

PERSONALIZATION AND ITS TRANSFORMATIVE IMPLICATIONS

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Abstract

English

Purpose – The attention on personalization has increased during the last 50 years but what does personalization mean for individuals and for society? The goal of this master’s dissertation is to be able to provide a clear picture on the positive and negative implications on the individual and society as a consequence of personalization, using the elements of the marketing mix (promotion, product, price, place and people).

Design/methodology/approach – This master’s dissertation starts with a literature review in which the theoretical framework is explained. Secondly, the methodology shows the research design, the data collection and the data analysis. The data is collected in a qualitative online survey (in Qualtrics, N=310) and was coded using the software program Nvivo. This is followed by the actual interpretation of the results, which thereafter are linked to the literature. Lastly a conclusion will summarize all findings.

Findings – The research resulted in a comprehensive overview of all the positive and negative implications on individuals and society for the different types of personalization.

Originality/value – As personalization is more implemented now than it was 50 years ago, some of the past findings and opinions could have already been changed. This concept is becoming more and more integrated into everyday life, and it leaves a mark.

Keywords – Personalization, product, price, place, promotion, people, individual implications, societal implications, privacy

Paper type - Master’s dissertation

Nederlands

Doel – In de laatste 50 jaar is de aandacht voor personalisatie toegenomen, maar wat betekent personalisatie voor het individu en wat betekent het voor de samenleving? Het doel van deze masterproef is om met behulp van de elementen van de marketingmix (promotie, product, prijs, plaats en mensen) een helder beeld te kunnen geven van de positieve en negatieve implicaties voor het individu en de samenleving als gevolg van personalisatie.

Design/methodologie/benadering - Deze masterproef begint met een literatuuronderzoek waarin het theoretisch kader wordt toegelicht. Ten tweede toont de methodologie de onderzoeksopzet, de dataverzameling en de data-analyse aan. De gegevens zijn verzameld in een kwalitatieve online survey (in Qualtrics, N=310) en gecodeerd met het softwareprogramma Nvivo. Daarna volgt de feitelijke interpretatie van de resultaten, die vervolgens worden gekoppeld aan de literatuur. Ten slotte zal een conclusie alle bevindingen samenvatten.

Bevindingen - Het onderzoek resulteerde in een uitgebreid overzicht van alle positieve en negatieve implicaties voor zowel het individu als de samenleving als gevolg van de verschillende soorten personalisatie.

Originaliteit/waarde - Aangezien personalisatie nu meer toegepast wordt dan 50 jaar geleden, kunnen de bevindingen en opinies op sommige vlakken al veranderd zijn. Dit concept wordt meer en meer geïntegreerd in het dagelijkse leven en dat laat zijn sporen na.

Kernwoorden – Personalisatie, product, prijs, plaats, promotie, personeel, individuele implicaties, maatschappelijke implicaties, privacy

Paper type - Master / thesis

Foreword

This master's dissertation is the conclusion to our study in Business Economics in Marketing. We enjoyed writing every part of this research, but at the same time it was also very challenging. We would not have been able to complete it successfully without the assistance and support we received throughout this process. That's the reason why we want to thank the people that helped us establish this accomplishment.

We would like to thank all the respondents for their time to fill in the survey. Without their personal experiences we would not have been able to fulfil this study.

Next, we want to thank our supervisor Prof. Dr. Katrien Verleye who gave us the opportunity to write our master's dissertation on this topic and for helping us write this research. We also want to thank our co-supervisor Khalid Mehmood for helping us with the literature review.

Furthermore, we would like to thank our families and friends who gave us a lot of needed support during these stressful times.

We hope you enjoy reading this master's dissertation as much as we enjoyed writing it.

Axelle Buffel & Steffi Wulbrecht

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List of abbreviations

5P's	Promotion, product, price, place and people
CIT	Critical Incident Technique
CEM / CXM	Customer Experience Management
CRM	Customer Relationship Management
etc	Etcetera
e.g.	exempli gratia (for example)
GDPR	General Data Protection Regulation
PC	Personal computer

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1. Introduction

Compared to the last 50 years, personalization is much more in the spotlight now. Personalization is a one-to-one marketing strategy, centered around personalized interactions with customers. Companies use this strategy in an effort of attracting the attention of their target audience, and use this in their customer experience in order to make it stand out (Jain et al., 2021). Personalization means tailoring one (or more) of the elements of the marketing mix to match with the targeted individual (Arora et al, 2008). Each one of the 5 P's can be altered and personalized, this includes: promotion, product, price, place and people. Since personalization and integration of technology becomes more advanced, there is already consequent concern about loss of privacy among the customers. People often forget the level of transparency needed to make systems work between customers and companies even as commerce and transformative technologies further develop. (Weiss, 2020). Therefore, it is certainly interesting to study the transformative implications. Transformative implications are essential in this master's dissertation, because they can serve as an enhancer, facilitator and integrator between companies and its customers, which can result in strengthening the interactions between them. (Kumar, 2018). The goal of this master's dissertation is to be able to provide a clear picture on the positive and negative implications on the individual and society as a consequence of personalization using the marketing mix (5 P's).

In this master's dissertation we collected the data, using the Critical Incident Technique (CIT), invented by Flanagan in 1954. This method allowed respondents to share their honest opinion on their feelings, thoughts and experiences with personalization, instead of being manipulated in a certain direction. At the base of a survey, respondents were to cite memorable experiences related to personalization. After analyzing these answers, the data was classified in the software program Nvivo so that there was an overview of all factors of the experiences (both positive and negative).

This master's dissertation consists of several parts. First is the literature review, which informs you more on the concept of personalization. Followed by the methodology, where the used techniques and methods are discussed. The third part summarizes the results and the fourth forms a discussion and limitations of these results. Only to end this master's dissertation with a conclusion, the used references and the appendix.

2. Literature Review

The literature review will begin with a discussion of the concept personalization. Thereby the definition, types of personalization and implications for the company and customer are discussed.

2.1 Personalization

2.1.1 Definition

Personalization is a form of one-to-one marketing, and happens when a company, based on previously gathered data, matches the best suitable marketing mix to the targeted individual (Arora et al, 2008). The implementation of personalization in the digital environment, enables those companies to collect and analyze customer data and give out tailored content to each of their customers (Kalaiganam et al, 2018), in order to enhance the customer experience. According to Lambillotte et al (2022) two popular examples of online retailers who personalize their homepage to their customers past search history, are Amazon and eBay. These retailers personalize the shown content on their homepage, based on the past searching history of the visiting customer. This will show customers more items that match their own personal interests and tastes, in this way the company hopes to increase their sales and offers a better customer experience (and thus service).

Personalization can be found on 3 levels (Zhang and Wedel 2009). The first one is mass market-level personalization, in this level all customers are offered the same marketing mix that is tailored to the general conclusions about all customers' preferences. The next level is the segment-level personalization, where the marketing mix is tailored to the needs of different customer groups or segments. The third level is the individual-level personalization, here the marketing mix is tailored to each customer his or her individual preferences. Even when these three levels of personalization seem to be used separately, they can easily be combined. It is important to take into account how the customer base is open to personalization and to consider whether it would be helpful to implement personalization, as this is not always effective or desired. When implementing a personalization strategy, one should also not forget to keep in mind that the customers desire privacy and transparency (Mehmood et al., 2022).

Sometimes the concept of personalization gets confused with customization. As can be seen in the figure 1, which is based on the created schema of Arora et al. (2008), the main difference between the two concepts is the party initiating the tailoring of the marketing mix.

Where in personalization companies take the lead in adapting their marketing activities to their customers (e.g., the company sends out a personalized message and not a general one), customization will let the customer take control in tailoring the marketing mix to their own preferences (e.g., the customer can adapt or change the product to their own style) (Bleier et al., 2018).

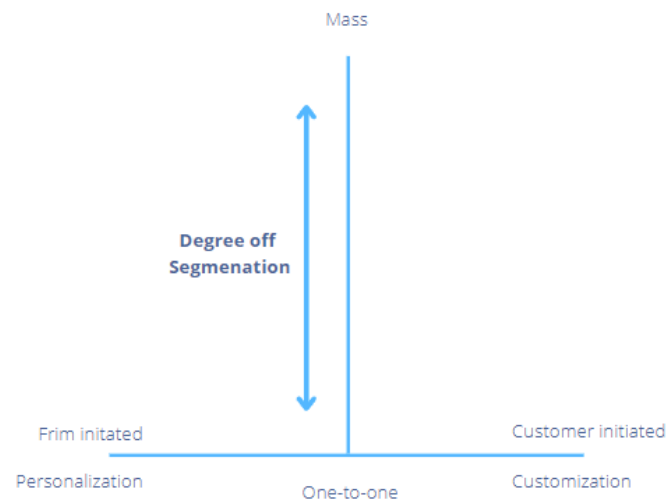


Figure 1: Difference personalization and customization

2.1.2 Types of personalization

Next to implementing personalization in 3 different levels, it can be applied to different elements of the marketing mix (the 5P's) too, which are: promotion, product, price, place and people. Each of these marketing mix elements will be discussed separately below.

Promotional efforts in personalization can be divided into personalized communication and online recommendation systems (Bleier et al, 2018). The first one refers to the tailored messages which are adapted to the customer's past search path and interests. Some examples are personalized e-mails (include customer's name), promotions (adapt promotion on behavior and interest of the customer), notifications (notify the customer when something happens in the corresponding app) or even gaining feedback (asking the customer what went okay or what went wrong). Where personalized communication focuses on sending tailored messages, online recommendation systems will focus on featuring specific products that may be of interest to their customers (Chung et al, 2009). According to Adomavicius and Tuzhlin (2005), these recommendations can be based on three types of filtering: collaborative filtering (similarity of one customer to other customers), content filtering (similarity of attributes of previously viewed or searched products) and hybrid filtering (mix of collaborative- and content filtering). Examples of companies who excel at online recommendation systems are Netflix, Amazon and Zalando. Netflix will show the customer a movie he or she likes, based on their previously

watched content. And Amazon or Zalando will highlight products that match the interest or style of the customer based on their previously purchased or viewed products. In that way, these companies try to increase the relevance of the shown content in order to engage with customers in feedback or purchases.

Nowadays, **product personalization** is more used on lower granular levels such as personalizing the menus in a Fastfood chain like McDonald's. This worldwide chain adapts their menus to local preferences or country-bound taste palettes, in that way China will have items on their menu that will not be offered in Belgium, and the other way around. However, product personalization is rapidly moving to the individual level. This, according to Chung et al. (2016) is driven by two motivators: the detailed customer-level data and the fast-evolving predictive analytical techniques.

Esteves and Resende (2016) say **price personalization** depends on the general idea that customers are not the same regarding their perspective of the utility of a product and their willingness to pay for that product. Price personalization based on time (pricing based on when the customer purchases a product, such as an early-bird vacation or using seasonal pricing for booking a flight) or location (pricing based on where the customer locates) is common in segment-level personalization, which is the second main level personalization. Nevertheless, is this level of personalization is shifting more to the third level: individual-level personalisation. Here prices are personalized to the customer based on their previous search history, interests or behaviors. Companies hope to increase sales, thanks to these changing prices or by giving personalized discounts.

Personalization, using the **place** element of the marketing mix, can also be useful for companies. For example: a customer lands on your homepage and the website shows him or her the closest stores nearby the customer him- or herself (website morphing). According to Hauser et al. (2014) this type of personalization should have a positive effect on the customers engagement with the company, regarding to click-through rates, brand consideration and purchase intentions.

People personalization then focusses on tailoring the interactions of employees towards their customers. Gwinner et al. Conducted an experimental study in 2005 in a service context. They encouraged the employees, who were the point of contact for the actual customer, to adapt their behavior to meet the customer's needs. This could be individual customers and subgroups of society, like young people, businesspeople or older people. The likelihood of the employees to adapt their interpersonal style and service offerings, both depended on the level of customer knowledge, their personality and intrinsic motivations. In conclusion personalizing or adapting the employee on the frontline, can increase an engagement of the customer and the company itself.

