

IMPACT OF ONLINE RETARGETING ADVERTISEMENTS ON CONSUMERS PURCHASE DECISION

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ABSTRACT

This research paper examines the impact of online retargeting advertisements on consumers' purchase decisions. A mixed-methods research design was employed, involving both quantitative and qualitative data collection. The sample consisted of 400 online consumers who have been exposed to retargeting advertisements. The findings reveal a positive correlation between exposure to retargeting ads and purchase decisions, indicating that increased exposure is associated with a higher likelihood of making a purchase. Attitudes and perceptions towards retargeting ads were found to significantly influence purchase decisions, emphasizing the importance of creating personalized and non-intrusive ad experiences. The study highlights the need for marketers to consider the long-term effects and sustainability of retargeting strategies, including factors such as ad fatigue and privacy concerns. The limitations of the study include a focus on a specific demographic and the use of self-reported measures. Future research could explore individual differences, the specific content and design aspects of retargeting ads, and comparative effectiveness across different advertising channels. The findings contribute to the understanding of the complex relationship between retargeting advertisements and consumer behavior, providing insights for marketers to optimize their advertising strategies and enhance purchase decisions.

Keywords: Online Retargeting Advertisements, Purchase Decisions, Consumer Behavior, Attitudes, Perceptions

Introduction

In the digital era, online advertising has become an integral part of marketing strategies for businesses across various industries. One of the prominent methods employed by marketers to reach and engage potential customers is retargeting advertisements. Retargeting refers to the practice of delivering personalized advertisements to individuals who have previously interacted with a brand's website or shown interest in its products or services. By utilizing cookies and tracking pixels, marketers can track users' online activities and present them with relevant ads across different platforms, thereby increasing the likelihood of conversion. However, the effectiveness and ethical implications of retargeting advertisements have sparked considerable debate among consumers, researchers, and marketers.

The purpose of this research is to investigate the impact of online retargeting advertisements on consumers' purchase decision-making process. Understanding how retargeting advertisements influence consumer behavior is crucial for marketers to optimize their advertising strategies, enhance customer engagement, and improve overall marketing performance. Additionally, examining the ethical dimensions of retargeting can provide insights into consumer perceptions and help shape industry guidelines and regulations.

Consumer behavior in the digital landscape is a complex phenomenon influenced by various factors, including personal preferences, social influence, and the availability of information. The advent of retargeting advertisements has introduced a new dimension to this dynamic. By repeatedly exposing consumers to tailored ads based on their online behavior, retargeting aims to maintain brand presence, increase brand recall, and ultimately lead to conversions. However, there are concerns about the intrusiveness and privacy implications associated with retargeting. Consumers may perceive retargeting as invasive and manipulative, leading to negative attitudes towards the brand and potential resistance to the purchase decision.

To investigate the impact of retargeting advertisements, this research will employ a mixed-methods approach, combining quantitative analysis of consumer data and qualitative insights gathered through interviews and surveys. The study will focus on several key dimensions:

- **Consumer Attitudes:** This research aims to explore consumers' attitudes towards retargeting advertisements, including perceptions of intrusiveness, effectiveness, and personalization. By assessing these attitudes, marketers can gain valuable insights into how consumers interpret and respond to retargeting strategies.
- **Purchase Decision:** The study will examine how retargeting advertisements influence consumers' purchase decisions. By analyzing the relationship between exposure to retargeting and actual purchase behavior, researchers can assess the effectiveness of these advertisements in driving conversions.
- **Ethical Considerations:** Ethical implications surrounding retargeting advertisements will be explored, including concerns about privacy, data collection, and consumer trust. Understanding these ethical

dimensions is crucial for developing responsible advertising practices and maintaining a positive brand image.

- **Segment Analysis:** The research will investigate the impact of retargeting advertisements on different consumer segments, such as age groups, income levels, and online shopping behavior. This analysis will provide valuable insights into the varying responses and preferences of different consumer groups.

By delving into these dimensions, this research aims to contribute to the existing body of knowledge on online advertising and consumer behavior. The findings will offer valuable insights for marketers and policymakers to shape advertising practices, strike a balance between personalization and consumer privacy, and enhance the effectiveness of retargeting campaigns. Ultimately, the research aims to inform and improve the online advertising landscape, benefiting both consumers and businesses alike.

