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HANDELSHÖGSKOLAN

THE POSITIVE IMPACT OF PERSONALISED ADVERTISEMENT

A quantitative study on what factors influence attitudes towards personalised advertisement on social media

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Abstract

Today's consumers have become more digitally active and store a large part of their personal information online. The purpose of this thesis is to examine consumer attitudes towards personalised advertisement on social media platforms, and what factors may influence their attitudes. Previous research shows how consumers have generally good attitudes towards personalised advertisement, but feel concerned regarding the data collection connected to advertisement. The research reveals that the vast majority of companies use personalised advertisements on social media platforms, and this form of marketing is here to stay. This thesis seeks to broaden the understanding of what factors may influence consumers' attitudes in a positive or negative way, putting more weight on positive aspects from a consumer perspective. This was carried out through an online survey in order to capture consumer attitudes from a larger audience, and the findings were then analysed through a quantitative regression analysis.

The results show that respondents were positive towards personalised advertisement but negative towards data collection, which goes in line with previous findings. The findings also showed that concern towards data collection did not appear to influence consumer attitudes.

Moreover, the regression analysis revealed that factors such as *consumer trust*, and *previous experience of ads* influenced attitudes in a positive way. *Increased exposure to ads* had a negative effect, and *concern for data collection* lacked statistical significance. This means that it is important to examine factors of advertisement specifically on social media, as well as to further investigate the discrepancy between data concern and attitudes towards advertisement.

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1. Introduction

This chapter covers the background of personalised advertisement on social media and the positive and negative aspects, and ends with introducing the aim of this thesis.

1.1 Background

There has been a rapid increase in the usage of personalised advertisement on social media platforms in the past decade. The traditional way of marketing (e.g. radio or television ads) is very different from the majority of today's advertisement. In the digital world marketers and companies can target consumer interests and advertise their preferences directly to consumers via social media (Vratonjic et al., 2010). This has led to both benefits and downsides for consumers.

Moreover, collecting data which is an integral foundation of personal advertisement has also increased in both speed and popularity since the 2000s. Currently the majority of retailers, producers, manufacturers, and even non-profit organisations collect and use large amounts of personal consumer data (Phelps et al., 2000).

If the data collecting process and the personal advertisement strategy is done ethically, it can benefit both companies and consumers. Strycharz et al. (2019) examine the positive aspects of direct advertisement and confirm that consumers are generally very positive towards marketing messages becoming more personalised. They acknowledge the benefits of receiving direct offers and messages that feel relevant, thus cutting through all of the content of digital platforms. The benefits for marketers with personalisation and personal advertisement can include; higher response rates from consumers, longer and more loyal customer relationships, differentiation from competitors and a higher potential price for goods and services. Personal advertisement is often not even seen as a choice anymore for marketers, but a requirement to succeed with the digital platforms (Strycharz et al., 2019).

Moreover, personalised advertisement can, according to Peppers et al. (1999) take place in many different ways on various platforms. Personalised marketing on social media, email or websites can differ but there is one aspect that is commonly shared which is that they consist of a one-to-one communication. The basics of this is that companies need to understand the individual consumers' needs and wants, and this is where data collection comes in. Data collection is said to serve both the companies and the consumers since consumers want

personal relationships with brands, thus encouraging advertisement that only shows the individual consumer what is relevant for them. Data collection is a requirement for personalised ads (Peppers et al., 1999).

However, there is also evidence showing that there is a growing concern among social media users regarding privacy issues. In 2014 the European high court ruled that search engine providers are required to remove any links that individuals feel violates their privacy (Pence, 2014). Research on data collection from DeLane (2022) analyses personal data and the many concerns (e.g. less privacy, fraud, lack of integrity and transparency) among social media users (DeLane, 2022). For instance, Cambridge Analytica (a political data company) was involved in a breach that increased this safety concern (Hinds et al., 2020). This motivates the importance of examining both personalised advertisement and the data collection behind it.

When it comes to data collection it can also be problematic if the data is in the wrong hands and the marketer breaks the trust of the consumers. Today many companies on the market tend to buy or use data from consumers via third-party data collectors without their consent (Macnish, 2018). This aspect has been discussed frequently as many question the degree of integrity and privacy that exist on social media platforms.

The Cambridge Analytica case mentioned above, reveals the downside of privacy within social media usage where they disclosed how the company collected data from millions of users without consent (Schneble et al., 2018). A large part of our lives are digital and we give out most of our personal information to social media without reflecting on where that will end up or who will have access to it. Hinds et al. (2020) examines if Facebook users deleted their accounts after watching the Cambridge Analytica documentary, and their findings showed that people did not delete their accounts but rather changed their settings for privacy (Hinds et al., 2020). This implies that individuals aren't making long-term attitudinal changes despite concern, and that consumers value the personal advertisement on social media enough to be okay with the risk of privacy infringement.

Phelps et al. (2000) focused on researching the ethical concerns among consumers regarding privacy and the information that companies and organisations gather. Phelps et al. (2000) also focused on what measures consumers want to take in order to restrict information accessible to companies (Phelps et al., 2000). Despite the highlighted negative aspects of personalised

advertising, the findings show that many users have a general positive attitude towards personalised advertisements.

Furthermore, it becomes clear that the downsides of data collection methods have already been thoroughly examined in regards to both efficiency, ethics and privacy. Generally previous research has often had a focus on identifying how consumers feel towards data collection, personalised advertising and privacy concern, with a goal of identifying the negative aspects influencing attitudes (Phelps et al., 2000; Kumar et al., 2010). Personalised advertisement is inevitable in today's society, and people generally have positive attitudes towards it (Strycharz et al., 2019). This thesis will therefore contribute to the research by focusing on what factors have a *positive* impact on attitudes towards personal advertisement, rather than what factors create concern. This means that factors that have not been examined in this context will be included in the analysis. By doing research within this area the aim is to contribute with new knowledge regarding what factors are important for personal advertisement to succeed in the future.

This thesis uses factors that previous research have proven to be important for consumers' general attitudes, and examines the potential positive impact they have on how attitudes towards specifically personalised advertisement on social media are created. This knowledge could have great implications for marketers and the consumer society as it could show areas to optimise and improve in order to break some of the attitudinal barriers towards this customised form of marketing (Phelps et al., 2000; Peppers., 1999). By examining what positive aspects consumers value, researchers and marketers can lower the threshold for consumers to engage with and have positive attitudes towards personalised advertisement.

Thus, it becomes clear that consumers want more relevant, direct and personalised advertisement messages (Strycharz et al., 2019). This is almost a requirement today in order to cut through the noise of social media platforms to receive meaningful content. The paradox with this increased wish for personalisation is that consumers are also becoming more aware of privacy and the ethical problems that come with data collection. This paradoxical relationship between wanting more relevant and personalised marketing, and at the same time, being more aware of privacy online, motivates why it is of interest to examine what factors might influence individuals attitudes towards personalised advertisement in a positive way.

1.2 Aim

The aim of this report is to examine attitudes towards personalised advertisement among consumers on social media, and what factors have the largest impact on shaping these attitudes. The goal is to fill in the research gap of already existing information by focusing on the role of individual factors that have a positive impact on consumer attitudes. This will be done by putting more attention on factors which have not been examined thoroughly in the context of personalised advertisement on social media platforms with a quantitative method. It is important to gain knowledge regarding these aspects since this form of marketing is here to stay. Focus should therefore be, not only on the problems with it, but on identifying factors to optimise, in order to improve personal advertisement on social media.

2. Literature review and Hypotheses development

This chapter gives an overview of previous research on personalised advertisement that has been carried out on social media. This chapter also examines important attitudinal factors in order to be able to develop different hypotheses for this thesis.

The definition of an attitude can be many different things and have various meanings to different people. Ekström et al. (2017) describe an attitude as something that “always exists in relation to an attitude object”. The authors elaborate on this and explain an attitude as ‘relatively stable’ and ‘consequent’, but attitudes are not as stable as values and meanings. The attitude objects for this thesis is mainly personalised advertisement. However, since Ekström et al. (2017) describe that all attitudes are tied to an attitude object, all of the independent variables can also be described as attitude objects.

2.1 Personalised advertisement on social media

For the past decade digital and personalised advertising has been portrayed as a prominent and powerful element to increase companies revenues on the market and on social media (Vratonjic et al., 2010). The different social media platforms provide increased accessibility to data for marketers to use. This information is often on an individual level, meaning that marketers can collect data around a single individual and build demographic characteristics around this data. This increase in accessibility has for many years now shifted the focus from marketing directed to a wide audience, to instead be based on individual profiles (Strycharz et al., 2019). Montgomery and Smith (2009) define personalised advertising as a communication strategy created with the goal of delivering a customised ad message to individuals based on their personal data in order to maximise response or action (Montgomery & Smith, 2009). Personalisation today is a big part of every brand's social media marketing strategy.

Personalised advertisements can be found throughout the internet, emails and especially on social media platforms. The increased use of data is what gives consumers the feeling of ads being targeted directly to them and their personal interests. Tong et al. (2019) describe how mobile devices are a factor in this change. Push-notifications, messages and “likes” are just some of the many ways companies can target a specific individual with a message meant for only that person. The mobile device also makes data collection possible on a whole new level.

Portable devices can collect data regarding geographical locations, popular habits and vacation spots, this would be impossible for stationary devices (Tong et al., 2020). Further, Strycharz et al. (2019) describe how a customised ad could never work on channels such as radio or tv, where communication is reaching many consumers at the same time. Many companies are entirely dependent on the profit that they earn from this marketing technique as it has become one of their main channels of communication. Personalisation within marketing is generally seen as a positive element among consumers due to the increased customised content online (Strycharz et al., 2019). Even though the technologies and algorithms can get it wrong, the general consensus among customers is a feeling of personalised ads being “remarkable” (Shen, 2014).

Many consumers and marketers believe that customised ads is a necessity in today's society, and that the amount of “noise” that they would receive without personal ads, would be overwhelming. Customisation within marketing is also highly associated with customer loyalty and increased satisfaction among consumers. Targeting consumers with customised and personalised marketing, and messages generally increase the rate of conversion (the amount of consumers who visit a webpage that make a purchase) (Zhu & Chang, 2016). These benefits make personalised marketing sound like the ‘perfect’ way to market products and services in the digital era. Many marketers also mean that it is the only way to stay relevant within marketing, but it does however come with its downsides.

Zhu & Chang (2016) explain the paradox between the valuable benefits of personalised marketing, and the downsides of the required data collection. Their findings show that perceived privacy invasion among consumers has long term effects for the consumers intentions. The authors also highlight the importance of relevance in personalised marketing. Consumers faced with highly relevant and personal advertisements were less troubled by the invasion of privacy than those who felt that the advertisement lacked relevance (Zhu & Chang, 2016). These findings imply that personalised marketing is positive for consumers if it provides relevant advertisements. This could also point towards that the way to improve consumer attitudes towards personalised marketing and data collection is to collect more data in order to provide even more relevant ads targeting consumers interests and preferences.