2.1.3 Implications

2.1.3.1 Implications in perspective of the company

With recent technological innovations in the offline as the online world, companies will have to choose how to divide their budgets between offline and online channels, and where to personalize (Zhang and Wedel, 2009). Even when Kim et al. (2022) state that personalization has already become a common experience online. According to Arora et al. (2008) the use of personalization can create advantages such as greater customer satisfaction and higher profits. However, those earnings will be higher in an online store, compared to an offline store of the same company (Zhang and Wedel, 2009). Next to higher profits and greater customer satisfaction, personalized advertising also became known as a common and effective manner to gain awareness and engagement from the target customers (Tran et al., 2020) and increase the customer retention rate (Kwon and Kim, 2012).

On the other hand, is personalization an expensive practice (Arora et al., 2008). Personalization can only thrive on gathering and analysing (customer) data that the company actually collects, and that requires a more expensive software (Arora et al. 2008, Tran et al. 2020). A company could invest in software like Customer Relationship Management (CRM), which can help with making recommendations or default choice, thus lowering the number of options where customers must choose from (Glushko and Nomorosa, 2012, Arora, 2008). Or they could choose for Customer Experience Management (CEM or CXM) what can be a huge help online, because it can track real-time interactions of customers on the company website and in that way increase the possibility in achieving conversion rates (Burke, 2010).

Although being expensive is not the only downside for a company, they will also have to deal with the privacy issue that personalization creates. In fact, there exists a privacy paradox that companies are dealing with, customers who value information transparency are less likely to participate in personalized offers (Awad & Krishnan, 2006). If the way the company collects and uses personal information raises concerns about customer privacy, engagement is likely to decrease. It is also possible that customers will be more likely to engage with the company if the personalized communication appeals to the customer (Aguirre et al., 2016). As a result the ad effectiveness is diminished with users' concerns about their privacy over the desire for the personalization that such targeting provides (Kim et al., 2019). Associated with concerns about technical errors and privacy, the perception of loss of control will reduce trust in the company. This is a direct and negative effect of systemic anxiety on trust in e-commerce according to Hwang and Kim (2007). Ozcelik and Varnali (2019) show that higher levels of irritation and lower levels of perceived informativeness and amusement are due to perceived security risk. Stiglbauer and Kovacs (2019) indicate that advertising avoidance is the consequence of advertising irritation. The personalization of advertisements can

make people happy because those customers find it useful. However, it can also make others feel irritated, which makes them avoid this type of advertising. Yu and Cude (2009) point to a general negative relationship between personalized advertising and personal privacy.

Without information about the customer, no personalization can happen. It is necessary that companies possess this kind of information and therefore customers will have to give up some of their privacy. Different solutions to trust and privacy issues have been explored in different studies. Resnick and Varian (1997) suggest providing incentives to make recommendations by making it a condition of receiving recommendations or providing monetary compensation. A contract can certainly help, with a contract you have the right to insist that certain information remains private (Volkh, 2000). According to Zeng et al. (2021) there is a positive causal effect when measuring self-disclosure on buying behavior in personalized promotions. Because of the combination of personalization statement and privacy assurance, users will disclose more information (Zeng et al., 2021). Lopez-Nicolas & Molina-Castillo (2008) also prove that the perceived risk is lower, the higher the user's Internet knowledge. By behaving ethically, by letting users know how they collect information and what information they collect for certain purposes, companies can improve customer service. In this way, user motivation can be increased (Hwang & Kim, 2007). Not to mention, perceived ease of use also plays a role in building trust (Kang & Namkung, 2019). Using these solutions will make customers well aware of the implications on their privacy and agree more to personalization.

2.1.3.2 Implications in perspective of the individual

Personalization can mean different things to each customer, some believe it is a positive experience while others do not. Customers do not always embrace personalization thanks to their privacy concerns. As well as they do not always realize that they leave a digital footprint when having a loyalty card or when browsing or shopping online (Gouthier et al., 2022), and that is where the companies collect data from which they learn. Despite worrying about their privacy, this gives companies a chance to form potential meaningful relationships with their customers (Chung et al., 2016) or to increase the customer experience and –value (Wedel and kannan, 2016). For those customer relationships, companies need to gather information about their customers as personalization is not possible without that kind of knowledge. Therefore there is need for personalization systems that comply with official privacy regulations. For this, a more human-centred perspective must be taken into account in order to provide the best possible privacy-related user experience. People feel threatened and uncertain about what happens to their personal information. It is not easy to find an answer to the question of how much information and also what type of information people are willing to share. This data has more than just an economic value, the specific value to individuals should certainly not be forgotten. There is a possible negative impact on the overall user experience of personalization system due to the existence of the privacy paradox. If users become aware that their personal data has been made public that was supposed to remain private, it is possible that users' needs for self-expression, competence, influence and also security may be violated (Walde et al., 2019). Their research shows that when a clear identification of a person (e.g. genetic data) is allowed, other specific data is less likely to be made public. Further, it also appears that if basic human needs such as security or health are met in the scenario of the promised benefit that people are more willing to disclose data.

3. Methodology

The methodology will give insight in how this study was conducted and consists of 5 parts. (1) The research design, where the used techniques, such as the CIT method and the qualitative research will be discussed. (2) The data collection with emphasises on data cleaning, survey setting and the demographics of the participants. (3) The data analysis explaining the gathered data in NVivo and their respective code trees. (4) The quality criteria covering the four needed criteria: credibility, dependability, confirmability and transferability. And lastly, (5) the ethical considerations that were taken into account when creating and conducting this research.

3.1 Research Design

The methods used in this master's dissertation are qualitative research and the Critical Incident Technique (CIT). A qualitative research was conducted to really understand the respondents' answers and gain insights of their feeling, thoughts and experiences about personalization.

The Critical Incident Technique on the other hand, was introduced by Flanagan in 1954 and can be summarized as a qualitative interview procedure used to investigate significant occurrences (also called "critical incidents") identified by the respondent, in order to understand the incident from the respondent's perspective; including their cognitive, affective and behavioural elements. When analysing the data in the coding process, two tasks must be executed. The first task is deciding on the general frame of reference used to describe the critical incidents. Followed by the second task, which uses the inductive development of the main- and subcategories. After performing these tasks, the found information contains the data categories that summarize and describe the critical incidents (Stauss, 1993).

The Critical Incident Technique has a number of strengths and advantages. The data collected in the CIT method, is collected from the respondent's perspective and uses their own phrasing (Edvardsson, 1992). This allows the CIT method to provide the research with a rich source of data, in a way that there is a free range of responses possible within the overall research framework (Gabbott and Hogg, 1996). In such manner respondents are not pressured to answer in a certain way but choose to answer with their own unfiltered experiences and opinions, thus creating a rich variety of data.

In this master's dissertation, respondents were asked about their positive as well as their negative experiences according to personalization and its effect on their well-being and society. Then the data was collected and divided into diverse categories during the coding process. By using the CIT method and its inductive way of collecting data, 5 categories and 46 subcategories were created.

3.2 Data Collection

3.2.1 Survey setting and participants

Surveys are an efficient way to gather data from a lot of people in a short time. Another advantage of this method is that it is also cheap and easy to analyze (De Pelsmacker & Van Kenhove, 2018). Using the Critical Incident Technique, critical incidents can be collected in different ways. In general, respondents were asked to tell a story about an experience they have had (Gremler, 2004). A pre-test of the online survey was executed to find out if this method was useful. The results of the pre-test were felt to be positive, so the decision was made to work with this survey. It is not guaranteed that every respondent will tell equally interesting experiences, but it is an easy way to reach many people with different demographics. It is then possible to continue working with all the useful answers and filter out the less useful ones, as mentioned in 3.2.2 Data cleaning. Not all people will really understand the concept of personalization, so a good introduction with concrete information and some examples of this concept will be helpful to make the respondents fully comprehend the purpose of this survey and therefore answer the questions correctly.

There is no focus on a specific target group in this study. Every respondent was permitted to take part in the survey. At the end of the survey the respondents were asked some demographic questions in order to create a profile for each respondent. In this way, it was possible to investigate if certain differences or similarities could be found based on the different profiles. The attributes used for the different profiles are gender, age, highest completed education, profession, family situation and attitude towards personalization. There is some more information about the different attributes mentioned below table 1.

DEMOGRAPHICS	CATEGORIES	FREQUENCIES (N)	PERCENTAGES (%)
GENDER	Male	47	45.20 %
	Female	57	54.80 %
AGE	From 18 to 25	75	72.12 %
	From 26 to 35	15	14.42 %
	Older than 35	13	12.50 %
	I would rather not say	1	0.96 %
HIGHEST COMPLETED EDUCATION	Secondary school	33	31.73 %
	Bachelor education	39	37.50 %
	Master education	31	29.81 %
	I would rather not say	1	0.96 %
PROFESSION	Student	58	55.77 %
	Salaried	43	41.35 %
	Self-employed	2	1.92 %
	Retired	1	0.96 %
FAMILY SITUATION	Single	68	65.38 %
	Married or living together	22	21.15 %
	Legally or factually separated	1	0.96 %
	Other	11	10.58 %
	I would rather not say	2	1.92 %
ATTITUDE TOWARDS PERSONALIZATION	Positive experience	81	77.88 %
	Negative experience	23	22.12 %

Table 1: Table of descriptive statistics

The first attribute **gender** has a fairly equal distribution. Out of 104 respondents, 47 were male and 57 were female, which is respectively 45.20% and 54.80%. Not one of these 104 respondents answered the question 'What is your gender?' with either 'Other' or 'I would rather not say'. Therefore, these potential answers are not displayed in table 1 above, and will not further be mentioned.

The second demographic is the **age** category. One out of the 104 respondents did not want to include their age in their answers and is therefore categorized as 'I would rather not say'. In order to give a clear representation of the sample group, the different ages of the other 103 respondents are combined into 3 subgroups: '18 to 25 years old', '26 to 35 years old' and 'older than 35 years'.

The first subgroup starts at 18 years old because a respondent needed to be at least 18 years old to participate in this research. When looking through the actual results, there can be seen that the different ages in this study vary between 18 and 79 years old, what is respectively the youngest and oldest age of one of the participants. The first subgroup contains 75 participants (72.12%) while the second and third subgroups respectively have a lower number of participants, being 15 participants (14.42%) and 13 participants (12.50%). This probably has to do with the fact that this master's dissertation is written by two students and thus could the most reached age group be similar to theirs.

The **highest completed education** is the third demographic used in this research. Equally to the second demographic, one out of the 104 respondents did not want to include their highest diploma in their answers and is therefore categorized as 'I would rather not say', which represents 0.96% of the sample group. This category divides the other respondents according to their highest completed education. This demographic originally consisted of 5 subgroups but not one respondent answered that 'Elementary school' or 'Doctorate' was their highest achieved degree, so these were not taken into further consideration and are not mentioned in table 1 (see A.1 Survey). Therefore, this demographic now only consists of 3 subgroups: 'Secondary school', 'Bachelor education' and 'Master education' and is also an almost equal distribution between 33 respondents who possess a secondary or high school degree (31.73%), 39 respondents have a bachelor's degree (37.50%) and 31 respondents own a master's degree (29.81%).

The **profession** of the respondents was taken into account as well, categorizing all 104 respondents over 4 subgroups: 'Student', 'Salaried', 'Self-employed' and 'Retired'. The largest group of respondents (58) can be qualified as a student. Followed by 43 respondents who are salaried, 2 respondents who are self-employed and one who is retired. These represent respectively 55.77%, 41.35%, 1.92% and 0.96% of the sample population. A reason why the largest subgroup is 'student', could be that it is easier for students to reach other students than other subgroups. This demographic originally consisted of 8 subgroups, but with no respondents in them, the subgroups: 'Unemployed', 'Housewife or -husband', 'Other' and 'I would rather not say' are removed from this sample population (see A.1 Survey).

