moderating Role of Commitment on the Spillover Effect of Marketing Communications Source: Journal of Marketing Research The Interactive Advertising Model Source: Journal of Interactive Advertising An Experimental Study on Ubiquitous commerce Adoption: Impact of Personalization and Privacy Concerns Source: Journal of the Association for Information Systems The Determinants of Email Receivers' Disseminating Behaviors on the Internet Source: Journal of Advertising Research Manipulating Ad Message Involvement through Information Expectancy: Effects on Attitude Evaluation and Confidence Source: Journal of Advertising The Effectiveness of Personalized E-mail Newsletters and the Role of Personal Characteristics Source: Cyberpsychology Behavior and Social Networking Web Commercials and Advertising Hierarchy-of-Effects Source: Journal of Advertising Research Telling More Than We Can know: Verbal Reports on mental Processes Sourc X Effica Source Gratif mail Sourc Reco Source **Attitu** Sourc Socia Netw Sourc

Source: Marketing Science

Consi

Sourc

The E

Uses and Gratifications of Social Media: A Comparison of Facebook and Instant Messaging Source: Bulletin of Science Technology & Society Webpage Background and Viewer Attitudes Source: Journal of Advertising Research How Advertising Works on the WWW: Modified Elaboration Likelihood Model Source: Journal of Current Issues & Research in Advertising Self-Enhancement as a Motivation for Sharing Online Advertising Source: Journal of Interactive Advertising Testing the Value of Customization: When Do Customers Really Prefer Products Tailored to Their Preferences? Source: Journal of Marketing The Effects of Personalized Product Recommendations on Advertisement Response Rates: The "Try This. It Works!" Technique Source: Journal of Consumer Psychology Avoidance of Advertising in Social Networking Sites Source: Journal of Interactive Advertising Relationship Quality and the Theory of Planned Behavior models of behavioral intentions and purchase behavior Source: Journal of Business Research Americans Reject Tailored Advertising and Three Activities that Enable It Source: SSRN Electronic Journal Socia X Sourc **Tailor** view Sourc Const Source Unde ng and Decis nold enero Sourc Meas Sourc Onlin Interv Sourc

Working mechanisms of computer-tailored health education: evidence from smoking cessation

Source: Health Education Research

Expectancy priming of smoking cessation messages enhances the placebo effect of tailored interventions.

Source: Health Psychology

Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions.

Source: Psychological Bulletin

Getting too personal: Reactance to highly personalized email solicitations

Source: Marketing Letters

The Targeting of Advertising

Source: Marketing Science

Determinants of Customers' Responses to Customized Offers: Conceptual Framework

X

and Research Propositions

Source: SSRN Electronic Journal

The Role of Message Tailoring in the Development of Persuasive Health

Communication Messages

Source: Annals of the International Communication Association Relationship marketing effectiveness: The role of involvement

Source: Psychology and Marketing

Segmentation Based on Affinity for Advertising

Sourc

The '

Sourc

Linkir



Information for Open access **Authors** Overview R&D professionals Open journals Editors **Open Select** Librarians **Dove Medical Press** Societies F1000Research Opportunities Help and information Reprints and e-prints Advertising solutions Newsroom Accelerated publication Corporate access solutions Books Keep up to date Register to receive personalised research and resources by email Sign me up X or & Francis Group Copyright