O’Neal (2016) describes the big positive impact a well executed personalised marketing strategy can have on companies. Companies can reach new market segments quicker and

more effectively by using personalised marketing approaches on digital channels (O'Neal, 2016). This implies that both companies and consumers have things to gain from advertising becoming more individual and personalised.

An important part of personal advertisement is 'recommendation performance' described by Shen (2014). This is when companies and marketers work to optimise prediction models for consumers. An example of a prediction model is when Netflix gives you suggestions of what you should watch, based on your previous habits. Having good prediction models can mean that companies learn more about their consumers' next move, before the consumers are even aware of it themselves. To enhance the prediction and recommendations, companies pay a lot of attention to find the best model or algorithm to analyse the available data to predict future attitudes (Shen, 2014).

Shen (2014) further describes how analysing consumers' feelings when using these recommendation systems, is getting much less attention than the models themselves. His research points to many kinds of recommendations having negative effects on consumers, and that customer attitudes therefore should play a bigger part in shaping the content and recommendations in personal advertisements. Moreover, increasing transparency in recommendations (i.e. describing why consumers get the specific recommendation) only increases customer satisfaction very slightly. Instead the factor which has the biggest impact on customer satisfaction and positive attitudes is how convincing the recommendations are (Shen, 2014).

Customers that receive convincing recommendations such as buying a new album from the artist that they listen to will be more satisfied with the idea of personal recommendations based on their private data. This is an interesting aspect since it implies as Zhu & Chang (2016) mentioned above; that in order to increase positive attitudes to marketing and advertisements based on personal data, companies might be more successful by collecting even more relevant data to produce more applicable and better recommendations, rather than being more transparent and open.

Reena and Udita (2020) also show that both frequency of personalised ad exposure, and the relevance of the ads have a big impact on the individual's purchasing intention. The authors find that consumers might be bothered by data collection, but not by personalised

advertisement itself. The personalised ads examined could steer consumers and have a great impact on their purchasing behaviour, thus affecting attitudes (Reena & Udit, 2020). Walrave et al. (2016) also examine this effect that ad-relevance has on adolescent behaviour. The findings show that the most positive responses came from the most personalised ads that the consumers could relate to the most (Walrave et al., 2016). It becomes clear that consumer behaviour is affected by the relevance of the personalised ads but it is however unclear how it affects the consumers' attitudes, since they can differ from behaviour. Consumers' attitudes will be important for the future of personalised advertising, even though short-term purchases might increase from it.

There are as mentioned, many benefits connected to personalised advertisement and marketing. Companies and marketers use this way of communicating to earn more loyal consumers, better conversion and to reach new market segments. Much of the research points to consumers having a general positive attitude towards personalised advertisement, as long as the advertisement is relevant. However, research also shows that the downsides of data collection and privacy infringement is affecting the consumers, rather than companies. This relationship between companies gaining big benefits from this form of marketing, while consumers give up privacy makes it interesting to examine if consumers attitudes towards personalised advertisement on social media is really positive.

2. 2 Data collection transparency

The data collection that personalised advertisement and marketing require leads to some very tangible negatives for consumers. Paine et al. (2007) describe how findings within research consistently have proven that consumers are concerned about their 'lack' of privacy and integrity when using social media platforms. This is because consumers are often afraid of the threats that arise due to lack of privacy and knowledge in regards to how to protect one's privacy online (Paine et al., 2007). There is a widespread lack of knowledge among consumers regarding data collection methods and how they work. Leon et al. (2012) found that the majority of participants in their study thought that ads would pop up if they would click on the disclosure icons. Some even thought that they could opt out of the OBA (online behaviour tracking) by clicking on the disclosure icon and then buying their information back, which is not how it works (Leon et al., 2012). These consumer thoughts show that knowledge

among consumers regarding data collection is lacking according to this study from 2012, and that companies lack transparency in relation to data collection methods. However, an aspect that should be taken into consideration is that a lot can change in 12 years which motivates the importance of examining this area.

Further, Leon et al. (2012) show how consumer profiles are constantly being constructed with the main purpose of delivering personal advertisement. Third-party HTTP Cookies are one of the main tools for companies that track online behaviour and are placed by a third party domain (i.e. not the domain owner). This is more common than first party cookies. Even if cookies are the main tool for tracking and collecting data, other tracking mechanisms such as HTML 5, local storage and Facebook pixels, can track data even when cookies are disabled by the consumer (Leon et al., 2012). This shows the complexity of data collection and the difficulty consumers face when trying to avoid or understand it.

As shown in the study by Leons et al. (2012) research, collecting data can be done in various ways, and technology has become more advanced and complex thus creating more advanced data collection. Companies can track consumer behaviour without interacting with the users, but by analysing their consumption pattern and behaviour before, during and after a purchase, as well as their entire behaviour on social media. A term for this information that companies gather on consumers is *Big Data* (Pence, 2014). 'Big data' is information of such a size that it has become hard to manage. In 2013 only around 5% of all Big data was actually analysed in the USA (Pence, 2014). This shows that companies and actors gather all sorts of information and data about individuals, even if it is not directly relevant for the company's goals. Pence (2014) further describes how Big data can be a threat to individuals' privacy since every phone call, online search, social media posts and even phone locations, can be combined with these advanced analytical tools. If combined it can create individual profiles with a direct window into the most private parts of every individual's lives. There has also become so many different sets of Big data softwares that it can be cross-referenced as it becomes almost impossible to keep track of what information is stored where, and for what purpose (Pence, 2014).

Moreover, there has been a growing public concern about this lack of transparency regarding collection methods companies use when retrieving data, even more so due to scandals such as the Cambridge Analytica election (Hinds et al., 2020). A lot of the public concern is centred

around the fact that data collection and “Big data” is hard to understand. Paine et al. (2007) also describe how much of the concern can be traced back to the lack of transparency and the lack of knowledge among consumers on social media regarding how the data collection takes place, and what to do to protect privacy (Paine et al., 2007). It is also important to note that even if companies track a lot of data on websites rather than on social media, their advertisements often reach the consumers on social media platforms. This means that it is difficult to separate data collection online and on social media since the resulting ads exist on both platforms.

Malhotra (2004) studies how privacy concerns and lack of transparency can be seen as something hampering e-commerce and online shopping. The respondents of Malhotra's study were asked to answer questions related to concern and privacy. The results showed that the majority thought that it was important to be aware and knowledgeable about how the personal information was being used. The major findings pointed towards consumers considering two things to be of extra importance; (a) to be aware of what personal information is being stored, and (b) have direct control over this information (Malhotra, 2004). These findings support the claim that company transparency regarding data collection is important for consumers both on social media and other digital platforms.

One reason for concern among consumers is this lack of insight into how companies use personal data and for what purposes. Hong and Thong (2013) argue that consumers' main concern is not that companies gather data, but rather what they are using it for. The authors describe two ways companies can use data in an unethical way. *Internal secondary usage* is when companies are using data for different purposes than those stated when collecting the data. An example for this would be a company collecting data for a study, but ending up using it for marketing or advertisement (Hong & Thong, 2013). *External secondary usage* is when companies share data with third-parties without the consumer's consent. There exists consumers who are not bothered by secondary usage of data but the vast majority is negative towards it (Hong & Thong, 2013; Smith et al., 1996).

It becomes clear that previous research has pointed towards a majority of consumers being (at least somewhat) concerned about either data collection or secondary usage of data. Being concerned about privacy can lead to negative attitudes towards the companies, their advertisement and the data collection required for the personalised ads. These arguments point

towards that people who feel like companies are transparent and open about how they use and collect data are more positive towards personalised advertisement. This has led to the following hypothesis:

H1: Increased transparency regarding data collection has a positive impact on attitudes towards personalised advertising on social media.

2.3 Customer trust

The concept of trust has many different definitions and explanations. Colledge et al. (2014) describe trust as a trait of individuals creating a judgement. Trust is often interconnected with integrity, ethics, privacy and knowledge, but it is also much more complex than that (Colledge et al., 2014). Jones (2002) elaborates on the diversity of trust, and explains how trust can be seen as a mechanism in society in order for individuals to cope with complex issues. He goes on to define trust as the extent to which individuals can predict others actions, behaviour and attitudes. Despite acknowledging the concepts' many different definitions, Jones (2002) identifies the notion of expectation as its core. Expectations regarding a brand's advertisement can have a big impact on attitudes.

According to Wu et al. (2010) the concept of online trust is about the way in which an individual sees the credibility and the goodwill of another individual or brand online. This definition also shows that companies have to indicate and communicate that they stand behind the right values and principles in order for consumers to trust them, and be positive towards them to proceed with their purchases (Wu et al., 2010). The complicated interconnected relationships between aspects such as integrity, expectations, coping with complexity and beliefs, all point towards trust being significant when individuals are looking at a company or brand, and especially the communication and advertisement they put out on social media.

Lau and Lee (1999) describe that due to the increase of technology and our digital presence, companies are able to track the degree of trust their consumers have towards their brand. Customer trust is about the faith an individual has in a particular brand. Loyalty and trust from consumers are important elements which companies often strive for when looking for new consumers, as they most of the time are looking for long lasting customer relationships

(Lau & Lee, 1999). Without these elements it can be hard to expand brand communities and measuring trust among consumers is praxis for companies who care about loyal and positive consumers.

These thoughts also show several similarities with the theory of 'brand loyalty' which has identical ground elements. Brand loyalty is about maintaining a close and long lasting relationship with customers which makes them repeat their purchases, recommend the brand to closely related people which also improves the company's brand image (Lau and Lee, 1999). This supports the claim that individuals who have trust in a company or brand, are more loyal customers and also more positive in general to the brands actions and values.

Jeacle and Carter (2011) describe this relationship and examine the increasing trust that can be observed among consumers today towards abstract technical systems. Current generations' trust in technologies is a rather complicated subject because several of these technologies have been around their entire life (Jeacle & Carter, 2011). Consumers therefore have faith and trust in these technologies even if they may not understand how they work. Jeacle and Carter (2011) illustrate this by using Tripadvisor as an example, showing how they have become a rather trusted intermediary to help individual travellers make well-informed choices online and on social media. Consumers have put increased demands on accountability and transparency and much of this is because of a growing need for trust among consumers. Jeacle and Carter (2011) further describe social media platforms, with its possibilities for trust-building mechanics (e.g. reviews and testimonials), as also creating an increased need for trust among consumers (Jeacle & Carter, 2011). This implies that consumer trust towards abstract and complicated things such as data collection and personalised advertisement on social media may be more positive due to some extent of familiarity felt among consumers. This would problematise the notion that consumers need increased transparency in order to form positive attitudes.