Idem as the other demographics, also the **family situation** was considered. In this case, 2 out of the 104 respondents did not want to share their own family status and are thus categorized as 'I would rather not say', representing 1.92% of the sample population. The other 102 respondents can then be split into 4 subgroups according to their personal family situation: 'Single', 'Married or living together', 'Legally or factually separated' and 'Other'. 65.38 percent of the sample population is currently single, which has an equivalation to 68 respondents. Followed by 22 respondents who are married or living

together (21.15%) and one person who is legally or factually separated right now (0.96%). To include every possible family situation and not only the most common, the subgroup 'Other' was added to the online survey. And no more than 11 out of the 104 respondents choose to describe their own family situation as different from the other mentioned scenarios, representing a whopping 10.58% of this sample group. The subgroup 'Widower' was deleted and not mentioned because this luckily had no takers (see A.1 Survey).

Lastly, the **attitude** of the respondents regarding personalization was investigated. When asked 'Was your experience remarkable in the positive or the negative sense?', 81 respondents answered that they had a positive experience, unlike to the other 23 respondents who mentioned their experience was negative. These respectively represent 77.88% and 22.12% of the total respondents.

3.2.2 Data cleaning

Data, to gain insight in the goal of this master's dissertation, was collected through a qualitative digital survey in Qualtrics, only to be coded later in NVivo. A total of 310 respondents were gathered. After an inspection of the collected data, some data cleaning was needed. First, all the cases where the respondents checked no on the first question were deleted. Respondents had to check a box that showed they wanted to participate in this research. This means they must agree on: (1) having read the information about the topic and the research (2) being older than 18 years (3) participating in this study by free will (4) giving permission to use their answers anonymously (5) knowing they can quit the survey at any given moment (6) the ability to ask and receive more information on the topic or the survey (7) knowing that their answers or personal details could be used in this research after giving permission. Because we don't violate those who did not agree with these terms, 5 cases were deleted from the data.

After filtering these cases out, 305 respondents were left. In the second step all the cases with incomplete survey-results were deleted, this could be respondents who stopped the survey at any given moment or respondents who didn't fill in the compulsory open questions. In this step, the large number of 199 respondents were deleted, leaving the total on 106 respondents.

In the third and final round of filtering, we also removed the cases with obvious wrong inputs, such as "kg!" or "gfg". Luckily there are only two cases where respondents just filled in random letters as answers, bringing the final total to 104 valid responses. A table (see A.2) is added the appendix, where you can see which cases did not make the cut. This is not relevant for people who do not possess the real data-input, and can thus be overlooked by everyone else.

3.3 Data Analysis

The process of data analysis can be very complicated in a qualitative research. In contrast with quantitative research the methods that are used in qualitative research are more clear. Qualitative data can be interpreted in different ways. It is more specified with subjectivity, as a result it takes more time to code the answers from the respondents (Hilal & Alabri, 2013). The purpose is to gain insights in the collected data, which is possible by creating a logical structure out of the data (De Pelsmacker & Van Kenhove, 2018).

Nvivo is used to organize all the data from the survey. Each response from the survey has his own data such as date, time, ... Nvivo is an excellent software program to use when the research is qualitative because it is a convenient way to analyze and code text. The answers of the survey are classified according to case and file. The used attributes are gender, age, highest completed education, profession, family situation and attitude toward personalization. It is important to comprehend all the answers from the respondents to make a good decision, this is required before making the different categories. Going over the data several times helps, so you can learn a lot from the data and link the answers together. In this way the data is coded, in this process different words and phrases are added to different subcategories and these can then be grouped into more general categories. This will be done until all 104 answers have been processed.

There are multiple ways to code. There exist two approaches: the inductive- and the deductive approach. The deductive approach starts from a theory and is verified by the data. The opposite approach is the inductive approach, which is used for coding the data in this master's dissertation. When using an inductive approach, you start from the collected data and therefrom a theory arises. A sort of hierarchy is built by grouping different codes together under more general categories which creates the coding tree.

Figures 2 - 6 demonstrate (parts of) the coding tree that are created from the collected data. The categories 'Promotion', 'Product', 'Price', 'Place' and 'People' and the subcategories 'individual implications' and 'societal implications' were created from the beginning since it was a logical choice given the objective of this master's dissertation. Next, the subcategories 'individual implications' and 'societal implications' were split up in positive and negative.

The first figure below is the general structure of the code tree (figure 2). After this figure, the next figures are all a part of this general code tree. The categories of the code tree are the 5 P's. There is no separate figure for the categorie 'Place' because there is no data gathered from the survey about this type of personalization. Most data is gathered for the category 'Promotion' as is clear from the figure (figure 3). For the category 'Product' (figure 4) and 'Price' (figure 5) there is also data for every

subcategory (including positive and negative). In the category 'People' there is no data of negative individual implications and negative societal implications mentioned (figure 6).

The tables below the figures, show the codes in the different levels. Each table is one of the main categories, each with its own subcategories and quotes from different respondents, which are used in order to properly interpret the used labels. See table 2 - 5.

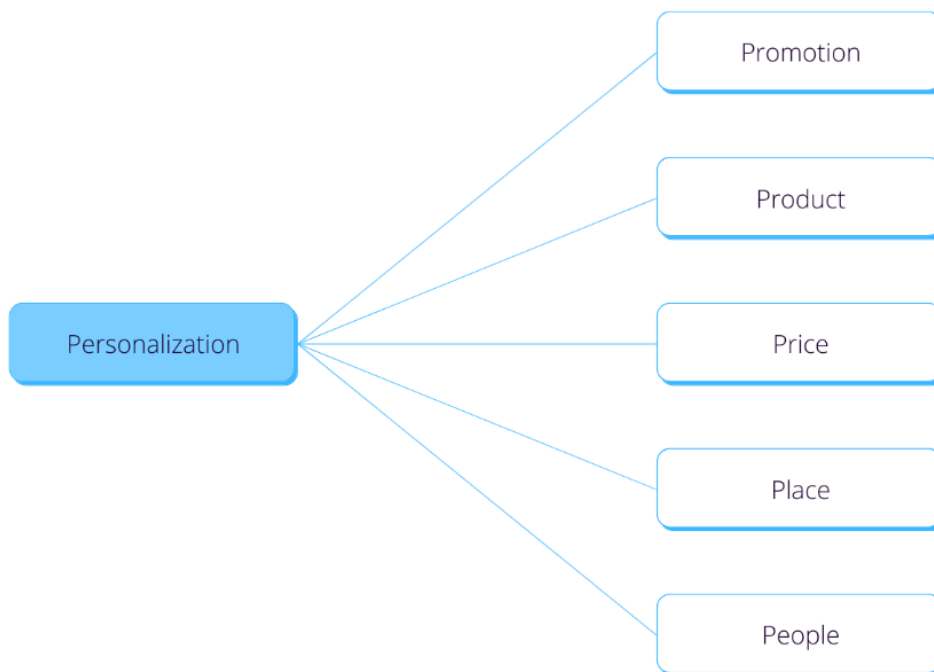


Figure 2: Overview general structure code tree

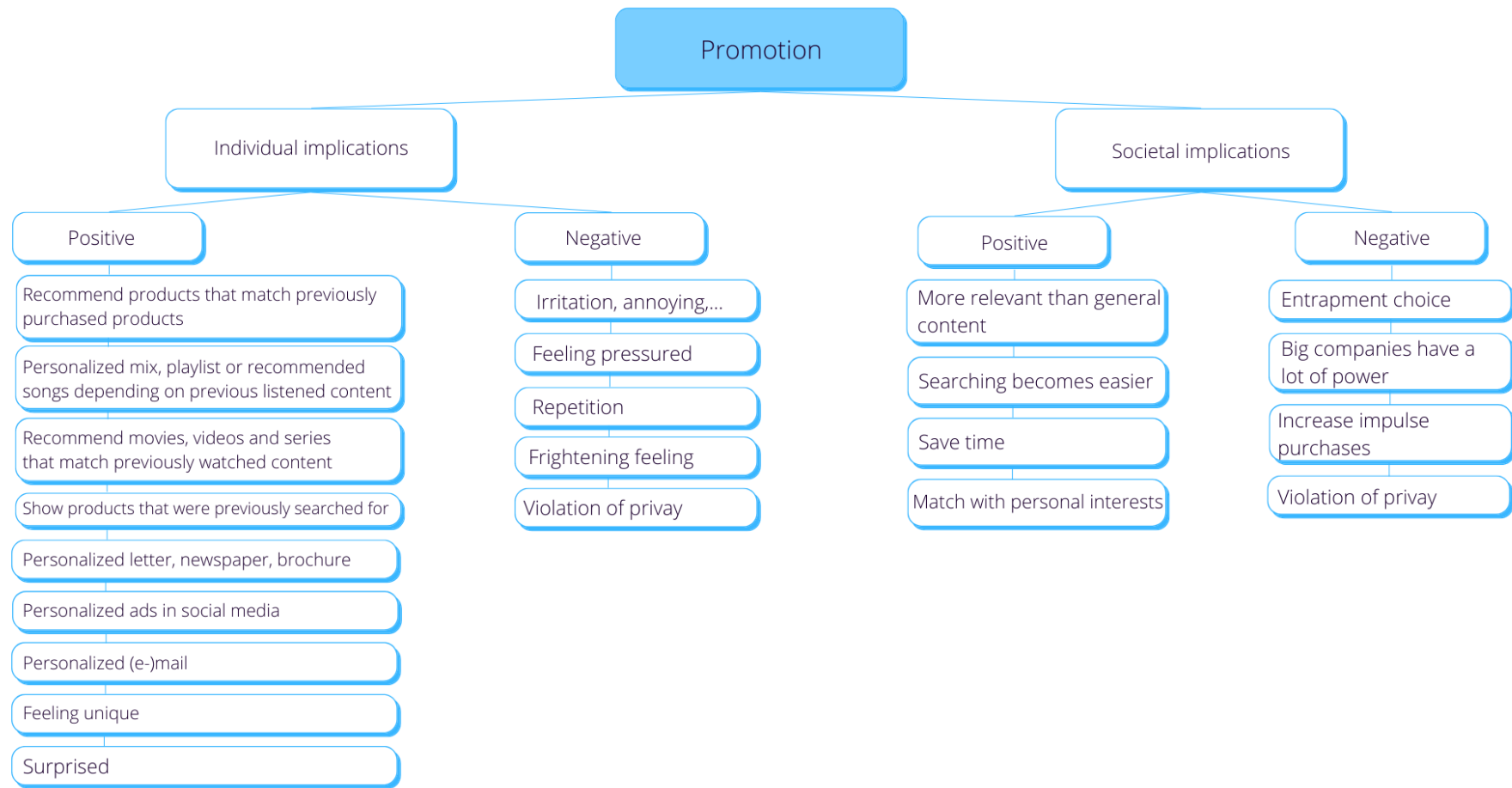


Figure 3: Part code tree 'Promotion'