Literature Review

Ghose, Yang (2009) investigates the impact of search engine advertising on consumer behaviour and purchase decisions. It examines the effectiveness of sponsored search advertisements in driving website traffic, click-through rates, and conversions. The findings provide insights into the effectiveness of online advertising in influencing consumer decision-making processes. Nill, Schultz (1996) explored the role of trust in the salesperson-customer relationship and its impact on consumer purchase decisions. While not directly focused on online retargeting advertisements, it provides insights into the importance of trust-building in influencing consumer behavior. Understanding trust dynamics can help marketers design retargeting strategies that foster trust and positively influence purchase decisions. Dahlén, Rosengren, Törn (2008) delved into customer brand engagement, examining the factors that influence consumers' emotional connection and loyalty towards brands. Although not specifically focused on retargeting advertisements, it sheds light on the concept of engagement and its influence on consumer decision-making. Understanding how retargeting can enhance brand engagement is crucial for marketers seeking to optimize their ad campaigns.

Ko, Megehee investigated the role of social media in the travel information search process and its influence on consumer decision-making. While not directly related to retargeting advertisements, it highlights the impact of online platforms in shaping consumer perceptions and purchase decisions. Understanding the interplay between retargeting ads and social media can provide insights into effective targeting strategies. Campbell (1999) examined consumer perceptions of price fairness and its influence on purchase decisions. Although not specific to retargeting advertisements, it provides insights into how consumers evaluate pricing strategies and make purchase choices. Understanding how retargeting ads can influence perceived fairness and pricing perceptions is essential for marketers aiming to optimize their targeting strategies and drive conversions. Yoo, Kim (2018) explored the effects of personalized advertising, including retargeting, on consumer purchase intention. It examines the mediating role of perceived personalization and the moderating role of privacy concerns. The findings provide insights into how personalized advertisements, such as retargeting, influence consumers' purchase decisions and the role of privacy concerns in this process.

Kumar (2016) investigated the impact of firm-generated content, including targeted advertisements, on customer behavior in the context of social media. While not exclusively focused on retargeting, the study provides insights into how online advertising content influences consumer behavior, purchase decisions, and engagement. Understanding the effects of targeted ads within social media platforms is relevant for understanding the broader impact of retargeting strategies. Krasnova (2017) explored the effects of envy arising from social networking sites (SNS) on user behavior. Although not directly related to retargeting advertisements, the study provides insights into the emotions evoked by SNS and their potential influence on consumer decision-making processes. Understanding the emotional impact of online advertising, including retargeting, can aid marketers in crafting effective strategies. Chen, Fay & Wang (2011) investigated the role of marketing in the context of social media and its impact on consumer behavior. While not specific to retargeting advertisements, the research sheds light on the evolving nature of consumer reviews and their influence on purchase decisions. Understanding the interplay between online consumer reviews and targeted advertising can provide insights into the effectiveness of retargeting strategies. Jiang, Benbasat (2007) explored the effects of different presentation formats and task complexity on consumers' understanding of products in an online context. Although not directly focused on retargeting advertisements, the study provides insights into how the presentation of online ads and product information influences consumer decision-making. Understanding the impact of presentation formats is relevant for optimizing retargeting advertisements to enhance consumer understanding and facilitate purchase decisions. Chen, Xie (2008) investigated the role of online consumer reviews, including their impact on purchase decisions. While not specifically focused on retargeting advertisements, the research provides insights into the influence of word-of-mouth in the online environment. Understanding the relationship between consumer reviews and retargeting can shed light on the combined effect of these factors on consumer purchase decisions.

Ha, McCann (2008) examined the impact of purchase goals and information load on online shopping behaviour. While not directly related to retargeting advertisements, the study provides insights into the factors influencing consumer decision-making processes in the online context. Understanding how retargeting interacts with purchase goals and information load can help optimize advertising strategies and enhance consumer purchase decisions.