From these articles it can be understood that increased customer trust may also increase how consumers feel directly towards specific personal advertising. Gefen (2000) argues that consumers who have very low trust hinder them from returning to a particular brand for further purchases, thus affecting their attitudes towards communication from that brand (Gefen, 2000).

Bögel (2019) and Morsing and Schultz (2006) all support this by stating that companies who have less positive reputations have a higher probability of receiving negative responses from their consumers, especially using the CRM (customer relationship management) strategy. CRM is a strategy that is based around the idea that the more data companies have on their consumers the easier it is to build long lasting and loyal consumer relationships. Most consumers are very reliant on social perceptions which impact their ideas of a particular brand and thus their attitudes towards it (Bögel, 2019; Morsing & Schultz, 2006). Further, Bögel (2019) found that individuals were less likely to trust a company if they had a negative reputation among other customers. This shows that companies or brands that have a general lack of credibility also are less likely to persuade consumers to give out their personal information (Bögel, 2019). This implies that consumer trust is a powerful element that can control the success of a brand, and most importantly the attitudes of consumers. Therefore, it makes it even more important for brands to be trusted in order to achieve their goals of having positive customers.

Trust and integrity

Trust is closely related to aspects such as privacy and integrity. A problem with trust and lack of integrity on social media is that the personal data that is entered into systems on digital platforms have a high probability of being shared with other companies. For instance, Madejski et al. (2011) carried out a study which showed that digital mechanisms of companies do not function properly which has led to several privacy errors, especially on social media platforms (Madejski et al., 2011). This is an indicator that not all companies have safe mechanisms for data on social media, thus damaging consumers' trust. Nissenbaum (2004) supports the claim that personal data has become 'less safe' on social media platforms. This then raises many concerns and challenges for both companies and consumers as consumers may hesitate about giving out personal information due to faulty data systems that are prone to leaks (Nissenbaum, 2004).

Yazdanifard et al. (2011) examined E-commerce privacy and found that consumers that are between the ages of 18-24 revealed that privacy was the biggest concern when shopping online leading to lack of trust in the company. If personal information such as an individual's bank account details or personal home address are being asked for on online platforms, users

tend to demonstrate two scenarios; (a) provide with incomplete information or, (b) withdraw from purchasing due to lack of trust (Yazdanifard et al., 2011). Moreover, Yazdanifard et al. (2011) argue that approximately 63% of all consumers online are reluctant towards providing their own personal information online because of lack of integrity protection (Yazdanifard et al., 2011). This shows that companies need to show consumers that they are trustworthy and care about the protection of their integrity online in order to succeed.

Increased customer trust on social media is a component that every company is striving for in order to reach loyal and positive consumers. Research has not yet been able to distinguish exactly how trust can impact attitudes towards personalised advertisement specifically on social media. However, trust, integrity and privacy play an important role when consumers make decisions regarding purchasing behaviour, and general attitudes towards data collection. The previous research has also emphasised how lack of trust easily spreads among consumers. This motivates the hypothesis regarding consumer trust and its potential positive influence on attitudes towards personalised advertising on social media.

H2: Increased trust towards brands has a positive impact on attitudes towards personal advertisement on social media

2.4 The impact of ad exposure on attitudes

Fazio et al. (1984) describe how attitudes do not necessarily form as a direct causal effect of an input or action. Attitudes can form whenever, and in fact, often form prior to individuals being faced with having to make a decision. Attitudes are also quite different from actions and behaviours (i.e. purchasing decision behaviour). Even though attitudes can form at any point in time, and often influence individuals buying decisions, there can still be and often is a discrepancy between attitudes and actions (Fazio et al, 1984). This shows the importance of examining not only buying decisions but also attitudes. Attitudes may only be vaguely connected to specific inputs or events, and influence decisions rather than being influenced. Examining attitudes could therefore be of great importance in order to understand both attitudes and purchases.

Katz (1960) laid the groundwork for the theory of *functional attitudes*. The theory explains attitudes as something functional that then steers the life of the consumer. Katz divided attitudes according to four different functions; (1) *Utilitarian* function is attitudes based on rewards and punishment for the consumer, (2) *Value-Expressive* function is attitudes that make up a consumer's values and self-image. (3) *Ego-defensive* function is the attitude formed in order to protect ourselves, and (4) *Knowledge* function is the attitude that was formed to create an order and structure to life. The 'knowledge function' is important since it is often based upon or around information that was gathered which then influences our lives (Katz, 1960). Ekström et al. (2017) describe how this function is extra relevant in advertising since marketing and personal advertisement provides individuals with information in regards to different attitude objects. This information is then used by individuals to structure their lives, attitudes and beliefs (Ekström et al., 2017).

Attitudes are relatively stable and hard to change and people who face more exposure to personalised advertisements get more information from companies to structure attitudes around. According to the functional attitude theory from Katz (1960), this should mean that individuals who face a greater amount of personal advertisement should feel less uncertainty and have a more positive attitude towards it.

Ekström et al. (2017) further explain how attitudes and values are closely connected. Attitudes and values towards uncertainty and the unknown is often negative. Therefore, a way to lessen negative attitudes is by avoiding uncertainty for the individual (Ekström et al., 2017). This indicates that individuals generally have more favourable attitudes towards things (e.g. attitude objects) that feels more familiar and safe. This also supports the claim that consumers who face more personal advertisements on social media should have more positive attitudes towards it.

Another model that explains attitudinal change is the *Elaboration likelihood model* (ELM). This model explains how individuals form attitudes differently based on if the effect of a message happens via the "central" or "peripheral" route (Petty & Cacioppo, 1984). The model helps to understand when long term attitudinal change is most easily achieved. The central route of this model is when consumers have high involvement towards considering a message. This means that consumers get much more involved and evaluate different aspects and think actively. The peripheral route is when consumers quickly and superficially look through the

“message”, since it may not interest or appeal to them. This leads to low involvement and taking actions based on habits rather than forming long term attitudes (Ekström et al., 2017; Petty & Cacioppo, 1984).

Ekström et al. (2017) explains ELM further by adding that ‘every individual uses both ways of thinking’, but that the model helps to distinguish when one way is used more than the other. Marketers and advertisements must motivate the consumer enough to process and think about the message, and this happens when individuals are personally influenced by the message of the advertisement especially on social media platforms (Ekström et al., 2017). Thus, ELM explains that personalised advertisement on social media that appeals to every consumer's personal interest, is better at achieving long term change since it will position itself on the central route.

This previous research points to individuals' attitudes that are often negative towards the uncertainty, and more positive towards the familiar, and safe options. This motivates why exposure to personal advertisement on social media may be important for the attitudes towards it. The ELM expands the thoughts on attitudinal change suggesting that personalised advertisement on social media is the right way to achieve long term attitudinal change. This discussion leads to the assumption that the more exposure individuals have towards personalised advertisement on social media, the more familiar they would be with the form of advertisement. Therefore, they should also be more positive towards it.

Asking how much personalised advertisement an individual's faces is tricky since it may not be clear to the consumer that the advertisement is targeted directly to them and their demographic. Montgomery and Smith (2009) however describe how personalisation on the internet is the strategy of almost all companies today. They also explain that the vast majority of advertisement that is carried out on social media platforms is to some extent targeted towards a demographic based on some collected data (Montgomery & Smith, 2009). In order to test if individuals with more exposure to personalised advertisement on social media are more positive towards it, it is therefore assumed that people who spend more time on social media, also encounter more of the advertisements on the different platforms.

H3: Higher exposure to personalised advertisement on social media has a positive impact on attitudes towards personalised advertisement on social media

2.5 Prior experience from ads on social media

Cho and Cheon (2004) conducted a study examining what influences ad avoidance among consumers. Ad avoidance is connected to both attitudes and behaviours since consumers must actively avoid advertising. “Problems” related to ad avoidance such as banner blindness, and low click through rates on ads online have increased since the start of the 2000s. Thus, the authors created a model in order to analyse how the attitudes and behaviours regarding ad avoidance form and what influences them (Cho & Cheon, 2004):

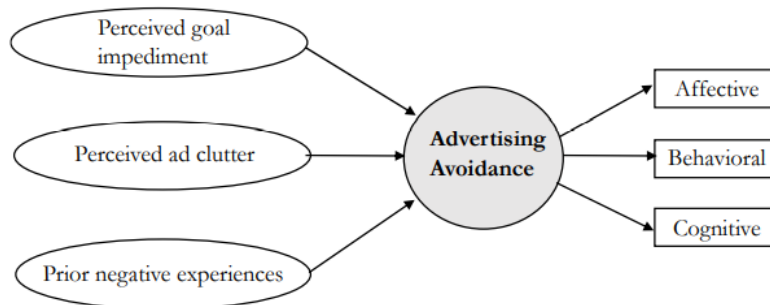


Figure 1: Model on ad avoidance online by (Cho & Cheon, 2004, p. 93)

Goal impediment was shown to have the biggest impact on ad avoidance, thus showing that the internet is a goal oriented medium and platform. Ad clutter was also an important factor explaining ad avoidance (Cho & Cheon, 2004). This supports the claim mentioned in part 2.1 about how ads need to become even more relevant and benefit the consumer in order to cut through the “ad clutter”, thus minimising the ad avoidance and the negative attitudes.

However, Cho and Cheon (2004) also emphasised the importance of consumers' “previous experience” when forming attitudes. Much of attitudes are based on previous knowledge among consumers, even though a causal relationship is hard to find. Information that individuals learn from various different previous experiences is known to impact attitudes directly. Consumers value previous experiences to such an extent that they tend to rely on their perception of those experiences when forming current attitudes (Cho & Cheon, 2004).

In relation to advertisement on social media, negative experiences may form from ad clutter, lack of relevance, lack of incentive to click and more. Positive aspects that then influence attitudes in a positive way might be; relevant ads, interesting content and great offers that the consumers want to take part of.

The empirical study conducted by Cho and Cheon (2004) shows that consumers that have negative experiences from the past towards ads on the internet, tended to avoid the source of the negative experiences, (e.i. the ads themselves). However, the results of Cho and Cheons study focuses on ad avoidance, which relates to both attitudes and behaviours, but the findings imply that previous experience influences consumer attitudes.