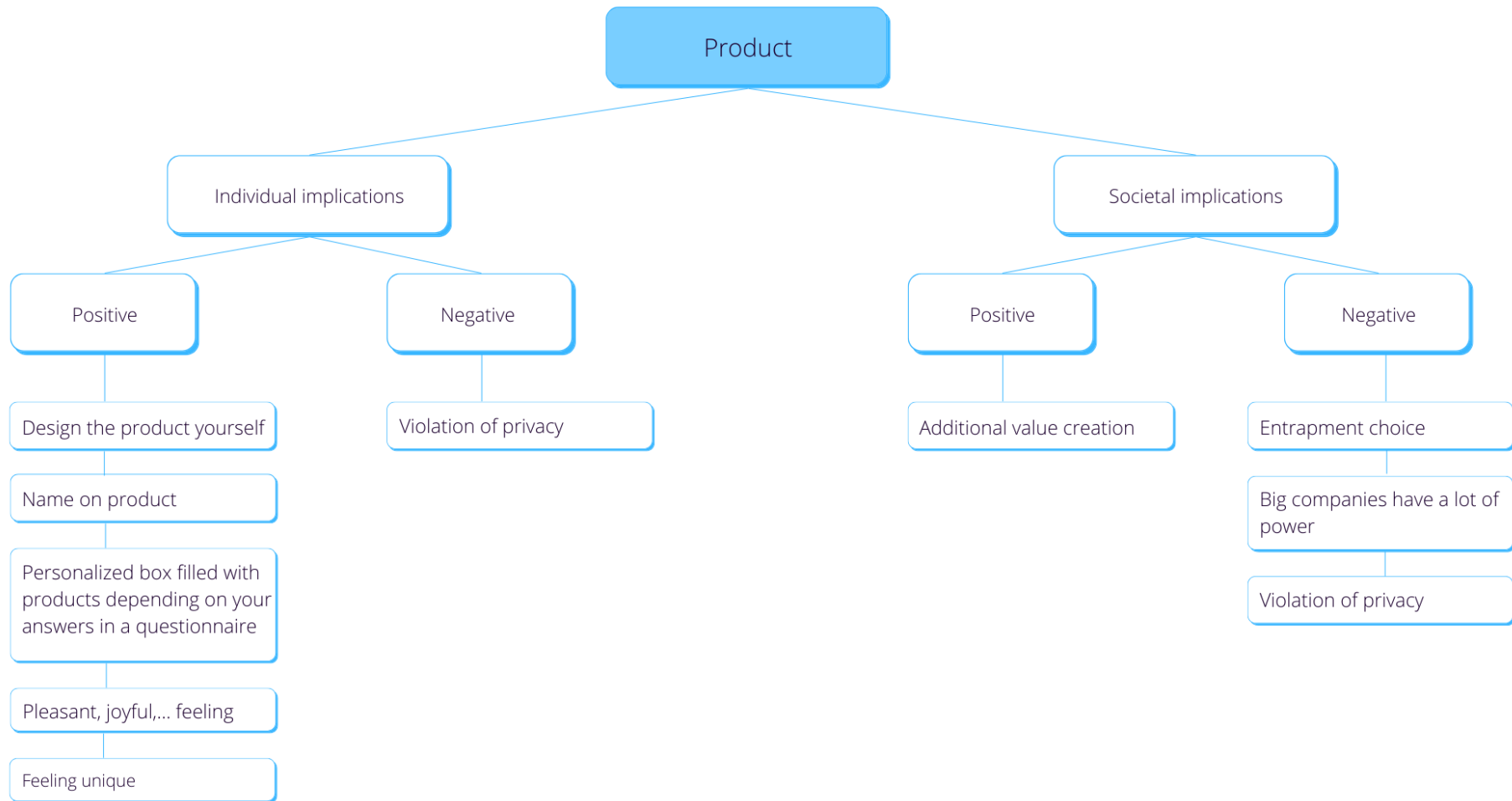


Figure 4: Part code tree 'Product'

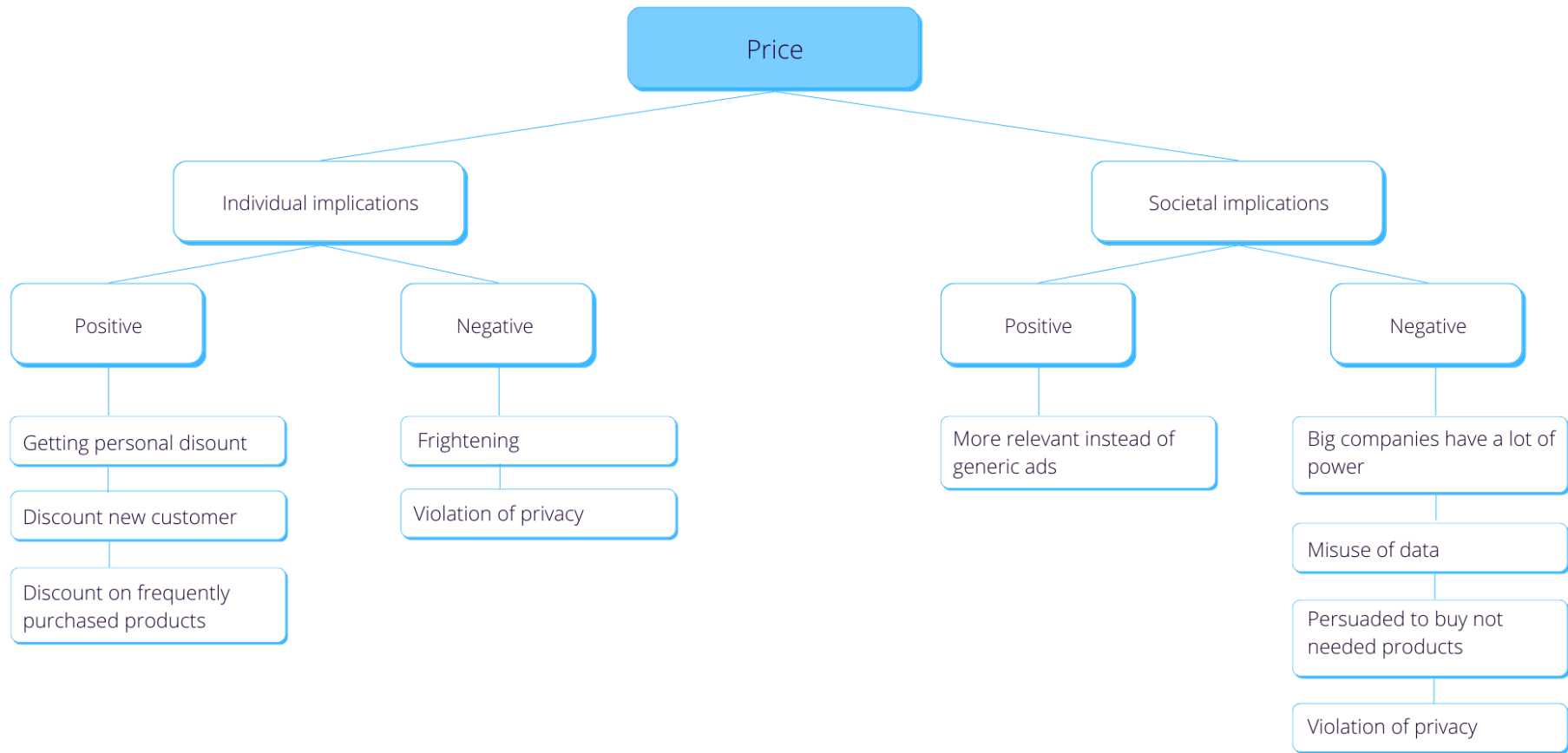


Figure 5: Part code tree 'Price'

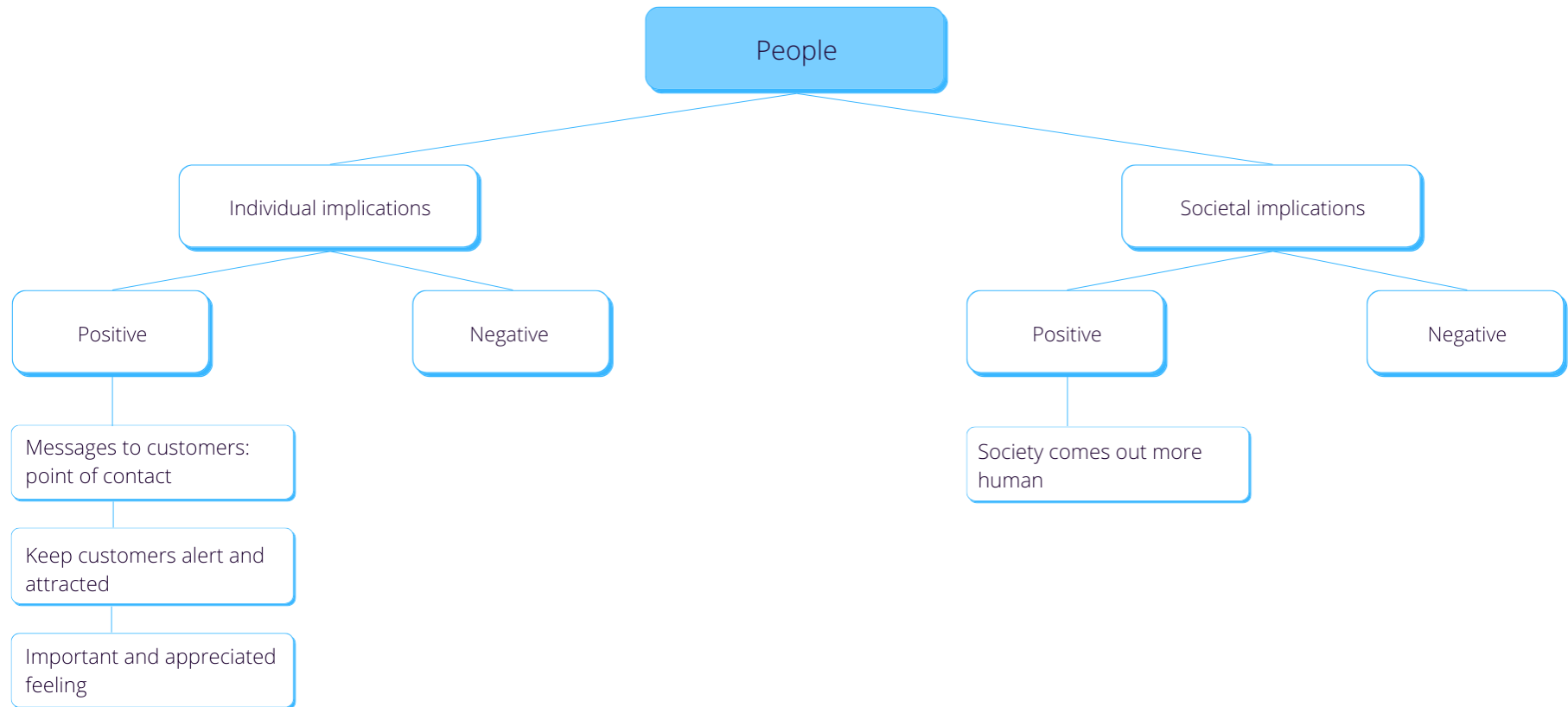


Figure 6: Part code tree 'People'