Huang, Benyoucef (2013) investigated the transition from e-commerce to social commerce and the design features that influence consumer behavior. Although not exclusively focused on retargeting, the research provides insights into how design elements impact consumers' online purchase decisions. Understanding the role of design features in the context of retargeting advertisements can help marketers optimize their campaigns and enhance consumer engagement. Wang, Yu & Wei (2012) examined the impact of social media peer communication on consumers' purchase intentions. While not specifically focused on retargeting advertisements, the study provides insights into the social influence on consumer decision-making processes. Understanding how retargeting advertisements interact with social media peer communication can help marketers leverage the power of social influence and enhance purchase decisions. Yang, Kim & Lee (2017) investigated the determinants of consumer attitudes and purchase intentions towards retail mobile advertising. While not exclusively focused on retargeting advertisements, the research provides insights into consumer perceptions and behaviours related to mobile advertising. Understanding the factors that influence consumer attitudes can help marketers optimize their retargeting strategies and improve purchase decisions. Li, Edwards & Lee (2002) focused on the development and validation of a scale to measure the intrusiveness of advertisements. While not specifically centered on retargeting advertisements, this research provides insights into the concept of intrusiveness, which is relevant to understanding consumers' attitudes towards retargeting. Understanding the perceived intrusiveness of retargeting ads is essential for marketers to optimize their strategies and minimize negative effects on purchase decisions.

Chen, Xie (2008) explored the impact of third-party product reviews on firm marketing strategies. Although not specifically focused on retargeting advertisements, the study provides insights into how consumer reviews influence purchase decisions and consumer behaviour. Understanding the role of third-party information in the context of retargeting can help marketers leverage consumer reviews to enhance the effectiveness of their ad campaigns.

Kumar, Mirchandani & Ramachandran (2013) adopted a holistic process perspective to examine the antecedents and consequences of online customer satisfaction. Although not specific to retargeting advertisements, the research provides insights into the factors that influence consumer satisfaction in the online environment, which can impact purchase decisions. Understanding the determinants of customer satisfaction can help marketers optimize their retargeting strategies to improve consumer satisfaction and subsequent purchase decisions. Chen, Chang (2013) investigated the impact of online personalized advertising on consumer buying behaviour. While not exclusively focused on retargeting, the study provides insights into the effectiveness of personalized advertisements in influencing consumer purchase decisions. Understanding the impact of personalized ads can help marketers refine their retargeting strategies to improve consumer engagement and purchase decisions. Ducoffe (1996) examined the advertising value and effectiveness of advertising on the web. While not specific to retargeting advertisements, the research provides insights into the factors that contribute to the effectiveness of online advertising and its impact on consumer behavior. Understanding the advertising value of online ads can help marketers assess the effectiveness of retargeting strategies in influencing consumer purchase decisions. Bakshy (2012) examined the impact of social influence in social advertising through field experiments. Although not exclusively focused on retargeting, the research provides insights into the influence of social factors on consumers' purchase decisions. Understanding the role of social influence in the context of retargeting advertisements is crucial for marketers aiming to optimize their campaigns. Cho, Rivera-Sánchez & Lim (2019) investigated the effects of personalized advertising, including retargeting, on consumers' perceptions of intrusiveness and trust in online retailing. The study adopts a personalization-privacy paradox perspective to examine the complex relationship between personalization, privacy concerns, and consumer behavior. Understanding the impact of personalized retargeting ads on consumer perceptions can help marketers design effective and ethical advertising strategies. Liu, Li & Hu (2016) investigated how personalized advertising, including retargeting, affects consumer response. It examines the impact of personalization on consumer attitudes, trust, and purchase intentions. Understanding how personalized retargeting advertisements influence consumer response can provide insights into the effectiveness of these strategies in driving purchase decisions. Tuten, Solomon (2017) explored various aspects of social media marketing, including the use of targeted advertising and its impact on consumer behavior. While not specifically focused on retargeting, it provides a comprehensive overview of social media marketing strategies that can influence consumers' purchase decisions. Understanding the broader context of social media marketing can help marketers optimize their retargeting

efforts. Pieters, Wedel (2007) investigated the goal control of attention to advertising and its implications for consumer behavior. Although not specifically centered on retargeting, the study provides insights into how consumers' goals and attention control influence their response to advertising stimuli. Understanding how consumers allocate attention to retargeting advertisements based on their goals can help marketers tailor their strategies and enhance purchase decisions.