Kelly et al. (2010) use the model from Cho and Cheon (2004) to specify it to be able to explain ad avoidance specifically on social media platforms. The authors motivate this by showing how different factors might have a bigger impact on social media, rather than on the internet in general. The authors present the reworked model for social media as the following figure:

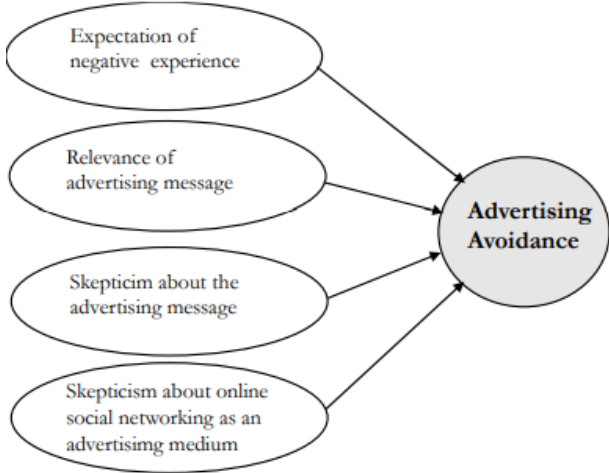


Figure 2: Model for ad avoidance on social media platforms by (Kelly, Drennan & Kerr, 2010, p.24)

This model implies that other factors are significant when looking specifically at social media. Relevance of ad messages is one factor. This is important since the ads may not always be relevant enough, thus becoming part of the ad clutter (Kelly et al., 2010). Although it differs from Cho and Cheons (2004) model, the factor plays a similar role to “perceived ad clutter”.

Two other factors that are important are the two connected to ‘Scepticism’ and the factor called; “Expectation of negative experience”. The authors explain how these influence ad avoidance, but most importantly they explain how these factors largely come from previous experience. It is previous experiences on social media that determines individuals expectations and also their scepticism and doubts towards it (Kelly et al., 2010). Moreover, the model of ad avoidance in figure 2 is important since it confirms the significance of previous experiences from figure 1. It also confirms how previous experiences impact attitudes and behaviour towards ad avoidance on social media, even if it is just a reworked model. Both figures 1 and 2 were based on quite small and limited samples and thus their results require caution when analysing.

Despite the limitations of their studies, both Cho and Cheon (2004) and Kelly et al. (2010) results motivate why individuals who have good previous experiences from ads specifically on social media platforms, also should have more favourable attitudes towards them now. Due to previous research findings the following hypothesis is formulated :

H4: Previous positive experience from ads has a positive impact on attitudes towards personalised advertisement on social media

3. Methodology

The study was carried out using a quantitative method. The quantitative method emphasises measurement, and finding connections and patterns between variables (Bryman & Bell, 2013). This suited the purpose as the goal was to measure and find connections between what factors influence individuals attitudes towards personalised advertising on social media platforms.

The literature review identified important factors that may influence the shaping of attitudes towards personalised advertisement on social media. Previous research has led to the build up of several hypotheses, which was then empirically tested in a regression analysis in this thesis. The empirical material was then analysed from the framework of previous research using a deductive standpoint, in order to accept or reject the different hypotheses that had been created (Bryman & Bell, 2013).

3.1 Data collection

The empirical material was gathered with a survey, which was done in order to get primary data regarding the individuals attitudes towards personalised advertisement on social media. The collection of primary data helped to get a representative view (Patel & Davidson, 2019). The survey also helped this study to gather as many responses as possible in order to find a clear or visible pattern towards attitudes regarding personalised advertisement on social media.

3.1.1 Survey design

The survey was created using Google forms in order to reach many consumers and make it accessible from anywhere. The collection strategy took place on different social media platforms (e.g. Instagram and Facebook). The survey was constructed with an opening letter of explanation, where the contents of the questionnaire were explained in detail in order to give the respondents a clear image of what would be expected. This was also done to avoid any misunderstanding throughout the survey as personalised advertisement is a term that not all may be familiar with (Hagevi & Viscosi, 2016). The opening letter was provided in both English and Swedish.

Having an opening letter is important in order to inform, educate and make the respondents think more critically about the research topic which also makes sure that they know what they are going to be focusing on (Hagevi & Viscosi, 2016). Further, themes were created for the specific questions that were asked and for each of these subsections and it also included a detailed explanation of the heading to make sure that the respondents knew what the related terms meant which also strengthened the validity and reliability of the survey. If this was not included it might give inaccurate and false results due to misunderstandings.

Having different themes is a strong indicator that the respondents are moving forward, and it also makes sure that the respondents keep up their focus, compared to if it was a long survey with no subcategories (Bryman & Bell, 2013). Having themes also made it easier to analyse the results as it gave more flexibility and a broader spectrum of information. This allowed the information to be categorised into sections, which then became indexes.

The survey also allowed the respondents to choose their most preferred language between Swedish and English, which also contributed to the comfort of answering the questions. Moreover, Socio demographic questions regarding age and gender were also included at the back of the survey, which is the preferred way to do it if they are not central to the analysis (Hagevi & Viscosi, 2016).

The variables then had to be operationalised into survey-questions. Hagevi and Viscosi (2016) describe that operationalisation is the translation of variables into questions that are possible to answer for the respondents (Hagevi & Viscosi, 2016). The hypotheses were formed under specific topics or themes, which then became the variables. The independent variables for the study then became: *data transparency*, *trust*, *exposure to ads* and *prior experience of ads on social media*. The dependent variable which was also operationalised into questions was: *attitudes towards personalised advertisement on social media*.

Bryman and Bell (2013) describe the importance of having questions in the survey that are translatable into data and can be analysed with the chosen method (Bryman & Bell, 2013). This was done by having most of the questions being closed questions with a Likert scale for respondents to answer. The scale went from value 1 to value 5, where value 1 was consistently described as: “I do not agree”, and value 5 was described as: “ I totally agree”. This was done in order to simplify the coding process and the comparison between questions.

However, Bryman and Bell (2013) also describe the importance of changing up the scales in order to prevent respondents from falling into the habit of choosing one and the same alternative over and over (Bryman & Bell, 2013). The survey was short and concise and included questions with string alternatives in order to prevent the respondents from choosing the same alternative and to make sure that they kept their focus.

However, the most important step when operationalizing is the translation of variables into actual questions for the survey. Hagevi and Viscosi (2016) describe this as an important step in the process as it is where the validity of the questions is determined (Bryman & Bell, 2013; Hagevi & Viscosi, 2016). In order to ensure higher validity, indexes of multiple questions for each variable were created. Inspiration for the questions were taken from “The Index of Consumer Sentiment Toward Marketing” from Bearden et al. (2011) Handbook of marketing scales when formulating the questions (Bearden et al., 2011). For specific operationalization see the appendix.

A small pilot study was carried out in order to ensure that the questions, structure, length and content of the study was reasonable and applicable to the research question. The pilot study was shared with our supervisor and friends in order to ensure that the survey was comprehensible and straightforward for those who may lack previous experience with the related terminology. Further, according to Bryman and Bell (2013) a pilot study is not only carried out to test if the questions and structure operate effectively but to also examine the balance of the research instrument. This way it also ensures that the problems that may occur during the pilot study are avoided during the larger sample (Bryman & bell, 2013). The strategy also made it possible to get an overview of the advantages and disadvantages with the structure and clearly understand where the questions could be reformulated to make it more easily understood for the respondents. See Appendix for exact survey.

3.1.2 Critique to surveys

One downside with surveys that many studies may encounter is when the respondents do not feel motivated nor encouraged to give honest answers (Bryman and Bell, 2013). This case can also affect the respondents answers and thus the final decision to reject or accept the hypotheses. When the survey was carried out it also met several obstacles with how it was designed. One being that the questions may have been too complex to some respondents.

Personalised advertisement is rather a common subject in today's society, but those who do not use social media on a daily basis may not encounter personalised advertisement which impacts their thoughts towards it. They may also be unsure about the terminology of the subject even if they face personalised advertisement.

When using likert scales that include a five point scale from 1 to 5 it may be difficult for respondents to know which option to treat as the “neutral” opinion. This may lead them to pick option 3 out of habit, rather than agreeing with it (Bryman & Bell, 2013). Another case is when the respondent does not understand the question or statement which leaves them to put the value right in the middle, which also makes them end up at value 3. Value 3 may then be over represented in the scales. However, it is praxis within marketing to use likert scales when conducting quantitative studies. This is because it enables the usage of regression analysis despite variables being on ordinal scale (Lundberg, Lecture, 2022-05-04).

3.1.3 Sampling

When carrying out a quantitative study it is generally best to do completely randomised selections (Bryman & Bell, 2013). For this survey a snowball selection and purposive selection were used which focused on pursuing consumers online via Instagram and marketing groups on facebook. The groups were dedicated to Swedish people interested in e-commerce, digital marketing and social media. Permissions were acquired from group administrators before posting the survey.

Although completely randomised selection is optimal in order to generalise one's findings, it is not always the optimal way to gather data on the subject (Bryman & Bell, 2013). By combining the snowball and purposive selection methods to gather the data it was easier to collect responses from a diverse group of people that all had some previous knowledge with social media. This was helpful as the terminology that were used in the survey were more familiar to the respondents in the Facebook group, compared to if a randomised sample in the city streets were conducted. Explaining terms such as ‘personalised advertisement’ and ‘data collection’ to someone who has never spent time on social media or accepted “cookies” would be too complicated for a survey.

The Facebook groups which received the survey had a combined number of members of around 30 000, which is quite a large population. Further, previous knowledge of social media

and advertisement is something that the vast majority of the western population is somewhat familiar with already. Therefore, it was not believed that it affected the choice of respondents in a significant way.

The characteristics of the sample is illustrated in table 1 below.

Table 1: Sample description

		Frequency	Percent
Gender	Female	146	60.1%
	Male	97	39.9%
Age	18-24	118	48.6%
	25-34	80	32.9%
	35-49	16	6.6%
	50 and above	29	11.9%
Language	Swedish	199	81.9%
	English	44	18.1%
Total		243	100%

Despite the survey being available in both English and Swedish, the vast majority of the respondents answered in Swedish (81.9%). This does not show the nationality of the respondents which makes it important to be careful when generalising the findings to a broader spectrum than Sweden. The sample size for this survey was 243 with 81.9% of Swedish speakers and 18.1% of international speakers. It can be observed that the majority of the respondents were females and that the largest age group was 18-24.

3.1.4 Research Ethics

Carrying out a research project on a digital platform elevates several ethical issues (Bryman and Bell, 2013). Diener and Crandall (1978) focus on four different ethical principles; harm to participants, lack of informed consent, deception and invasion of privacy (Diener & Crandall,

1978). All of which were considered during the survey. In the beginning of the survey a descriptive text was given which included the information about *anonymity*, making sure that each respondent of the survey had full privacy of their name and data. The participants were then informed in the beginning of the survey of how and to what extent their responses would be used, and for what purpose. Then, a question was included at the end of the survey where participants were required to give full consent to the use of their data in this thesis. This question was found at the end of the survey to make sure that the participants could have a second thought whether they would want to give out the filled in information or not. The question was obligatory, meaning that participants who did not give consent, could not finish the survey. This study had also chosen to focus on participants who were the age of 18 or older in order to avoid any authorisation issues if participants were below the age of 18. All of these steps ensured that the participants were fully informed about how the data was being collected.