Promotion		
Promotion		
- Positive individual implications	Recommend products that match previously purchased products	<i>"So I was presented with an entire outfit based on the T-shirt that I had purchased" (Respondent 222)</i>
	Personalized mix, playlist or recommended songs depending on previous listened content	<i>"In the personalized mix, I have already discovered many old (forgotten) songs and new ones. That mix is based on my recent listening habits." (Respondent 21)</i>
	Recommend movies, videos and series that match previously watched content	<i>"Recommendations as to what movies/series might interest me, based on the things I had already watched." (Respondent 225)</i>
	Show products that were previously searched for	<i>"Zalando repeatedly advertises products that you have recently viewed." (Respondent 8)</i>
	Personalized letter, newspaper, brochure	<i>"I was given a flyer with the camps I had already done, my name was in the flyer and then it also listed all the possible camps that applied to my age." (Respondent 14)</i>
	Personalized ads in social media	<i>"Through a slider on Instagram, an ad is offered from Zalando." (Respondent 182)</i>
	Personalized (e-)mail	<i>"Deliveroo sent me an email in which they addressed me by my first name." (Respondent 203)</i>
	Feeling unique	<i>"I felt unique. The brand wanted to put in a lot of effort." (Respondent 196)</i>
	Feeling surprised	<i>"Nice, pleasantly surprised, feel like reading further" (Respondent 181)</i>
- Negative individual implications	Irritation, annoying ...	<i>"I looked up a booking about which there were problems which they ignored, and then you get promos, just what you don't want, this brings on frustrations." (Respondent 133)</i>
	Feeling pressured	<i>"I felt a little pressured." (Respondent 235)</i>
	Repetition	<i>"Repetition" (Respondent 29)</i>
	Frightening	<i>"I found it a little scary to see that I was immediately advertising an article I looked up on the Internet." (Respondent 265)</i>
	Violation of privacy	<i>"On the other hand, the idea that every purchase/indication of interest is tracked can be experienced as an invasion of privacy...." (Respondent 235)</i>
-Positive societal implications	More relevant than general content	<i>"Positive, if there is advertising, it had better be useful." (Respondent 16)</i>
	Searching becomes easier	<i>"It did make my search for my item immensely easier, because I immediately found something that I then purchased." (Respondent 173)</i>

	Save time	<i>"I think this can be kind of a time saver if you are looking for something very specific" (Respondent 10)</i>
	Match with personal interests	<i>"I love that my tastes can be estimated so well without me having to fill in anything myself. I also like the fact that the advertisements are well-suited to my lifestyle. This way I don't have to search for nice items myself, but they are presented to me at an unexpected moment." (Respondent 182)</i>
- Negative societal implications	Entrapment choice	<i>"We are increasingly guided by a computer program that stores and evaluates our preferences, this can be positive but also very frightening at times as we have less freedom of choice ourselves." (Respondent 153)</i>
	Big companies have a lot of power	<i>"We're going to have some extremely large companies that attract a lot of people to them through their personalization, but the small companies that can't afford it are going to be under increasing pressure to sell and possibly to bankruptcy." (Respondent 197)</i>
	Increase impulse purchases	<i>"Maybe buy more that isn't really needed." (Respondent 276)</i>
	Violation of privacy	<i>"People do often say that they feel this is a violation of privacy." (Respondent 10)</i>

Table 2: Codes and quotes from the respondents 'Promotion'

Product		
- Positive individual implications	Design the product yourself	<i>"T-shirts with your own text." (Respondent 202)</i>
	Name on product	<i>"You could have your name put on the iphone you were going to purchase online." (Respondent 206)</i>
	Personalized box filled with product depending on your answers in a questionnaire	<i>"Fill out questionnaire and so box clothing was put together. You could send back what you did not like. After 3 months new box took into account what you had sent back." (Respondent 156)</i>
	Pleasant, joyful feeling	<i>"A nice feeling because that iphone is really yours because your name is on it." (Respondent 223)</i>
	Feeling unique	<i>"I felt unique. The brand wanted to put in a lot of effort." (Respondent 206)</i>
- Negative individual implications	Violation of privacy	<i>"That privacy is completely lost, which creates a frightening feeling." (Respondent 200)</i>
- Positive societal implications	Additional value creation	<i>"Additional value creation and additional work is created, a positive effect." (Respondent 205)</i>
- Negative societal implications	Entrapment choice	<i>"You get pigeonholed more, but it's easy. Sometimes you may be less inclined to hear other opinions as they fade into the background." (Respondent 156)</i>
	Big companies have a lot of power	<i>"I think there's a big danger in it because big companies collect a lot of information through social media and other data, so they can use that data to target you with their advertising without you even realizing it." (Respondent 7)</i>
	Violation of privacy	<i>"People might feel that their privacy is threatened" (Respondent 204)</i>

Table 3: Codes and quotes from the respondents 'Product'

Price		
- Positive individual implications	Getting personal discount	<i>" By means of personalized bonuses. This also encourages the use of the loyalty card because, as a customer, it also benefits you to pass on preferences, as you will sometimes get nicer discounts in the future." (Respondent 267)</i>
	Discount new customer	<i>" I was shopping around online for a new internet provider to switch to a different data plan for my cell phone. Through this, I got an advertisement from Orange for a special deal for new customers." (Respondent 192)</i>
	Discount on frequently purchased products	<i>" By means of personalized bonuses. This also encourages the use of the loyalty card because, as a customer, it also benefits you to pass on preferences, as you will sometimes get nicer discounts in the future." (Respondent 267)</i>
- Negative individual implications	Frightening	<i>" That the privacy is completely lost, which creates a frightening feeling." (Respondent 200)</i>
	Violation of privacy	<i>" Still, I understand that there is a lot of negativity surrounding it, since again it feels like giving up a piece of your privacy." (Respondent 203)</i>
- Positive societal implications	More relevant instead of generic ads	<i>" Positive because more targeted advertising,..." (Respondent 267)</i>
- Negative societal implications	Big companies have a lot of power	<i>" Society is slowly but surely losing its independence to a few. The largest companies have so much power that they can get away with anything." (Respondent 200)</i>
	Persuaded to buy not needed products	<i>" Advertising will vary greatly from person to person due to personalization. This means that more people will spend money unnecessarily because the things they are looking for are constantly in front of them and they will make impulsive purchases more quickly." (Respondent 192)</i>
	Misuse of data	<i>"... But it does feel bad that I get these advertisements because then my data is sold by companies like Facebook for example." (Respondent 192)</i>
	Violation of privacy	<i>" I think there are very nice things that can be done with personalization. However, I understand that there is a lot of negativity around it, since it feels like giving up a piece of your privacy." (Respondent 203)</i> OR <i>" The invasion of privacy sometimes goes too far" (Respondent 229)</i>

Table 4: Codes and quotes from the respondents 'Price'

People		
- Positive individual implications	Messages to customers: point of contact	<i>“ Messages were sent to customers with my photo, the customer's point of contact. An update was also regularly published in trade magazines with my photo or the entire sales team.” (Respondent 121)</i>
	Keep customers alert and attracted	<i>“ This helped to keep the customer alert; it also caught the attention of potential customers. Personalization also worked to stimulate staff.” (Respondent 121)</i>
	Important and appreciated feeling	<i>“ People feel important and valued...” (Respondent 121)</i>
- Positive societal implications	Society comes out more human	<i>“ Society comes out in a more human way, this is something that currently happens too much in numbers...” (Respondent 121)</i>

Table 5: Codes and quotes from the respondents 'People'

3.4 Quality criteria

It is essential that the study is trustworthy. The quality standards for qualitative research are not the same as for quantitative research. The quality of the research for qualitative researches can be assessed on the basis of 4 criteria: credibility, dependability, confirmability and transferability (Stenfors et al., 2020).

For the criterium **credibility** is expected that there is a good explanation of the chosen methodology. It is important to give a clear clarification of why certain choices have been made. The choice of methodology should be appropriate to the scope of the data and the method of collecting it (Stenfors et al., 2020). We have discussed this in detail above (see 3.1 Research Design, 3.2 Data Collection and 3.3 Data Analysis).

Dependability indicates to what extent it is possible to replicate the study in similar conditions. It complies if there is enough information for another researcher to follow the same steps and recreate a research with similar results. This research enclosed: the questions from the actual survey, how this survey was distributed, the demographics of its respondents, how the collected data was coded and its results. Therefore, the needed information is given and similar studies can be conducted.

Confirmability indicates that there needs to be a clear relationship between the collected data and the findings. It is crucial that the findings are well explained by means of quotes and descriptions (Stenfors et al., 2020). This will become more clear below (4. Results).

Transferability means that the finding may be transferred to another context. It is important to explain in which context the research did take place and as a consequence how it shaped the findings (Stenfors et al., 2020). By presenting a clear description of the responses of the participants and the interpretations made, transferability is easier to evaluate (Treharne and Riggs, 2015). This has also been discussed above.

Since this study met all 4 criteria it can be concluded that the study is trustworthy.

3.5 Ethical considerations

During the construction of this survey, attention was paid to the ethical aspects in this study. In the beginning of the survey all respondents have been informed about the content of the research. The participants have agreed to contribute their experiences and knew that their participation is completely voluntary and can be stopped at any time without having to justify why. They also were informed that the results: will be kept confidential, were processed under the supervision of our supervisor Prof. Dr. Katrien Verleye and were reported anonymously. To respect the privacy of the participants who did not agree with these terms, their answers were removed from this research, as can be seen in 3.3.2 Data cleaning or in appendix A.1 Survey and A.2 Table of data cleaning.

4. Results

This part will emphasize on analyzing the results of this research and linking them with actual quotes and statements of the 104 respondents. First an overview is given to indicate the most recognized types of personalization and whether they thought of it as positive or not. Thereafter each of the 5P's will be further specified and divided into 2 subcategories: individual- and societal implications, which then will be split into positive- and negative experiences and linked with personal statements.

4.1 Overview

In this part an overview of the results is given before we discuss each element of the marketing mix (and thus code tree) separately. As can be seen in figure 7, promotion is the most mentioned type of personalization (78). Promotion is followed by product (18), price (6), a combination of promotion & price (2), a combination of promotion & product (2) and people (1). However, there is one P missing, not one of the 104 respondents shared a memory about place personalization and therefore is not mentioned in the results.

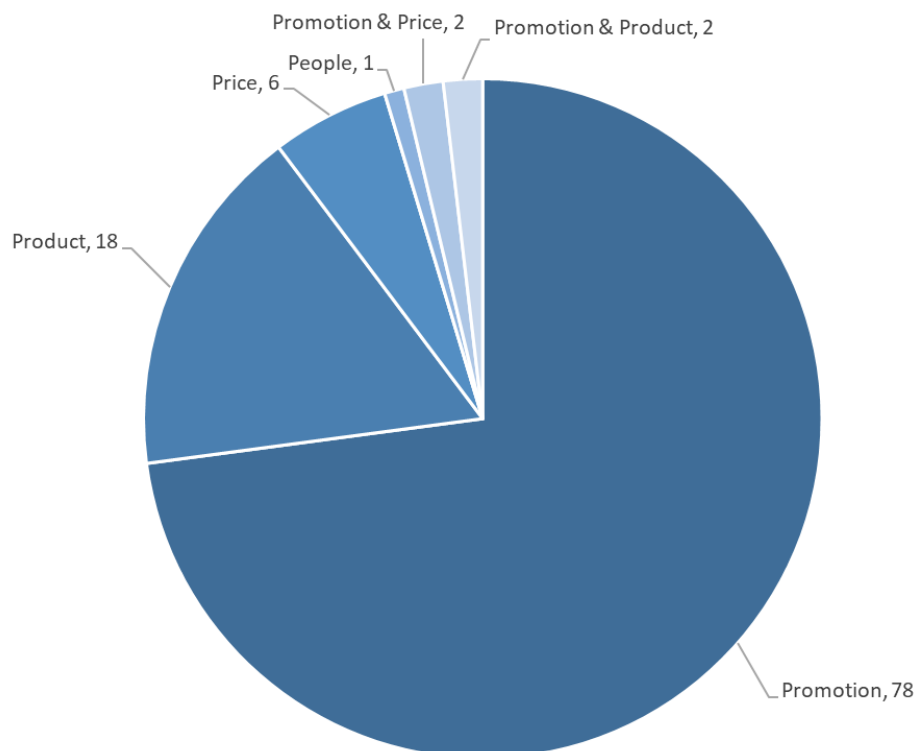


Figure 7: Overview gathered data of the marketing mix

These 104 respondents did not only share one of their experiences with personalization, but they shared their attitude towards it too. Therefore table 6 was created, to show the distribution of the respondents regarding their personal experience in combination with the type of personalization they encountered. This table includes the number of respondents in each category and shows a percentage of that category compared to the answer of all 104 respondents.