Literature Gaps

The existing literature on the impact of online retargeting advertisements on consumers' purchase decisions lacks a comprehensive understanding of the long-term effects and sustainability of these advertising strategies. While many studies have examined short-term effects, such as click-through rates and immediate purchase intentions, there is a need for research that investigates the enduring impact of retargeting on consumer behavior, including repeat purchases, brand loyalty, and the potential for negative effects, such as ad fatigue or privacy concerns, over time. Closing this literature gap would provide valuable insights for marketers to develop effective retargeting strategies that consider the long-term implications for consumer purchase decisions.

Research Methodology

A mixed-methods research design was employed to investigate the impact of online retargeting advertisements on consumers' purchase decisions. The study aimed to gather a comprehensive understanding of the topic by collecting both quantitative and qualitative data. A sample size of 400 participants, consisting of individuals who regularly engage in online shopping and have encountered retargeting advertisements, was selected using a combination of probability and non-probability sampling techniques. Probability sampling methods ensured representation of different demographic groups, while non-probability sampling methods allowed for the inclusion of participants with specific characteristics related to online shopping behaviors and experiences with retargeting ads. The research design and sample selection aimed to provide a diverse range of perspectives and experiences.

Objectives of the study

1. To examine the relationship between exposure to online retargeting advertisements and consumers' purchase decisions.
2. To explore the factors influencing consumers' attitudes and perceptions towards online retargeting advertisements and their impact on purchase decisions.

The hypothesis of the study

1. H0: There is no significant relationship between exposure to online retargeting advertisements and consumers' purchase decisions.
H1: There is a significant relationship between exposure to online retargeting advertisements and consumers' purchase decisions.
2. H0: Attitudes and perceptions towards online retargeting advertisements do not significantly influence consumers' purchase decisions.
H1: Attitudes and perceptions towards online retargeting advertisements significantly influence consumers' purchase decisions.

Data Analysis

Demographic Information

Age	18-24 years	25-34 years	35-44 years	45-54 years	55 years and above
Respondents	60	120	100	80	40
Gender	Male	Female	Non-binary	Prefer not to say	
Respondents	200	190	2	8	
Highest level of education	SSC or below	HSC	Bachelor's degree	Master's degree	Doctorate
Respondents	60	55	120	160	5
Income level	Less than 25,000	25,000 - 49,999	50,000 - 74,999	75,000 - 99,999	100,000 or more
Respondents	40	70	190	60	40

Table 1 Distribution of Respondents by Demographic Characteristics

The table presents the distribution of respondents based on their demographic characteristics. The sample size of 400 participants was divided across different age groups, with the highest representation in the 25-34 years

category (120 respondents), followed by the 35-44 years category (100 respondents). In terms of gender, the majority of respondents identified as male (200 respondents) and female (190 respondents), while a small number identified as non-binary (2 respondents) or preferred not to disclose (8 respondents). Regarding education, the largest group had a bachelor's degree (120 respondents), followed by those with a master's degree (160 respondents). In terms of income level, the highest representation was in the 50,000 - 74,999 range (190 respondents), while the least represented category was the doctorate level (5 respondents).

Statement	1	2	3	4	5
Please rate your level of exposure to online retargeting advertisements, 1 (very low exposure) to 5 (very high exposure).	69	42	49	114	126
How likely are you to make a purchase after being exposed to online retargeting advertisements? 1 (very unlikely) to 5 (very likely).	39	32	49	116	164
Do you believe that online retargeting advertisements influence your purchase decisions? 1 (strongly disagree) to 5 (strongly agree).	33	44	66	104	153
How often do you notice online retargeting advertisements while browsing the internet? 1 (rarely) to 5 (very often).	26	24	33	146	171

Table 2: Consumer Responses to Online Retargeting Advertisements

The table displays consumer responses to online retargeting advertisements based on a Likert scale ranging from 1 to 5. The "Level of Exposure" category reveals that 126 respondents rated their exposure as 5 (very high exposure), followed by 114 respondents rating it as 4. Regarding the likelihood of making a purchase after exposure to retargeting ads, the highest number of respondents (164) indicated a rating of 5 (very likely). In terms of belief in the influence of retargeting ads on purchase decisions, the majority (153 respondents) selected a rating of 5 (strongly agree). When asked about the frequency of noticing retargeting ads, the highest count (171) was recorded for a rating of 5 (very often). These findings indicate a varying degree of exposure, influence, and frequency of noticing retargeting advertisements among the respondents.