3.2 Method

The aim of the study was to examine what factors influence respondents attitudes towards personalised advertisement on social media by examining the dependent, independent and control variables. The variables are explained in detail below.

3.2.1 Variables

The **dependent** variable “attitudes towards personalised advertisement on social media” consisted of an index of questions meant to capture the respondents view and attitudes towards the topic.

Bryman and Bell (2013) describe how it is important to make sure that the respondents have knowledge on the terminology in order to receive a representative response (Bryman & Bell, 2013). This was done by having concept definitions in the survey, but also through creating an index where more broad questions related to consumer attitudes towards advertisement on social media were asked. However, it is still important to be aware of the complexity of capturing consumers' exact attitudes towards personalised advertisement on social media.

The *first* **independent** variable was connected to data collection transparency. This variable was included in order to examine the variety in attitudes towards personalised advertisement

among consumers based on data collection transparency. It is important to note that companies' data transparency cannot be measured in a survey to consumers. Since companies' data transparency is very closely connected to how much insight consumers believe they have in the data collection, instead consumers were asked about their own perception of how transparent they believe companies are. The variable was coded so that value 1 was the lowest perceived transparency and value 5 was the highest.

The *second* variable was connected to consumer trust. The variable was included to examine the variety in attitudes towards personalised advertisement on social media platforms based on if the consumer felt trust towards companies or not. The variable was coded so that value 1 was equivalent to consumers who feel the least trust towards companies, and value 5 was consumers who have the most trust towards companies.

Variable number *three* was the amount of exposure to personalised advertisement. This variable was based on the previous research pointing towards higher ad exposure resulting in more positive attitudes. However, the operationalisation was formed around social media usage instead. This was done mainly due to the difficulties of capturing how much exposure consumers had to personalised advertisements on social media. As described in previous research, it is not always clear to the consumer what advertisement is and what is or isn't personalised. Asking consumers how much personalised advertisement they had seen, would therefore not give good validity. Consumers would then have given answers regarding how much personalised advertisement they think they have been exposed to, which might not be representative or accurate to the actual amount. Almost all of the advertisement on social media is personalised in some way (Montgomery & Smith, 2009).

Since nearly all of the advertisement on social media was personalised or customised in some way, it was reasonable to believe that the more time consumers spend on social media, the more personalised advertisement they were exposed to. This variable was operationalised through a multiple choice question where respondents were asked how much time they spent on social media each day. This was then coded so that the higher value the variable showed, the more time was spent on social media. The respondents were also asked if they always see advertisements when they are on social media platforms. Over 80% answered "I totally agree".

The *fourth* and final independent variable was connected to previous experience of advertisement on social media. The variable was meant to examine the variety in attitudes towards personalised advertisement on social media based on the individual's previous experience with ads on social media. This variable was coded so that value 1 was equivalent to the worst previous experience from social media, and 5 the best.

Furthermore, Sundell (2012) describes the importance of including control variables when performing a regression analysis. The most common reason for including control variables is to rule out potential “hidden” connections, where it looks like other variables have a bigger influence on the dependent variable than they actually have (Sundell, 2012). In order to find causal relationships and connections between the independent and dependent variables, the study therefore included some standard control variables.

The study included sociodemographic variables as control variables. The first control variable was gender. This was represented by a multiple choice question where respondents could choose between “male”, “female”, “non-binary” and “I do not want to answer”. The variable was however coded as a dummy-variable with 1 being female and 0 being men. This was done due to the fact that none of the other alternatives received any answers.

The second control variable was age. This was also a multiple choice question where respondents could choose the age category where they belong. This variable was then coded so that the higher value that the variable showed, the older respondents were.

3.2.2 Data analysis

Once the data was collected through a survey, an Excel sheet was created with all respondents in both languages. Next step was to import the data to SPSS, which was the statistical program of choice. The data was then analysed in SPSS, both using descriptive statistics, reliability testing, Validity testing and a regression analysis. The results from the SPSS analysis was then the foundation for the discussion regarding accepting or rejecting the hypotheses.

A regression analysis examines what effect the independent variables have on a dependent variable. Regression analysis can be done by using only one independent variable or by including multiple. According to strict statistical rules, the dependent variable should be on

interval or quartile range and that the space between each scale is equidistant, or of the same mathematical size (Sundell, 2009). The dependent variable of this study was of an ordinal scale since the distances between “I agree” and “ I do not agree” cannot be mathematically measured. This meant that the variable was not suitable for a regression analysis according to strict statistical rules.

Despite the strict statistical rules of the regression analysis, it is however praxis to treat likert scales as interval ranges within marketing research and social science. This is done in order to make complicated aspects quantifiable without removing the depth of having multiple scale steps (Lundberg, Lecture, 2022-05-04). This praxis enables this study to do a regression analysis with the data despite being on ordinal scales.

The first important value when looking at the regression analysis is the *Beta-value*. The Beta-value (or B-value) demonstrates how the independent variable affects the dependent variable. If the Beta-value was positive it meant that the independent variable had a positive impact on the dependent variable. Hence, if the Beta-value was negative, that specific independent had a negative impact on the dependent variable (Djurfeldt et al., 2018). For example if the variable “Trust” had a positive Beta-value, it would show that the more trust respondents felt, the more positive were their attitudes towards personalised advertisement on social media.

The second value to look at was the “*Adjusted R Square*” (or “R² adj”). This value illustrated how much of the total variety in the dependent variable was explained by the included independent variables. This value goes from 0 to 1, where 1 indicates that 100 percent of the variation in the dependent variable was explained by the variables that have been included in the regression analysis (Djurfeldt et al., 2018).

It was also important to look at the *statistical significance* of the Beta-value. In order to do this, commonly known levels of significance were used to decide what results are statistically significant, and what might be as a result of coincidence. The study used four levels of significance to divide this: 10 percent significance was in the result marked as “+”, 5 percent was marked as “*”, 1 percent significance was marked as “**” and 0,1 percent significance was marked as “***”.

If a result for example showed; “***”, it would be interpreted as coincidence resulting in the same result in less than 0.1 percent of the cases. “+” thus meant that coincidence may give the same result in less than 10 percent of the cases. This meant that the lower percentage gave the most statistically certain result. It is praxis that results that have significance “*” (that coincidence might produce the same result in less than 5 percent of the cases) or lower, are statistically significant. If a result does not reach this level of statistical certainty, one must be careful about drawing conclusions from it (Sundell, 2012; Djurfeldt et al., 2018). It is also important to emphasise that Beta-values does not describe exact percentually changes in a variable. Therefore, it can only manifest what direction the independent variable is affected, and how strongly it affects it.

In the regression analysis “N” was also included as the amount of respondents who have answered all of the included questions. The value for “intercept” is also included in the analysis, which explains what the value of the dependent variable is when the value of all other included variables are 0. This value was only of mathematical value since the variable is on an ordinal scale and therefore cannot examine exact changes in specific numbers.

The questions measuring the dependent variable were derived from the handbook of marketing scales from Bearden et al. (2011). A factor analysis was however still done in order to see how the different questions fit together. This knowledge was important for the creation of the indexes.

When conducting a quantitative study it is important to take reliability and validity into account in order to carry out trustworthy research, these concepts are significant when evaluating the quality of the study. Reliability is the concept that measures the degree of which the study is trustworthy and reliable (Bryman & Bell, 2011) whilst validity is about the accuracy of the results that the respondents represent in the study, meaning if the questions measure what they are supposed to. These two concepts determine whether a study is reliable and if the results can be reproduced by someone else under roughly the same conditions.

Instead of trying to capture big phenomena such as attitudes towards advertisement in a single question, indexes were created for most variables. Sundell (2012) describes how this is useful in order to capture complex subjects. Using one question to capture what to measure makes it more sensitive to hidden or underlying factors. Sundell (2012) further describes how having

indexes motivates the use of ordinal scaled questions in an regression analysis which usually requires interval scaled questions (Sundell, 2012). Since the idea behind indexes is to capture a cohesive attitude, the indexes reliability needed to be tested. This was done through the Cronbach alpha test

A factor analysis was also conducted due to the goal of indexing some questions to capture correlating variables and ensuring validity. It is important to know that the components that are “grouping” the variables in the factor analysis don't mean anything in themselves, but rather need to be interpreted based on what questions they consist of. This means that indexes will be created based on the components in the factor analysis and the interpretation of what the common variable is.

4. Results

Here the main result of the study is presented. This consists of descriptive statistics with a factor analysis and cronbach alpha, and then a regression analysis with the independent variables. The regression analysis is presented in table 7 with Beta-value, statistical significance and Standard error for each variable. The model will then be analysed.

4.1 Descriptive statistics

The first step when analysing the collected data via the survey was to look at the descriptive statistics, and test validity and reliability. This is significant in order to determine if the respondents were positive or negative towards different variables, as well as what questions could be indexed into variables.

4.1.1 Dependent variable statistics

Table 2 is an overview of the descriptive statistics from the survey questions making up the index for the dependent variable, measuring attitudes towards personalised advertisement on social media. Since they all consisted of Likert scales with 5 steps, value 3 was the Median.

Table 2: Attitudes towards personalised advertisement

Descriptive statistic dependent variable					
Question	N	Median	Mean	Std. Deviation	Std. Error
1.1	243	3	3.08	1.094	0.070
1.2	243	3	3.51	1.169	0.075
1.3	243	3	3.63	1.137	0.073
1.4	243	3	2.39	1.199	0.077
2.2	243	3	3.30	1.129	0.072
2.3	243	3	3.09	1.168	0.075

Table 2 illustrates that the respondents generally have a positive attitude towards personalised advertisement. This can be seen since the majority of the questions have a mean above the median. This is in line with previous research suggesting that consumers are generally

satisfied with personalised advertisement. The only question where consumers are generally more negative than the average value is 1.4 (“it’s a good thing that companies use my information to create personal advertisements”). This question examined if consumers think it is good that companies use their information in order to provide personalised advertisement. There is an even standard deviation among the questions which means that the answers did not deviate too much from the average.

4.1.2 Independent variables statistics

Table 3 illustrates the independent variables in this study, as they are indexes with different numbers of questions for each variable, the median differs between the variables.

Table 3: Independent variables (indexed)

Indexed variable	Transparency	Trust	Prev. Experience
N	243	243	243
Median	15	6	12
Mean	10.1728	4.6831	12.111
Std. Deviation	3.951	1.868	3.522
St. Error	0.25349	0.11984	0.22594

Table 3 shows that *previous experiences* have a mean that is more positive than the neutral which is higher than the median. This means that the respondents believed that they generally have more positive experiences of ads on social media than the average. However, for the *transparency* and *trust* variables, it can be observe that there is a gap between the median and the mean. Since both of the means are lower than the median it indicates that most respondents generally do not believe that brands and companies are transparent with how they use and collect consumer data neither do they trust companies. This goes in line with previous research that points towards consumers lacking trust in companies due to lack of transparency (Hinds et al., 2020; Yazdanifard et al., 2011) . However, it contradicts the research discussing how consumers today feel more trust towards abstract technical systems (data collection), even though they do not necessarily understand them (Jeacle & Carter, 2011). This does not

appear to be the case among the respondents since the feeling of trust towards companies and their data collection was well below average.