TYPE OF PERSONALIZATION	POSITIVE EXPERIENCE		NEGATIVE EXPERIENCE	
	Frequencies (N)	Percentage of population (%)	Frequencies (N)	Percentage of population (%)
PROMOTION	57	54.81 %	21	20.19 %
PRODUCT	17	16.35 %	1	0.96 %
PRICE	5	5.77 %	1	0.96 %
PLACE	/	/	/	/
PEOPLE	1	0.96 %	/	/
PROMOTION + PRICE	2	1.92 %	/	/
PROMOTION + PRODUCT	2	1.92 %	/	/
SUM	81	77.88 %	23	22.12 %

Table 6: Overview attitude towards different types of personalization

4.2 Personalization in the 5P's

A lot of information about promotion, product, price, place and people has already been discussed in 2.1.2 Types of personalization, but in this part, the results will second each of these types with actual quotes and statements from the respondents. It is important to know that the results only refer to actual respondents, who participated in this study, a lot more different examples can occur. There are an enormous number of options of personalization, and they all differ in one way or another.

The next 5 subsections need to be read in the same way as the different parts of the code tree, these can be found in figure 2, figure 3, figure 4, figure 5 and figure 6.

4.2.1 Promotion

Promotion is the most recalled type of personalization in comparison to the other four types of personalization with 78 out of 104 respondents, representing not less than three-fourths of all respondents. Thereof 57 people had a positive experience and 21 respondents who had a negative one. Besides these numbers, there were also 2 respondents who answered with a combination of promotion and product, & promotion and price each. This increases the frequency of positive experiences to 61 respondents.

4.2.1.1 Individual implications

Positive experiences

This personalization strategy can mean a lot of different things to all customers. One of the main advantages that showed itself in the results, are the personalized recommendations. Customers appreciate recommended products especially when they match with their previously purchased products. Although companies also just keep showing them products, for which they have already searched online to remind and perhaps persuade them.

“It shows recommended combinations or pieces of clothing, based on my previous purchases (and thus preferences). It really fits my style and I would not have found the clothes myself because it were different brands, ...” (Respondent 4)

“Zalando repeatedly advertises products that you have recently viewed or even already purchased...” (Respondent 8)

“After several purchases, I receive advertisements for clothes ‘which you might like’ on Facebook and in the app. Usually it is close to what I like / am searching for...” (Respondent 144)

“Suggesting Meal-boxes based on my recent purchases on Collect&Go...” (Respondent 153)

“I bought a T-shirt in the store and the next day I noticed pieces of clothing and accessories which could match that T-shirt. I got served a whole outfit based on that T-shirt. I have a loyalty-account at Mango and have showed it when I bought the shirt in the store...” (Respondent 222)

...

Next to tangible products, the most (popular) intangible personalized recommendations are recommendations based on the online content that the customer has already consumed. The most known and referred to companies are Netflix, Spotify and YouTube.

These companies recommend other movies or series, songs and videos to their customers in the hope they will like it and consequently consume more content.

"It recommends new series / movies, based on my preferences..." (Respondent 5)

"After watching the race, recommend a report about the tour of Flanders behind the scenes..." (Respondent 16)

"In the personalized mix they made, I have already discovered many old (forgotten) songs and new ones. That mix is based on my recent listening habits..." (Respondent 21)

"Recommends programs I might like, based on my past viewing history..." (Respondent 23)

...

The most mentioned channels on which respondents noticed these personalized communication or recommendations are the following: (online and offline) press (such as letters, newspapers and folders, ...) and online advertisements or e-mails.

"I was send a flyer with the vacation camps I had already been on, my name was in the flyer and then it also listed all the possible camps that applied to my age..." (Respondent 14)

"Regular personalized e-mails with news about newly released car models with description of its benefits, compared to the model I use now..." (Respondent 24)

"Through a slider on Instagram, an ad is offered from Zalando." (Respondent 182)

"Deliveroo sent me an email in which they addressed me by my first name." (Respondent 203)

"... show personalized ads on social media, but that makes the ads more interesting, instead of showing things that do not interest me at all..." (Respondent 231)

...

Those previously addressed personalized communication examples, made customers feel unique and one-of-a-kind instead just feeling part of the general customer a company normally addresses but it can also make them feel surprised.

"I got a nice feeling, because I gained a kind of connection with the online..." (Respondent 174)

"Nice, pleasantly surprised, felt like reading further..." (Respondent 181)

“Of course, I felt more personally addressed and not just someone like all the others, which made me take a closer look at the ad. I felt unique. The brand wanted to put in a lot of effort...”
(Respondent 196)

“I thought it was surprising and it made me happy for a moment...” (Respondent 204)

...

Negative experiences

Personalized promotion does not only generate positive effects, but it can also make negative feelings appear. A lot of those respondents have answered that it does make them feel irritated or annoyed by these kinds of advertisements.

“Facebook provides advertisements and recommendations based on searches. However, when other people look something up on my PC, it also shows on my Facebook. It is disturbing when things do come up when they are not personal...” (Respondent 149)

“I found this rather annoying because on the one hand, when I visit a website, I have already decided whether I want their product or not, then such advertising will not convince me...”
(Respondent 199)

...

These promotions also made some respondents feel pressured. For example, when these advertisements keep popping up, they feel pressured to buy things they do not really need. Or it could make them feel bored by the ads because of repetition.

“... satisfied but sometimes it was pushy...” (Respondent 17)

“I felt a little pressured.” (Respondent 235)

“I was searching for a pair of sneakers for my daughter on their site. But now I receive sneakers on Facebook and Instagram constantly. It is repetitive and annoying...” (Respondent 29)

...

The last negative emotion personalized promotions stirred up in several of the respondents was being frightened. They mostly feared the advertisements because they matched their personal interests too well, it all happened very fast or it made them scared for their privacy.

"It was convenient for me that a selection was already made. At the same time, it is also frightening how quickly something like this can happen. Or that you are looking for something on your phone and receive a personal message on your computer" (Respondent 144)

"I received ads about what I just read before. This made me feel strange / frightened..." (Respondent 184)

"I thought it was scary to see that I immediately received advertisements about an item, I recently searched for online..." (Respondent 265)

"... that privacy is completely lost causes a frightening feeling..." (Respondent 200)

...

4.2.1.2 Societal implications

Positive experiences

What a lot of people liked about personalized promotions is that the ads they see, are more relevant for them specifically and not just some general content.

"... showed personalized ads on social media, but that makes them more interesting, instead of showing things that don't interest me at all..." (Respondent 231)

"... personalization can be (relatively) more interesting than average advertising, especially in terms of content..." (Respondent 233)

...

Companies targetting customers with personalized advertisements can also help the customer save time and/or make their search for products easier.

"I think this can be kind of a time saver if you are looking for something very specific" (Respondent 10)

"It did make my search for my item immensely easier, because I immediately found something that I then purchased." (Respondent 173)

"... it makes the search easier, like when you are looking for a specific kind of dress and you do not immediately find it. Then personalization can be the reason why you find the right dress..." (Respondent 236)

...

Next to being efficient, saving time or simplifying searching for products, companies make sure (most) of these personalized promotions actually match with the personal interests of their targeted customer.

“Positive, if there is advertising, it had better be useful.” (Respondent 16)

“I love that my tastes can be estimated so well without me having to fill in anything myself. I also like the fact that the advertisements are well-suited to my lifestyle. This way I don't have to search for nice items myself, but they are presented to me at an unexpected moment.” (Respondent 182)

...

Negative experiences

The strategy of showing customers products that match their personal taste, style or interests, is a positive experience for most customers but it can make some customers feel entrapped in their choice. They have the feeling a lot of the choices are already made for them. If companies show them things they will like, then they will not look further and miss other opportunities or items.

“...You get pigeonholed more, but it is easy. Sometimes you may be less inclined to hear other opinions as they fade more into the background...” (Respondent 156)

“Of course, you are immediately cornered, whereas if you didn't get those personalized ads, you would start searching on your own and maybe in that way learn more about what you're looking for and maybe change your mind, come across new or better item. You immediately get what you think you want and the independence, further thinking or learning is stopped. Because you are no longer actively searching, you also think less about whether you want the item or not. You will buy faster, while in an active search you might think longer...” (Respondent 173)

...

A thought that crossed multiple respondents' minds is that this gives big companies a lot of power. According to them this can result in creating companies with a lot of (future) influence but also in the downfall of more small companies, who cannot afford the process of personalization.

"I think there is a great danger in this because companies collect a lot of information through social media and other data, so that they can use that data to target you with their advertising without you realizing it. Thanks to that data they can have a lot of power and influence people..." (Respondent 7)

"We're going to have some extremely large companies that attract a lot of people to them through personalization, but the small companies that can't afford it are going to be under increasing pressure to sell and possibly to bankruptcy." (Respondent 197)

"Companies are going to get a clearer picture of what drives society to buy things, therefore there are going to be 'stronger' ads. Big companies can respond more to this and so it will be (even) more difficult for small companies to survive..." (Respondent 231)

...

Thanks to these personalized promotions, people expect an increase in impulse purchases. Customers will buy more things because they see them and that can create a possible impulse to buy the products.

"I think personalization (in the form of advertising) increases impulse purchases, and thus negatively encourages vulnerable (poorer) groups to spend money unnecessarily..." (Respondent 6)

"... I do have the feeling that it encourages me to buy something, it stimulates my buying behavior..." (Respondent 148)

"It creates a great urge to look at the piece of clothing again or even purchase it..." (Respondent 178)

"... people might maybe buy more what is not really needed ...;" (Respondent 276)

...

But the most negative implication personalized promotion has, is the issue of privacy. A lot of respondents felt that personalization in communication and recommendations, may be a violation of their privacy. Companies know too much, and they feel they cannot choose which data they want to share.

“People do often say that they feel this is a violation of privacy...” (Respondent 10)

“I felt being watched. You are confronted with the idea that you can no longer do anything anonymously... (Respondent 123)

“Initially it still feels a bit suspicious, because then you start to notice that you are clearly not aware of the degree to which your activities and information on the internet is picked up on, stored and used... (Respondent 173)

...

4.2.2 Product

After personalized promotions, personalized products are the most recalled in this research. Out of the 20 respondents who experienced this type of personalization, only one encountered a negative experience while the other 17 had a positive experience and 2 experienced a positive combination of product and promotion.

4.2.2.1 Individual implications

Positive experiences

The most popular positive implication is that the customers can adapt the product themselves or that the product is already adapted to them. For example, the product can be changed or self-designed, the product can be personalized with including your (first) name or it can even be a box of which the content is adapted to the personal answers they filled in in a questionnaire.

“Showing a necklace with my first name as a pendant, as an advertisement...” (respondent 19)

“They sold chocolate bars with your name on it...” (Respondent 145)

“There was an action where you could search for a bottle of Coca-Cola with your name on it...” (Respondent 157)

“... create and buy a T-shirts with your own text.” (Respondent 202)

“You could have your name put on the iPhone you were going to purchase online.” (Respondent 206)

“Fill out questionnaire and so box clothing was put together. You could send back what you did not like. After 3 months new box took into account what you had sent back...” (Respondent 156)

...

These kinds of personalized products gave the respondents a pleasant, joyful feeling and made them feel unique.

“It was a rather exciting feeling to see if the company used my name on one of the bottles too...” (Respondent 157)

*“A nice feeling because that iPhone (product) is really yours because your name is on it.”
(Respondent 223)*

*“I felt unique. The brand wanted to put in a lot of effort.” (Respondent 206)
...*

Negative experiences

In the responses on the survey, the only negative individual implication was again: the violation of privacy. The violation of privacy and the lack thereof, is something a lot of customers are concerned about.