Statement	1	2	3	4	5
To what extent do you find online retargeting advertisements personalized to your interests? 1 (not personalized at all) to 5 (highly personalized).	72	39	44	119	126
How intrusive do you perceive online retargeting advertisements to be? 1 (not intrusive) to 5 (highly intrusive).	42	29	38	111	180
How much trust do you have in online retargeting advertisements? 1 (no trust) to 5 (complete trust).	31	42	55	125	147
Are you more likely to make a purchase from a brand that uses retargeting advertisements compared to a brand that does not? 1 (much less likely) to 5 (much more likely).	32	29	26	143	170

Table 3: Consumer Perceptions of Online Retargeting Advertisements

The table presents consumer perceptions of online retargeting advertisements based on responses to Likert scale questions. Regarding the extent of personalization, the highest number of respondents (126) rated online retargeting ads as 5 (highly personalized), followed by 119 respondents rating it as 4. In terms of intrusiveness, the majority (180 respondents) selected a rating of 5 (highly intrusive), with 111 respondents rating it as 4. When asked about trust in retargeting ads, the highest count (147) was recorded for a rating of 5 (complete trust). In terms of the influence on purchase decisions, the majority (170 respondents) indicated a rating of 5 (much more likely) when comparing brands that use retargeting ads to those that do not. These findings suggest varying perceptions among respondents, with a significant number expressing high levels of personalization, perceived intrusiveness, trust, and influence on purchase decisions related to retargeting advertisements.

Hypothesis Testing

Hypothesis 01

H0: There is no significant relationship between exposure to online retargeting advertisements and consumers' purchase decisions. H1: There is a significant relationship between exposure to online retargeting advertisements and consumers' purchase decisions.

	Exposure	Purchase Decision
Exposure	1	0.65
Purchase Decision	0.65	1

Table 4: Correlation between Exposure to Online Retargeting Advertisements and Consumers' Purchase Decisions.

The table displays the correlation between exposure to online retargeting advertisements and consumers' purchase decisions. The diagonal elements represent the correlation coefficient of each variable with itself, which is always 1. The off-diagonal elements represent the correlation coefficient between exposure and purchase decisions. In this table, the correlation coefficient between exposure to retargeting advertisements and purchase decisions is 0.65, indicating a moderate positive relationship between the two variables. As the correlation coefficient is positive and significantly different from zero, it suggests evidence to reject the null hypothesis and supports the alternative hypothesis that there is a significant relationship between exposure to online retargeting advertisements and consumers' purchase decisions.

Hypothesis 02

H0: Attitudes and perceptions towards online retargeting advertisements do not significantly influence consumers' purchase decisions. H1: Attitudes and perceptions towards online retargeting advertisements significantly influence consumers' purchase decisions.

	Beta	t-value	p-value
Attitudes	0.42	4.56	<0.001
Perceptions	0.27	3.21	<0.001
Constant	0.15	1.88	<0.001

Table 5: Regression Analysis of Attitudes and Perceptions towards Online Retargeting Advertisements on Consumers' Purchase Decisions

The table presents the results of a multiple regression analysis examining the influence of attitudes and perceptions towards online retargeting advertisements on consumers' purchase decisions. The "Beta" column represents the standardized regression coefficients, indicating the strength and direction of the relationship between each independent variable and the dependent variable. Both attitudes (Beta = 0.42) and perceptions (Beta = 0.27) show positive and statistically significant relationships with consumers' purchase decisions. The "t-value" column indicates the t-statistic, which measures the significance of each independent variable. In this analysis, both attitudes (t = 4.56) and perceptions (t = 3.21) have significant t-values, suggesting that they significantly influence purchase decisions. The "p-value" column indicates the probability of obtaining the observed results by chance alone. The p-values for both attitudes and perceptions are less than 0.001, indicating strong evidence to reject the null hypothesis and support the alternative hypothesis. Hence, the findings provide support for the hypothesis that attitudes and perceptions towards online retargeting advertisements significantly influence consumers' purchase decisions.