The variable for ad exposure on social media was operationalised by asking how much respondents used social media which is illustrated in Table 4. This has its own table because it is not being indexed like the other variables. The reason behind this was that the answer consisted of string alternatives.

Table 4: Independent variable: Ad exposure on social media

Social media usage	Frequency	Percent (%)
Less than 30 minutes	87	35.8
30-60 minutes	58	23.9
1-2 hours	76	31.3
More than 3 hours	22	9.1
Total	243	100%

Table 4 shows that the respondents are spread out quite evenly on the first three alternatives, with only 22 respondents answering that they use social media more than 3 hours every day. Hence, it is important to be aware of the fact that this is only the respondents perception of the time they spend on social media, which might not be representative of the actual time. The low number on the last alternative might be a result of this.

4.2 Factor analysis

The higher value the questions have in the *rotated component matrix* from the factor analysis, the more they are explained by the “hidden” variable. Praxis is that a variable is believed to be somewhat explained by a hidden variable if it has a value of ± 0.3 . However, this needs to be interpreted based on theoretical assumptions (Sundell, 2011). For instance, it can be seen that all of the first six questions in the table can be explained by component 1. We chose to ignore questions 6.1, 6.2 and 6.3 for this component as they all have higher values for component 3 and therefore are better explained by component 3.

Tabel 5: Factor analysis of survey questions.

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
1.3	,873			
2.2	,856			
1.2	,838			
2.3	,757			
1.1	,729			
1.4	,688			
3.3		,877		
3.4		,861		
3.2		,855		
3.5		,700		
3.1		,609		
2.1			,872	
6.1	,448		,737	
6.2	,443		,634	
6.3	,480		,529	
4.2				,824
4.1				,800

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 6 iterations.

Comment: Table showing rotated component matrix in factor analysis for survey questions.

It becomes clear that six questions are strongly positive with component 1. These questions are all related to individuals attitudes towards advertisement on social media. **Component 1** will therefore be interpreted as individuals attitudes towards personalised advertisement on social media, and be indexed to become the dependent variable for the regression analysis.

Component 2 is made up of questions related to data transparency. These will therefore be indexed as an independent variable connected to consumers' view on data transparency.

Component 3 is made up from questions about previous experience of advertisement on social media and if individuals believe that they have received relevant advertisement. This will therefore be used as an independent variable connected to individuals previous experience of advertising on social media.

Component 4 is made up of questions examining consumer trust. These questions will therefore be indexed as an independent variable connected to consumer trust.

Questions regarding perceived relevance of ads was originally meant to be its own hypothesis but since it varies too closely to our dependent variable they were indexed together after analysing the factor analysis.

4.3 Cronbach Alpha test

Cronbach Alpha is a test that measures the reliability of an index of questions (if the indexed questions really fit together and measure the same thing). The test takes on a value between 0 to 1, where a higher value indicates better internal consistency between the questions. The rule of thumb is that 0.7 indicates an index that is good enough to use (Sundell, 2012). The test can however also show what questions to exclude from the index if the test is too low.

Table 6: Cronbach Alpha test

Indexed variables	Cronbach alpha
Attitudes towards personalised advertisement	0.918
Transparency	0.832
Trust	0.736
Ad exposure	-
Previous experience	0.825

Table 6 shows that all indexes fulfil the requirement of 0.7 on the Cronbach alpha test. This means that the internal consistency is high enough to use the questions as indexes in the analysis. The variable for ad exposure on social media lacks a value since it is represented by a single question rather than an index and was therefore not included in the test.

4.4 Regression analysis

Table 7 shows the results from the regression analysis with all of the independent variables. The control variables are included but lack statistical significance. The results of the regression analysis will then be the basis of the hypotheses analysis.

Table 7: Regression Analysis

Independent variables	Beta and Significance	Std. Error
Transparency	-0.010	0.072
Trust	0.789***	0.161
Exposure	-0.455+	0.278
Prev. Experience	0.955***	0.087
Control variables		
Dummy_Women	-0.685	0.571
Age	0.060	0.228
Intercept	5.095	1.386
Adjusted R^2	0.499	
N	243	

Comment: Table 7 represents a regression analysis with the data that was collected for this study, the table consists of all of the independent variables beta values. The dependent variable; Attitudes towards personalised advertisement on social media platforms.

Levels of significance:

+ = $\rho < 0.1$, * = $\rho < 0.05$, ** = $\rho < 0.01$, *** = $\rho < 0.001$

In table 7 it can be observed that the measurement “Adjusted R^2 ” is 0.499. The results show that 49.9% of the variables explaining attitudes towards personalised advertisement on social media platforms are included in the regression analysis. This is a surprisingly high amount since complex areas such as attitudes often are influenced by a large number of variables. This proves that the variables that were based on previous research on ad avoidance, attitudes and trust, also explain a lot of the variation in attitudes towards personalised advertisement specifically on social media. Thus, it can be observed that the model explains a large part of the variation in the dependent variable. It is however important to also be aware that 50.1% are missing from the explaining variables.

The next value to look at is the Beta-value of the independent variables, and it can be seen that the values are moving in different directions. This shows that the specific independent variables have a positive or negative influence on ‘attitudes towards personalised advertisement on social media’.

The independent variable for *Data transparency* has a negative Beta value of -0.010. This lacks statistical significance, and conclusions cannot be drawn regarding a potential negative effect on the dependent variable. This result is interesting as it goes in line with previous research findings which means that despite the respondents being very negative towards companies' data transparency which can be seen in table 3. It appears as if it does not affect attitudes towards personalised advertisement on social media to a large extent. The findings support research that is pointing towards a concern among respondents regarding data collection but it also supports the research pointing towards the discrepancy that this concern does not affect attitudes (Zhu & Chang, 2016; Malhotra, 2004).

The independent variable for *Trust* has a Beta value of 0.789. This is statistically significant and it shows that people who have higher trust in companies, are also more positive towards personalised advertisement on social media platforms. This also supports previous research pointing towards the importance of trust in order for consumers to appreciate communication from companies (Bögel, 2019; Morsing & Schultz, 2006).

The independent variable for *Ad exposure* has a Beta value of -0.455. This is statistically significant, but only on the 90% significant level. This means that it is important to be cautious when drawing conclusions since it does not fulfil the limit of 95% statistical significance. Despite this uncertainty it becomes clear that the variable appears to have a negative impact on attitudes towards personalised advertisement on social media. This is interesting since it goes against previous research pointing towards that attitudes are more positive towards familiar aspects (Ekström et al., 2017). Hence, it is important to note that the operationalisation of this question might influence this.

The fourth and final independent variable connected to *previous experience of advertisement* has a Beta value of 0.955, which is statistically significant. This shows that people who have more positive previous experiences of advertisement on social media, will also be more positive towards it in the future. These findings support the model of Kelly et al. (2010) pointing towards previous experiences as an important factor that impacts attitudes. Further, this could have big impacts for companies and marketers which will be discussed further below.

Moreover, when looking at the control variables for this study it can be observed that they both lack statistical significance. Age for instance, does not appear to have any major impact on people's attitudes towards personalised advertisement on social media, and even if gender appears to have some impact (women appear to be more negative than men (Beta value of -0.685)). Hence, due to this lack of significance it is not possible to draw any clear conclusions from this.

4.5 Hypotheses analysis

Some conclusions can be drawn from the findings about how the variables influence attitudes towards personalised advertisement on social media. The purpose of this thesis was to examine variables from previous research that revolve around attitudes towards personalised advertisement and show how they affect these attitudes. Based on how the variables affect the dependent variable, the hypotheses can either be accepted or rejected.

Hypothesis 1: *“Increased transparency regarding data collection has a positive impact on attitudes towards personalised advertising on social media”*. Based on the results it can be observed that there is a lack of statistical significance which means that the hypothesis has to be rejected. This result goes against previous research findings from Paine et al. (2007) pointing towards the consumers being concerned about data collection and transparency and its impact on their attitudes (Paine et al., 2007). The findings indicate that consumers still had a positive attitude towards personalised advertisement despite their concern. This supports the ideas of Zhu and Chang (2016) and Shen (2014) pointing towards concern as only having a minor influence on consumer attitudes (Zhu & Chang, 2016; Shen, 2014). Since the result is not statistically significant, it appears as if there is no clear connection between concern and attitude towards personalised advertisement.

The findings become even more interesting when examining the descriptive statistics regarding the variable “data transparency” (Table 3). This shows a clear concern among consumers about companies' data collection and the lack of transparency. Leon et al. (2012) offer a possible explanation for this discrepancy as a lack of knowledge. It is possible that the general consumer lacks knowledge of how companies produce personalised advertising and how data is collected (Leon et al., 2012). Research could therefore focus on consumer knowledge about data collection and transparency behind personalised advertisement to

examine what causes the paradox between concern for data transparency and positive attitudes towards the result (the ads) of that data collection.

Hypothesis 2: *“Increased trust towards brands has a positive impact on attitudes towards personal advertisement on social media”*. It can be seen that the results for this hypothesis have a positive and significant Beta value. This means that the respondents who generally feel more trust towards brands are also more positive towards personalised advertisement on social media. Due to these results the hypothesis can be accepted. These results support previous research pointing towards consumer trust being an important factor when shaping attitudes towards companies communication. Yazdanifard et al. (2011) describe this connection as consumers who are more willing to interact with companies they trust in (Yazdanifard, 2011). It is reasonable to believe that consumers who trust in a company are also more favourable to communication from brands, which the result supports.

This result is significant for brands and marketers. Bögel (2019) describes how negative opinions of a brand and lack of trust spread quickly among consumers (Bögel, 2019). The results on the importance of trust therefore motivates why companies should put much focus on building trust in order to get favourable attitudes towards its personalised advertisement. Table 3 shows that there was a general lack of trust in companies among the respondents. This could be seen as very problematic according to the ideas of Bögel (2019). An important factor to investigate further here would be why this lack of trust exists and how brands and marketers might close that gap in order to be more successful with their ads on social media.

Hypothesis 3: *“Higher exposure to personalised advertisement on social media has a positive impact on attitudes towards personalised advertisement on social media”*. The findings show that the variable has a negative Beta value that is partially significant. Due to the results of this hypothesis it is hard to draw any statistical conclusions because of the low significance level but it appears to have a negative impact on attitudes. This means that respondents who faced more exposure to advertisement were generally more negative towards personalised advertisement. Therefore, due to these results the hypothesis has to be rejected. This is somewhat surprising as previous research emphasises the importance of ad exposure online.