“... This is a good way to attract more customers, but it should not be overstated, and the privacy of the person should be respected at all times. Do not use personal information without permission...” (Respondent 19)

“Nice the products are personalized like that, but on the other hand does it scare me in terms of privacy...” (Respondent 204)

...

4.2.2.2 Societal implications

Positive experiences

The positive societal implication that was found in the responses of 104 respondents, is that personalizing products (and personalization in general) can increase value-creation.

“Because they can respond to the customer’s needs/wishes/wants precisely, they can respond to the customer experience. Therefore, they can reach people/customer/... specifically. It provides added value and is (often) relevant for people...” (Respondent 148)

“For me, personalization seems positive in general. In that way products will better match the person who buys them and thus it causes additional value creation and addition work...” (Respondent 205)

...

Negative experiences

The next negative implications for society occurred for personalized products as well as for personalized promotions. Firstly, this kind of personalization also makes the respondents feel trapped in the number of choice options. They feel that the companies pre-select the products and that this causes them to not see other possibilities.

“Everything you get to see becomes (in this way) very niche. You mainly get to see thing that will suit them. Sometimes it is good to be exposed to a wider range of content...” (Respondent 54)

...

The second re-mentioned concept is the one where big companies have a lot of power. They fear that because of personalization strategies, these companies can gain too much influence.

“I think there's a big danger in it because big companies collect a lot of information through social media and other data, so they can use that data to target you with their advertising without you even realizing it.” (Respondent 7)

...

Lastly, also the privacy concerns return for this type of personalization. Respondents feel scared when they encounter a product for the first (or other) time and it is immediately personalized, that their privacy online and in real life is decreasing.

“... this can lead to a society in which the boundaries for privacy are on thin ice...” (Respondent 19)

“People might feel that their privacy is threatened...” (Respondent 204)

...

4.2.3 Price

Price personalization is the third most recalled type of personalization. 7 respondents mentioned a positive experience in price personalization, this includes 2 respondents who recited a combination of price and promotion. And only one person gave an example of their negative experience with this concept.

4.2.3.1 Individual implications

Positive experiences

The implication the respondents found the most positive about price personalization, is getting personal discounts. People like bargains and discounts. When you combine this with personalization and give discounts on products or services the customers actually like, they will only be more satisfied.

"... I thought it was useful, since I was looking for this. And I also got a discount on top. I was very pleased..." (Respondent 10)

"Attracting my attention through promoted messages and e-mails, to let me take a look on the website and persuading me to purchase like: 'Hey 'insert name' did you see this? Especially for you as a customer, we give 'insert percentage' discount.'..." (Respondent 148)

"... In this e-mail they offered me a discount of 12,00 euro on my next order since it has been a while since my last order..." (Respondent 203)

...

Price personalization can also be useful for people who are willing to try new things. Companies will target customers and try to persuade them to try their product or service for the first time. When that worked customers often get a discount in return, this is a discount only for new customers, new members, etc... One respondent gave an example:

"I was looking and searching online for a new internet provider, to switch the data plan for my phone. Because of this I received advertisements of Orange with a special deal for new customers. I would only have to pay 7,50 euro for the first 6 months and thereafter the standard price of 10,00 euro. This made me change providers..." (Respondent 192)

...

This type of personalization is also liked by respondents because it makes customers receive a discount based on their frequently purchased products. In that way it gives customers a discount on products they like and often purchase in real life, and thus will buy again (with this given discount).

“By means of personalized bonuses. This also encourages the use of the loyalty card because, as a customer, it also benefits you to pass on preferences, as you will sometimes get nicer discounts in the future. This makes me actually go to that store to collect those particular discounts (and then I also buy other products)...” (Respondent 267)

“Receiving discounts and promotions via e-mail on the exact products I often buy in the store...” (Respondent 200)

...

Negative experiences

Although most of the respondents perceive price personalization as an advantage, it can also make some negative feelings appear. Some respondents answered this makes them frightened and scared for getting their privacy violated.

“I realize that the privacy is completely lost, which creates a frightening feeling.” (Respondent 200)

“I think there are very nice things that can be done with personalization. However, I understand that there is a lot of negativity around it, since it feels like giving up a piece of your privacy.” (Respondent 203)

...

4.2.3.1 Societal implications

Positive experiences

Price personalization generates content (advertisements, personalized e-mails, ...) which is more relevant for the customer than general content of that company. The general content will not apply to every customer separately and therefore is not that useful or appreciated in contradiction to the more specified and personalized content.

“ Positive because more targeted advertising,...” (Respondent 267)

...

Negative experiences

The negative societal arguments are rather similar to both personalized promotions and personalized products. The first negative implication refers to the power big companies have now and will receive in the future.

“Society is slowly but surely losing its independence to a few. The largest companies have so much power that they can get away with anything.” (Respondent 200)

...

The second negative societal implication focuses on the misuse of data, that is being collected by those companies (mentioned above). Fear arises that the collected data will be misused or misinterpreted by those companies and/or this data will be sold to other companies.

“The major to-do is protecting our data, personalization requires companies to keep a lot of data. As a result, we run a risk within the company (misuse of data) or outside (hacking of companies) ...” (Respondent 23)

“We, as customers, give a lot of information to the world (subconsciously and consciously) so and this can be abused. Our interests, desires are partly cultivated by the companies/those in possession of our information that we share...” (Respondent 148)

“... But it does feel bad that I get these advertisements because then my data is sold by companies like Facebook for example.” (Respondent 192)

...

Companies who persuade customers to buy products they do not need, is the third negative implication. According to several respondents, this can create overconsumption and that is not the wanted state where they would want to see the economy in.

“There is being more purchased online. It may well encourage overconsumption, which is not always ideal. It can bring imbalance in goods, availability...” (Respondent 11)

“Advertising will vary greatly from person to person due to personalization. This means that more people will spend money unnecessarily because the things they are looking for are constantly in front of them and they will make impulsive purchases more quickly.” (Respondent 192)

...

Ultimately the violation of privacy is an issue in personalized prices too. This negative implication is seconded by a lot of answers and relies mostly on the fear that their privacy is on stake.

*“I think society will have to draw the line to a certain point where personalization is allowed.
(Respondent 203)*

“The invasion of privacy sometimes goes too far” (Respondent 229)

...

4.2.4 Place

Not one out of our 104 respondents recalled an experience involving place personalization. Therefore, no additional quotes out of statements or part of a code tree can be given here. This does not mean that this type of personalization is not used, it only means that there are no examples found in this sample population.

4.2.5 People

Only one out of 104 respondents mentioned an experience in people personalization, so there will be only one quote in this section. This was a person who had a positive experience with this type of personalization and therefore there are no examples given for the negative implications for individuals as for society.

4.2.5.1 Individual implications

Positive experiences

The main take-away of the statement of respondent 121, is personalization in the messages to the customers which are tailored to their point of contact, this will keep customers alert and attracted and makes them feel important and appreciated.

“Messages were sent to customers with a picture of me, the customer's point of contact. An update was also regularly published in trade journals with photos of me or the entire sales team. This helps to keep customers' attention and attract attention of potential customers. Personalizing also works stimulating for the staff...” (Respondent 121)

Negative experiences

There is no data collected about negative individual implications of people personalization in this research.

4.2.5.1 Societal implications

Positive experiences

The positive implication of this statement regarding to society is that this type of personalization will humanize the society, while society is more focused on performances right now.

“Society comes out in a more human way, this is something that currently happens too much in numbers...” (Respondent 121)

Negative experiences

There is no data collected about negative individual implications of people personalization in this research.

5. Discussion

5.1 Discussing the results

This part will discuss the main key take-aways of this master's dissertation and link these insights to the found literature. A clarifying notion on this discussion, is that the part about the results only shows the (authentic) answers of 104 respondent, a lot more possible experiences in personalization and extra data could be collected.

The goal of this master's dissertation is to be able to provide a clear picture on the positive and negative implications on the individual and society as a consequence of personalization, using the elements of the marketing mix (5 P's), this will be used as a guideline for this discussion.

There is much more attention for personalization nowadays, compared to 50 years ago. Bleier et al. (2018) state personalization happens when companies adapt parts of the marketing mix (promotion, product, price, place and people). Tucker (2014) said companies personalize based on the customers' characteristics, such as their names and contact information, or celebrity and media liking. In these modern times where companies try to target customers all the time and everywhere, it is good to stand out and build a strong customer experience.

According to our respondents, these personalized promotions are the most known and mentioned type of personalization out of the five. This type of personalization can be divided into personalized communication and personalized recommendations (Bleier et al., 2018). Firstly, personalized communication shows adapted messages to customers depending on their past behavior, their interests and their personal experiences (Bleier and Eisenbeiss, 2015). There were a lot of examples of personalized communication gathered in this dataset, such as: including the customer's name in e-mails and online or offline advertising, adapting the content or promotions in a way they will match the customer's past search history or even sending personalized flyers tailored to their past purchases, etc... A company will try anything to lock the attention of their customers, including changing their message or the channel through which this message will be delivered. That could be the reason why the respondents mentioned the online channels (e-mails and social media) the most. According to a study of Kepios, We are Social and Hootsuite in 2021, 4,66 billion people use the internet and 4,20 billion people actively use social media around the world, this is respectively 59.5% and 53.6% of the global population. However, the sample population of this research was retrieved among people living in Belgium. Belgium alone has 8,83 million active users on social media (76.0% of the Belgian population), this includes 6,90 million Facebook- and 4,50 million Instagram users in 2021 (Kepios et al., 2021). Regarding these numbers, it is only obvious that companies will try to use these channels to promote, advertise and recommend their products.

Thereby personalized promotions can also come in the form of personalized recommendations. Chung et al. (2009) state that these recommendation systems focus on displaying products that may be of potential interest of their customers and can be categorized in the three types of filtering, being: collaborative-, content-, and hybrid filtering (Adomavicius and Tuzhlin, 2005). Based on these recommendations, companies like Zalando or Amazon, try to highlight products that the customer may buy according to their past purchases of the brand, their style or shopping behavior. In this discussion, personalized promotions will refer to both: personalized communication and – recommendations.

Looking at the results, there are some mixed feelings about these personalized promotions and several different positive and negative implications were discovered. There is no doubt that more respondents have had a positive attitude towards this kind of promotion rather than a negative one, but that does not mean that they did not mention any downsides too. On the one hand these personalized promotions can make customers feel unique and sometimes surprised too. These feelings were mostly caused because the customers like having advertisements adapted to their own needs, styles and behavior. This kind of promotion makes sure the advertisements or recommendations highlight products (from clothes and food or drinks to music, videos, movies and series) that match the individual and that makes them feel more personally addressed instead of just being part of the general audience. In that way it can also make the search for similar items easier and faster, which saves the customer time and effort.

These advertisements or recommendations, do on the other hand bring up diverse negative feelings as well. When the same ads show up all over their phone, laptop or other device, it makes customers feel irritated and annoyed, or even bored with repetition, which according to Stiglbauer and Kovacs (2019) can lead to advertising avoidance. These frustrations are mostly caused by an overload of e-mails and advertisements or because the content does not appeal to the customer (the content is too general or not well tailored to the individual customer). This can be prevented by the companies themselves. Thereby repetition of these advertisements or recommendations, can also make some customers feel pressured to buy products they do not really need, what could trigger overconsumption and stimulate impulse purchases. Or this can make customers feel like they are losing their personal choice. By showing all these options, a lot of customers do not feel like looking further and are therefore choose one of these recommended products instead of searching for the other available alternatives. Personalized promotion also raises the thought that there is a big indifference in the power status of little and big companies. Respondents noticed that the most companies who participate in personalization, are companies of a larger size. This means that those big companies can afford to implement personalization in their strategy unlike smaller companies who

cannot. They are scared that the big companies will only get bigger, gain more influence and gather a high amount of data and so eventually will have too much power, making the little companies go out of business.