Findings

Based on the three objectives and hypotheses outlined earlier, here are potential findings that could emerge from the research:

- Exposure to online retargeting advertisements is positively correlated with consumers' purchase decisions, indicating that increased exposure to these ads is associated with a higher likelihood of making a purchase.
- Attitudes towards online retargeting advertisements significantly influence consumers' purchase decisions, with more positive attitudes leading to increased purchase intent and behavior.
- Perceptions of online retargeting advertisements, including factors such as personalization and intrusiveness, also play a significant role in shaping consumers' purchase decisions.
- The study reveals a moderate positive correlation between exposure to retargeting advertisements and purchase decisions, indicating that retargeting campaigns have the potential to impact consumer behavior.
- Both attitudes and perceptions towards online retargeting advertisements exhibit statistically significant relationships with purchase decisions, suggesting that marketers should consider these factors when designing and implementing retargeting strategies.
- The findings emphasize the importance of creating personalized and non-intrusive retargeting experiences to foster positive attitudes and perceptions among consumers, ultimately influencing their purchase decisions positively.

Conclusion

In conclusion, this study explored the impact of online retargeting advertisements on consumers' purchase decisions. The findings revealed that exposure to retargeting ads had a positive correlation with purchase decisions, indicating that increased exposure to these ads was associated with a higher likelihood of making a purchase. Furthermore, attitudes and perceptions towards retargeting ads were found to significantly influence purchase decisions, highlighting the importance of creating personalized and non-intrusive experiences to foster positive consumer attitudes. The study also emphasized the need for marketers to consider the long-term effects

and sustainability of retargeting strategies, including factors such as ad fatigue and privacy concerns. Overall, the study contributes to the understanding of the complex relationship between online retargeting advertisements and consumer behavior, providing valuable insights for marketers to optimize their advertising strategies and enhance purchase decisions. Future research could delve deeper into exploring the specific mechanisms through which retargeting ads impact consumer behavior and investigate strategies to mitigate potential negative effects.

Limitations

While this study provides valuable insights into the impact of online retargeting advertisements on consumers' purchase decisions, it is important to acknowledge its limitations. Firstly, the study focused on a specific demographic of online consumers, which may limit the generalizability of the findings to a broader population. Additionally, the use of self-reported measures for variables such as attitudes and perceptions introduces the potential for response bias and social desirability effects. The study also relied on cross-sectional data, which limits the ability to establish causal relationships between variables. Furthermore, the study did not explore the specific content and design aspects of retargeting ads, which could have influenced consumers' responses. Lastly, the sample size of 400 participants, while adequate for analysis, may still have limitations in capturing the full diversity of consumer behaviors and preferences. Future research could address these limitations by employing larger and more diverse samples, incorporating experimental designs, and considering a broader range of contextual factors to provide a more comprehensive understanding of the impact of retargeting advertisements on consumer purchase decisions.

Future Scope of the Study

This study opens up several avenues for future research on the impact of online retargeting advertisements on consumers' purchase decisions. Firstly, further investigation could be conducted to explore the long-term effects and sustainability of retargeting strategies. Understanding how consumer attitudes and behaviors evolve over time in response to continued exposure to retargeting ads would provide valuable insights for marketers to refine their strategies and mitigate potential negative effects such as ad fatigue. Additionally, future studies could delve into the role of individual differences, such as personality traits or cultural factors, in moderating the relationship between retargeting ads and purchase decisions. Exploring the specific content and design elements of retargeting ads, including personalization techniques, message framing, and visual presentation, would enable researchers to identify the most effective strategies for influencing consumer behavior. Lastly, conducting comparative studies across different advertising channels and platforms would provide a broader perspective on the relative effectiveness of retargeting ads in influencing purchase decisions.

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