A possible reason could be derived from Ekström et al. (2017) description of the knowledge function of Katz (1960) framework for functional attitudes. The knowledge function is

described as how the world is structured around communication that is received (Katz, 1960; Ekström et al., 2017). An individual who is familiar with personalised advertisement should in theory be more positive towards it. However, an individual that is familiar with it will also have more knowledge on how it works, thus understanding the questionable data collection behind it. This might influence attitudes in a negative way, instead of positively.

Ekström et al. (2017) also describe how uncertainty and the unknown is often negatively associated with individuals' attitudes (Ekström et al., 2017). This might be true in general, but in this case it appears as if the unknown for many consumers is the data collection behind the advertisement on social media. Not knowing how this works might mean less concern and therefore more positive attitudes for those with less ad exposure.

It is however important to bear in mind that the operationalisation of this question may have influenced the results. The questions were formed around the amount of social media usage since it was believed that the more time individuals spent on social media platforms, the more exposure they would have towards the ads on them. This could be examined further in order to determine the definitive influence of ad exposure on attitudes towards personalised advertisement.

Hypothesis 4: *“Previous positive experience from ads has a positive impact on attitudes towards personalised advertisement on social media”*. The results from this variable show that there is a positive and significant correlation between the independent and dependent variable. This means that the respondents who believe that they have had positive experiences from advertisement in the past, are more positive towards personalised advertisement on social media which means that the hypothesis can be accepted.

The findings strengthen the arguments that are found in previous research of experiences playing a significant role when shaping attitudes towards personalised advertisement. Models from Kelly et al. (2010) and Cho and Cheon (2004) both stress the importance of previous experience on ad avoidance online and on social media. Ad avoidance however involves both attitudes and behaviour (Cho & Cheon, 2004; Kelly et al., 2010). This result shows that previous experience is significant, not only when it comes to ad avoidance, but specifically to attitudes as well.

The findings that show how previous experience might have a bigger impact on attitudes than data transparency can have implications for marketers and brands. Knowing that consumers' perception of previous ads has such importance might push brands to produce higher quality ads. It could also possibly lead to a new metric when brands evaluate ads and campaigns, looking at not only conversions and traffic, but also the consumer experience to a higher extent.

In conclusion Hypothesis 2 and 4 are accepted due to the results being statistically significant, and in line with the hypothesis, whilst hypothesis 1 and 3 are rejected. However, it is important to note that rejected hypotheses can still be interesting to analyse despite having to reject them. The hypothesis that is connected to *ad exposure* is for example rejected but explains how exposure to advertisement may influence consumer attitudes. This is an aspect that is still interesting to further explore even if it may not show a statistical significance. However, the operationalisation influenced the results of this study as we put our own values and interpretations when constructing the survey. This is inevitable which every study comes across.

Table 8: Accepted and rejected hypotheses

Hypothesis	Accepted	Rejected
H1 (Data transparency)		x
H2 (Consumer trust)	x	
H3 (Exposure to ads)		x
H4 (Previous experience)	x	

This regression analysis also missed about 50.1% of the variables explaining attitudes towards personalised advertisement on social media.

5. Conclusion

The aim of the thesis was to examine factors with a potential positive impact on consumer attitudes towards personalised advertisement on social media platforms. The findings from the survey showed that the included factors had both a positive and negative influence on consumer attitudes. Further, the results of the regression analysis revealed that it managed to capture 49.9% of the explaining variables to attitudes towards personalised advertisement. It is however not surprising that more than 50% are missing. This is expected when examining complex aspects such as attitudes.

It is also important to look at the factors that lacked a positive impact, or had a negative impact. These findings show which factors that need to be improved to remove the attitudinal threshold that exist for some consumers towards personalised advertisement.

It can be seen that some included variables support previous research and some go against it. The variables connected to *trust* and *previous experience* influenced the dependent variable in an expected way based on previous research and findings. The variables connected to *ad exposure* and *data transparency* went against the hypotheses as it influenced the dependent variable in a way that previous research did not suggest. The fact that only half of the hypotheses were accepted also motivates further research on the subject to determine the variables specific effect on these specific attitudes.

The findings also support the important paradox around the subject ‘personalised advertisement on social media’. According to the data, consumers want more personalised advertisement and are positive towards it, but they are worried about the way companies collect data and their lack of transparency. This then raises questions of whether consumers understand the concept of personalised advertisement and the collected consumer data behind it. However, this concern does not seem to affect their attitudes towards it which as mentioned above points towards a lack of knowledge. This paradox has been explained in previous research when it comes to attitudes towards personalised advertising in general. This thesis however shows that this paradox exists for ads on social media platforms as well.

Future research should try to identify this concern and why there is only a weak correlation between data-transparency and attitudes towards personalised advertisement. Future research

could then examine if there is another underlying factor that impacts transparency (e.g. lack of knowledge).

Additional factors such as *perceived relevance of ads online* was an aspect that was going to be included as its own hypothesis to show a potential strong influence on attitudes towards personalised advertisement. This could have big implications for brands and marketers as it would support previous research arguing that relevance is more important to take in consideration when creating ads than concern among consumers. This focus on relevance as the big positive factor could have negative effects on the data transparency as it would take a backseat to relevance in companies prioritisation. The hypothesis was removed after the factor analysis since the operationalised questions appeared to measure the “same thing” as our dependent variable.

However, the fact that the questions surrounding *perceived relevance* were too closely related to the dependent variable could indicate that perceived relevance is very closely connected to attitudes towards personalised advertisement on social media, thus supporting these ideas. Due to the potential big implications this would have for advertising on social media, this needs to be examined with a different operationalisation than the one that was examined in this thesis.

5.1 Implications

The findings in the descriptive statistics, and the regression analysis have implications for companies, marketers and most importantly the consumer. It is important to shed light on the discrepancy that exists between a growing concern towards data transparency and collection, as well as attitudes towards personalised advertisement. Thus, the results show a potential lack of knowledge and understanding among consumers regarding how these ads are created.

The lack of correlation between data transparency and attitudes may have implications for marketers and companies as well. The result is concerning as it shows that companies may have bad transparency and unethical data collection, but still get away with positive consumers who enjoy their advertisement on social media. From a societal and ethical standpoint it is therefore important to examine this further to find the underlying causes for this lack of correlation. If it is a lack of knowledge as the result suggests, it might be

important to educate the average consumer more about how their data is being collected and what happens with that piece of information.

However, the results can also be portrayed as positive with potential positive implications for consumers who enjoy relevant advertisements on social media platforms. Trust seems to be an important factor for consumers' positivity towards data collection, which may lead to companies taking action and building more ethical and trustworthy brand images. Further, companies and marketers may also focus more on creating higher quality campaigns with the consumers' perception and experience as a main goal since the variable for previous experience among consumers also seem to have a big positive impact. This knowledge can potentially lead to new metrics being used on companies and brands when evaluating the success of an ad-campaign. Focus might shift from purely economic measurements to be more focused on what the consumer thinks.

5.2 Limitations

There exists big regional differences in attitudes towards privacy and data collection. Individuals living in England and Australia (individualistic countries) for example show higher concern for privacy online than collectivist countries. On top of this, Latin America has shown the largest awareness of privacy in research, whilst British data has more focus on the data collection and the methods itself (Gonzales-pizarro et al., 2022). These are aspects that cannot be captured in this thesis. Within the framework of a Bachelor thesis it was not possible to gather good data from various different geographical regions.

Moreover, this thesis puts the focus on general attitudes towards personalised advertisement, rather than generational differences. This is an important aspect to have in mind when analysing and generalising the findings as different generations have vastly different experiences on social media platforms which are based upon different knowledge, time spent and familiarity. It could therefore be reasonable to assume that attitudes could differ between different ages. The control variable for age was included in this study and showed no significant connection to the dependent variable. Hence, in order to truly capture age and its influence, one would need to compare different age groups more thoroughly than how it has been done in this paper.

5.3 Future research

The main implications of this study is for future research as it shows that several areas of discrepancies and paradoxes from previous research on attitudes towards personalised advertisement, also exist on social media platforms. This makes it even more important to understand the reason behind these discrepancies to gain further knowledge and to understand the individual consumer. Studying attitudes can however be a complex and difficult task as the consumer almost always has underlying factors impacting their attitudes that cannot be studied.

Future research could also try to identify the missing variables which are important for consumer attitudes towards personalised advertisement, which were not captured in the regression analysis. In a complex subject like consumer attitudes, there will most likely be a large amount of variables explaining a small part of the variation each. The fact that the variables managed to capture almost 50% of this variation does confirm their importance for the topic, but there are still important variables missing that can be examined.

The result of this study is based on operationalisation of variables and previous research findings. Two of the examined hypotheses were rejected, which would require further research. This could be done by examining if this rejection depends on the operationalisation of this study or if it differs between social media and more general personalised advertisement from previous research.

Researching attitudes towards different kinds of personal advertisement is very important as this form of marketing is here to stay. It has become extremely crucial to understand consumer preferences, ideas and interests in a time where data collection scandals and unethical use of consumer data has become far too common. In this digital and global society that we live in, consumers have the power to influence how big corporations operate which also makes it important to understand what truly matters to most consumers. This is an aspect that companies should improve on for their future marketing and advertisement, and put more focus on what the consumer wants, values and do what is best for them to avoid any harm.

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Appendix

Appendix 1: Table of Operationalisation

Hypothesis	Variable	Survey question	Form of answer
Dependent variable	Attitudes towards personalised advertisement on social media	1.1 I am positive towards personalised advertisement on social media	5 valued Likert scale
Dependent variable	Attitudes towards personalised advertisement on social media	1.2 I appreciate advertisement that feel interesting on social media	5 valued Likert scale
Dependent variable	Attitudes towards personalised advertisement on social media	1.3 I appreciate when I receive advertisement that align with my interests	5 valued Likert scale Likert scale
Dependent variable	Attitudes towards personalised advertisement on social media	1.4 it's a good thing that companies use my information to create personal advertisement	5 valued Likert scale
Dependent variable	Attitudes towards personalised advertisement on social media	2.2 I appreciate when I receive relevant advertisement on social media	5 valued Likert scale
Dependent variable	Attitudes towards personalised advertisement on social media	2.3 Relevant advertisement impact my attitudes positively towards personalised advertisement	5 valued Likert scale
H1	Data Transparency	3.1 I am aware of what personal information companies gather about me on social media	5 valued Likert scale

H1	Data Transparency	3.2 Companies inform me about how much data they gather about me on social media	5 valued Likert scale
H1	Data Transparency	3.3 Companies inform me how they use my personal information	5 valued Likert scale
H1	Data Transparency	3.4 Companies are clear about what personal information they are using	5 valued Likert scale
H1	Data Transparency	3.5 I believe that companies are transparent when it comes to data collection on social media	5 valued Likert scale
H2	Trust	4.1 I trust companies intention on social media	5 valued Likert scale
H2	Trust	4.2 I trust that companies only use my personal information for their stated purpose and nothing else	5 valued Likert scale
H3	Ad exposure	5.3 How many times a day do you use social media platforms	String alternatives
H4	Previous experience	2.1 I appreciate when I receive relevant advertisement on social media	5 valued Likert scale
H4	Previous experience	6.1 I am satisfied with the previous advertisement I have received on social	5 valued Likert scale

		media	
H4	Previous experience	6.2 I have appreciated when I have received advertisement on social media	5 valued Likert scale
H4	Previous experience	6.3 I have considered buying products or services due to advertisement on social media	5 valued Likert scale

Appendix 2: Survey

Attitudes towards personalised advertisement on social media

Hej!

Vi är två studenter som skriver vår kandidatuppsats i Ekonomi på Handelshögskolan i Göteborg med inriktning marknadsföring.

Syftet med vår uppsats är att undersöka vad som påverkar konsumenters attityder till individanpassad marknadsföring på sociala medier. Vi undersöker personer +18 år, därför önskar vi att du skulle vilja delta i denna enkät. Medverkan är självklart frivillig och alla svar är anonyma. Dina svar kommer enbart att användas till att fylla studiens syfte.

För att fortsätta, var vänlig välj språk nedan.

**** English below ****

Hi!

We are two students who are writing our Bachelor's thesis in Economics at Gothenburg School of Economics with a major in marketing.

The purpose of our thesis is to investigate what influences consumers' attitudes towards personalised advertisement on social media platforms. We will survey people who are +18 years old, and we hope that you would like to participate in this survey. Participation is voluntary, and all answers are anonymous.
Your answers will only be used to fulfil the purpose of this study.

To continue, please select your preferred language below.

Kind regards,

Elin Apéll - gusapelel@student.gu.se

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Företagsekonomi inriktning marknadsföring vid Göteborgs universitet

*Obligatorisk

1. Välj språk/ Choose language *

Markera endast en oval.

Svenska *Fortsätt till fråga 3*

English *Fortsätt till fråga 30*

2. För att kunna delta måste du ha fyllt 18 år. - To participate you must be 18 years or older. *

Markera endast en oval.

Jag har fyllt 18 år - I am 18 years or older

**Begreppsdefinition:
Individanpassad
marknadsföring på
sociala medier**

Individanpassad marknadsföring är när företag och organisationer anpassar och skapar reklam specifikt till en enskild individ. Individanpassad marknadsföring baseras på insamlad information kring individuella konsumenter. Företag använder denna information för att skapa en konsumentprofil för att bättre kunna rikta in sig på den individens specifika intressen, behov och beteende. Denna insamling av information är det som möjliggör företagens individanpassade marknadsföring.

Exempel: Du accepterar att olika hemsidor som du besöker online använder "cookies" när du kollar efter en ny tröja. När du är inne på sociala medier (e.g. instagram) en stund senare möts du av reklam kring den exakta tröja du tidigare kollat på.

Avsnitt 1/6: attityder till individanpassad marknadsföring på sociala medier

3. 1.1 Jag är positivt inställd till individanpassad marknadsföring på sociala medier *

Markera endast en oval.

1 2 3 4 5
instämmer inte alls instämmer helt och hållet

4. 1.2 Jag uppskattar reklam som känns intressant på sociala medier *

Markera endast en oval.

1 2 3 4 5
Instämmer inte alls Instämmer helt och hållet

5. 1.3 Jag uppskattar när jag får marknadsföring som överensstämmer med mina intressen *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

6. 1.4 Jag uppskattar att företag använder min personliga information så att jag får individanpassad marknadsföring *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

Avsnitt 2/6 Uppfattad relevans av reklamannonser

7. 2.1 Jag upplever att jag får relevant reklam på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

8. 2.2 Jag uppskattar när jag får relevant reklam på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

9. 2.3 Relevant reklam påverkar mina attityder till individanpassad marknadsföring på ett positivt sätt *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

Avsnitt 3/6:
Transparens kring insamlingsmetoder av användardata på sociala medier

Insamling av användardata innefattar den information som företag kan samla in om dig när du besöker deras hemsida eller interagerar med dem på sociala medier. Informationen kan innehålla data kring hemsidor du besökt tidigare, vilka sidor du gillar och vilka vänner du har på sociala medier.

10. 3.1 Jag är medveten om vilken användardata som företag samlar in på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

11. 3.2 Företag är tydliga med hur mycket användardata dem samlar in om mig på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

12. 3.3 Företag är tydliga med mig hur de använder min personliga information *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

13. 3.4 Företag är tydliga kring vilken användardata de använder om mig *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

14. 3.5 Jag anser att företag är tillräckligt transparenta kring insamling av data på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

Avsnitt 4/6 Tillit

15. 4.1 Jag litar på företags intentioner på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

16. 4.2 Jag litar på att företag endast använder min personliga information för dess uttalade syfte *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

17. 4.3 Min attityd till individanpassad reklam påverkas positivt om jag litar på företaget bakom reklamen *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

Avsnitt 5/6 användning av sociala medier

18. 5.1 Jag uppskattar sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

19. 5.2 Jag uppskattar att spendera tid på sociala medier *

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

20. 5.3 Hur många gånger om dagen använder du sociala medier? *

Markera endast en oval.

- inte varje dag
 en gång om dagen
 2-3 gånger om dagen
 5-10 gånger om dagen
 10+ gånger om dagen

21. 5.4 Hur mycket tid spenderar du på sociala medier om dagen? *

Markera endast en oval.

- mindre än 30 minuter
 30-60 minuter
 1-2 timmar
 3+ timmar

22. 5.5 Vilken plattform på sociala medier använder du mest? (var god välj ett alternativ) *

Markera endast en oval.

- Facebook
 Instagram
 Tiktok
 Twitter

23. 5.6 Jag brukar alltid få någon slags reklam när jag är på sociala medier

Markera endast en oval.

- 1 2 3 4 5
-
- instämmer inte alls instämmer helt och hållet

Avsnitt 6/6 tidigare upplevelse av individanpassad marknadsföring på sociala medier

24. 6.1 Jag är nöjd med den tidigare reklam jag mött på sociala medier

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

25. 6.2 Jag har uppskattat majoriteten av den reklam jag mött på sociala medier

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

26. 6.3 Jag har övervägt att köpa produkter eller tjänster på grund av reklam på sociala medier

Markera endast en oval.

	1	2	3	4	5	
instämmer inte alls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	instämmer helt och hållet

Avslutande generella frågor

27. Vilket kön identifierar du dig med *

Markera endast en oval.

- Kvinna
 Man
 Icke binär
 Övrigt
 Vill ej svara

28. Hur gammal är du? *

Markera endast en oval.

- 18-24
 25-34
 35-49
 50+

29. Jag förstår syftet med denna enkät och jag ger min tillåtelse för att informationen används till denna uppsats *

Markera endast en oval.

- Ja

**Concept
definition :
Personalised
advertisement**

Personalised advertisement is when companies adapt, create and marketise advertisement specifically to an individual. This concept is about how companies collect information about individuals and use this information to create a consumer profile in order to better target the consumers specific interests, needs and behaviours. The collection of personal information is what enables companies' to personalise advertisement on social media.

Example: You normally accept that various websites use "cookies" when you are on online looking for a new t-shirt, and when you are using social media (e.g. instagram) later on you are also met by advertisement for that specific t-shirt.

Part 1 /6: Attitudes towards personalised advertisement on social media

30. 1.1. I am positive towards personalised advertisement on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

31. 1.2. I appreciate advertisement that feel interesting on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

32. 1.3. I appreciate when I receive advertisement that align with my interests *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

33. 1.4. it's a good thing that companies use my information to create personal advertisement *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

Part 2/6: Perceived relevance of ads

34. 2.1. I receive relevant advertisement on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

35. 2.2. I appreciate when I receive relevant advertisement on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

36. 2.3. Relevant advertisement impact my attitudes positively towards personalised advertisement *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

Part 3/6:
Data
collection
transparency
on social
media

Data collection is about collecting consumers personal information when visiting a particular brand online. The user data can include information about which webpages you have visited earlier, your interests and the friends you have on social media.

37. 3.1. I am aware of what personal information companies gather about me on social media *

Markera endast en oval.

1 2 3 4 5

I do not agree I totally agree

38. 3.2. Companies inform me about how much data they gather about me on social media *

Markera endast en oval.

1 2 3 4 5

I do not agree I totally agree

39. 3.3. Companies inform me how they use my personal information *

Markera endast en oval.

1 2 3 4 5

I do not agree I totally agree

40. 3.4. Companies are clear about what personal information they are using *

Markera endast en oval.

1 2 3 4 5

I do not agree I totally agree

41. 3.5. I believe that companies are transparent when it comes to data collection on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

Part 4/6: Trust

42. 4.1. I trust companies intention on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

43. 4.2. I trust that companies only use my personal information for their stated purpose and nothing else *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

44. 4.3. My attitude towards personal advertisement is more positive if I trust the company *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

Part 5/6: Social media usage

45. 5.1. I like social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

46. 5.2. I appreciate spending time on social media platforms *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

47. 5.3. How many times a day do you use social media platforms (Please select one option) *

Markera endast en oval.

- Not everyday
- Once a day
- 2-3 times a day
- 5-10 times a day
- 10+ times a day

48. 5.4. How much time do you spend on social media every day (please select one option) *

Markera endast en oval.

- less than 30 minutes
- 30-60 minutes
- 1-2 hours
- More than 3 hours

49. 5.5. Which social media platform do you use the most during a week? (Please select one option) *

Markera endast en oval.

- Facebook
 Instagram
 Tiktok
 Twitter

50. 5.6. I always receive some sort of advertisement when I am using social media platforms *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

Part 6/6 Previous experiences from personalised advertisement on social media

51. 6.1. I am satisfied with the previous advertisement I have received on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

52. 6.2. I have appreciated when I have received advertisement on social media *

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

53. 6.3. I have considered buying products or services due to advertisement on social media

Markera endast en oval.

	1	2	3	4	5	
I do not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I totally agree

General questions

54. Which gender do you identify yourself with? *

Markera endast en oval.

- Woman
 Man
 Non binary
 Other
 I do not want to answer

55. Age *

Markera endast en oval.

- 18-24
 25-34
 35-49
 50 and above

56. I understand the purpose of this survey, and I give my consent to use the information for this thesis *

Markera endast en oval.

- Yes