But what mainly bothers almost all respondents, is the issue involving their privacy. Customers are afraid companies gather too much data, making their (internet-)privacy shrink. They do not always realize how and how fast companies can collect their data and what they will use it for. This can give them scared feelings such as not owning their own data, not knowing what will happen to their data and feeling watched or spied on when using the internet. This is also reflected in the literature. Yu and Cude (2009) pointed out that there exists a negative relationship between personalized advertising and personal privacy. These privacy concerns have some implications: this can reduce the customer's trust in the company, diminish ad effectiveness (Kim et al., 2019) and create a direct and negative effect of that systemic anxiety on trust in e-commerce (Hwang and Kim, 2007). Although at this current moment, companies have to oblige to the law around GDPR (General Data Protection Regulation) which could take some of these concerns away. The main reason why it could do that, is because the GDPR lays restrictions on the companies' ability of collecting its customer data.

The second most mentioned type of personalization is product personalisation, and is more used on the lower granular level right now. Like personalizing the items on the menu of a Fast-food chain for example. A company such as McDonald's will adapt its menus to local or country-bound preferences, or Coca-Cola who will change the taste of some of their soft drinks to match the taste palette of different countries (Fanta is made sweeter in Spain is than in Belgium). However, product personalization is rapidly moving from a mass market-level to an individual-level (Chung et al., 2016 & Zhang and Wedel, 2009). This can also be seen in the answers of the respondents, which show they recognize product personalization more on an individual-level. They gave example such as: designing the products itself, finding a personalized product with their name on it (e.g. different advertising stunts from Coca-Cola and Côte d'Or who sold products with a wide range of different first names on them) and even receiving a personalized box filled with products (e.g. pieces of clothing) depending on their answers in a questionnaire. This type of personalization can make the customers get a pleasant, joyful and unique feeling. As claimed by the respondents this could also create additional value for companies. They see product personalization as an extra service these companies can provide. Nevertheless, this all sounds great, product personalization also triggers the entrapment of choice, the raising power of big companies and the violation of privacy, just like the negative implications that were mentioned in personalized promotions.

Price personalization is the third most recognized type out of the five. This refers to companies adapting their prices depending on the customer (the willingness to pay, personal interests, age group, etc...) and the moment or place a customer buys the product. The most recalled examples of price personalization do not include personalization where the price depends on the time, such as early-bird- or midsummer discounts from a travelling agency, but are more fixated on personalized discounts. Respondents like receiving these personalized discounts because these discounts are given on products that match the individual or that they have already purchased before. This can make customers re-buy certain products or use the reduction on similar products. Price personalization is also used by companies to target new customers. By giving these reductions to targeted customers, they hope to attract and persuade these customers to take a chance on their products or services. The perfect example is given by one of the respondents, price personalization was used by a certain internet provider in order to let customers (who currently own a plan with another internet provider) switch to their company. This type of personalization is mostly appreciated because it is more relevant than general discounts. However, this can also trigger frightening feelings, a violation in their privacy and the other negative implications mentioned in product personalization.

Although place personalization is often used by companies to adapt promotions or webpages to the actual place the customer is, in order to increase customer engagement, click-through-rates, brand considerations or purchase intentions (Hauser et al., 2014), there are no real examples found in the sample population. Therefore, no extra insights can be compared to the literature.

The last type of personalization is people personalization. This refers to companies adjusting the behavior of their staff, to better match with the customer. This is mostly used in the service sector as the employees have to interact with the customers to close the deal. This is mostly positively perceived, but it could have the negative effect that the employees treat customers in too many different ways and that could lead to prejudices (Gwinner et al., 2005). As can be seen in the study of Gwinner et al. (2005) the chance an employee will adapt his or her behavior to meet the customers' needs, depend on their personality, their intrinsic motivations and their customer knowledge. Only one respondent recalled an experience with this type of personalization. Here a message was adapted to contain pictures of the point of contact or the entire sales team, to create a connection with the company. This can make the customers feel appreciated and important, and even give them the thought of humanizing society. There were no negative implications given, so these cannot be discussed in this paragraph.

A summary of the main implications, positive and negative is given below.

The number of respondents who recalled the following characteristics are mentioned between brackets. The main positive findings which were found in their responses, can be categorized in 4 characteristics. Personalization made searching for similar products easier (16) and it almost always matches better with the customer's interests than the general content that is being produced (25). Respondents also like that personalization gets them personal discounts (5) and think companies which adapt this strategy have a better service than those who do not (4).

But a lot of other respondents also mentioned negative feeling towards personalization too. They felt irritated (9) pressured (8), persuaded to buy products they do not need (11), frightened (18) or even bored by repetition (1). Next to these negative feelings, personalization can also make our respondents feel like they are losing their personal choice, creating an entrapment of choice (4). They also mention personalization giving the companies more power (11), misuse their personal data (7) or violate their privacy (12).

5.2 Practical recommendations for companies

These practical recommendations can assist companies with the insight on the positive and negative implications on individuals and society regarding personalization. Companies can take both the insights from the literature review and from the results of this study into consideration.

The respondents of this study indicated implications for both the individual and for society, which they experienced themselves (in positive and negative ways). Personalized promotions and personalized products score the highest in individual positive implications, therefore it could be a good idea to focus on them as long as the several negative implications are taken into account too. It is important that customers do not feel entrapped in their choice and have been offered many alternatives. In this way they do not feel pressured or irritated by personalization. There are also a lot of negative thoughts involved around privacy, so it is important to avoid this issue as much as possible. This can be done by making it very clear to customers about when their data is being collected and how it is used. They expect to have more control over what they want to share regarding their personal information.

Companies that have personalization strategies can make use of this research to understand the experiences of customers when they come into contact with personalization. They can get to know what customers value most and what should be handled with care. They can also find out how to optimize their strategies and create a positive effect on both individuals as society. Therefore this study can be used by companies to extend their knowledge.

5.3 Limitations and further research

In this part, the limitations of the research will be covered and recommendations for future research will be given. Since the survey was distributed in Dutch, it was not possible for non-Dutch speaking respondents to participate in the survey which means that a part of the population was left out. These people were not the only ones who were left out, because the questionnaire was mainly distributed on social media, some through e-mail and some in a local place through a flyer, it also could not reach to its full potential. To see effective results of these ways it should be done more extensively, so that also the large part of the population who does not use social media can be included. As a consequence the generalizability of this study is limited and must be done with caution. Another reason is that the focus is on the individual experiences of the respondents.

Secondly, an attempt was made to vary the characteristics of the respondents as much as possible but a large majority of the respondents were young participants in their twenties. The sample is not very small but it could have been even larger. However, going over the collected data as the responses came in, showed that saturation was reached so there was enough data gathered. In other words, this should not have a significant effect on the results.

Third, all the surveys were completed in Dutch so all the used quotes in the research are translated from Dutch to English. As a result some quality of the data can be lost in the translation. The collected data from the survey was analyzed and coded by 2 people. It was essential to be well matched and to communicate well in order to make sure that the same interpretations were applied when analyzing and coding all responses. If this was not the case it could lead to potential biases. There was frequent consultations and feedback to each other so that the right decisions could be made to avoid projecting prejudices in the research.

Finally, not all of the 5 P's have been analyzed and discussed in equal depth. There was a lot more data about promotion and product than the other 3 P's. Consequently it was hard to have an equally profound discussion about all the 5 P's. As a result, the findings should be interpreted with caution due to the limited variation.

These limitations lead us to some recommendations for future research. The first recommendation is that there should be more variation in the participants. There should be more older people that participate but also other types of characteristics. For example, cultural background, income,... These characteristic types can lead to other insights, different perspectives of personalization. To make it more concrete, the vast majority (77.88%) have had positive experiences with personalization in general. But of this group, the larger majority are young people in their twenties. It could be interesting

to investigate whether older people think differently, it is possible that this group has had more negative experiences.

Next, in future research the limitation of the survey can be countered by using a sampling method that is more diverse and widespread. The survey could be distributed in multiple languages (or at least in English) and also through other channels, not just mainly social media. This way more people will be able to participate and there will be more variation of the participants.

Lastly, it could be useful to have more focus on all 5 elements of the marketing mix. This will make sure that there is enough information to examine it more in depth and possibly compare them to each other.

6. Conclusion

What are the transformative implications of personalization? This research tried to find an answer to this question. The literature review gives a theoretical framework with the most important aspects. According to this research some insights will be discussed.

There are some positive and negative implications regarding the five different types of personalization.

Promotion is the most recalled type of personalization. The main positive individual implications involve personalized recommendations and communication. Customers like recommendations about products that match with their personal interests and tastes, products that are similar to their previously purchased products, products they previously searched for, or even personalized playlists, movies and/or series recommendations, ... The most used channels for personalized communication are personalized ads in social media, personalized e-mails and personalized letters, newspaper and brochures. These personalization initiatives can make the customers feel unique and surprised, which could have a positive effect on their well-being. However, there is also a downside, some customers have a sense of irritation or find it annoying. Others feel pressured, while others feel frightened, but the most common negative individual implication is the violation of privacy. Then of course there are the societal implications. The positive implications are that the content is more relevant than general content, searching becomes easier for the customers, they save time and there is a great match with their personal interests. The negative societal implications of promotion form the basis for also the negative societal implications for product and price. All three have the following implications in common: entrapment choice, big companies that have a lot of power and violation of privacy. Still promotion has one more, and that is that there is an increase in impulse purchases. Price also has one more than the 3 common negative societal implications, and that is the misuse of data.

For personalized products there are more positive individual implications than negative ones. The positives ones are that the customers can design the product themselves or the product is already adapted to them and this gives them a unique, pleasant, joyful, etc... feeling. The only downside here is the violation of privacy. The biggest positive societal implication is the added value creation thanks to these personalized products. The negative societal implications are already discussed above.

The positive individual implications of personalized price are: getting personal discounts, discounts for new customers (to persuade them) and discounts on frequently purchased products (to make customers buy again). The negative individual implications are a frightening feeling and again violation of privacy. As for the positive societal implications of promotion, more relevant- than general ads is also a plus. The negatives ones are already discussed above.

There is no gained insight in place personalization, since we have no collected data on this type of personalization.

The last one is personalized people. According to our respondents, this concept only has positive implication, so no negative individual and societal implications are mentioned. The positive individual implications are that the messages to the customer are tailored to a point of contact which will them keep attracted and alert and makes them feel important and appreciated. That the society comes out more human is a positive societal implication.

In a nutshell, it can be concluded that there are both positive and negative implications for the individual nevertheless there is a predominance of the positive individual implications (when taking their thoughts and feelings into account). The most common negative individual implication on the other hand, is the violation of privacy. This is in contradiction with the societal implications, which have more negative implications than positive ones (as discussed above).

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Appendices

A.1 Survey



Wij zijn twee studenten in de master Toegepaste Economische Wetenschappen aan Universiteit Gent en in het kader van onze masterproef onderzoeken we **personalisatie door bedrijven** (= het aanpassen van bedrijfsactiviteiten aan persoonlijke noden, wensen en voorkeuren).

Voorbeelden van personalisatie door bedrijven zijn gepersonaliseerde advertenties (bv. promotiemateriaal waarin uw naam verwerkt is of advertenties op uw sociale media die uw recente zoekopdrachten op het Internet reflecteren), gepersonaliseerde aanbevelingen (bv. streaming diensten die suggereren wat u zou kunnen interesseren) en gepersonaliseerde producten en diensten (bv. maaltijdboxen die rekening houden met wat u lekker vindt).

Via een vragenlijst polsen we graag naar **uw ervaringen met personalisatie**. Het invullen van deze vragenlijst duurt **ongeveer 5 minuten**.

U zou ons een groot plezier doen door deze vragenlijst in te vullen, maar weet dat uw deelname aan dit onderzoek **volledig vrijwillig** is en op elk moment stopgezet kan worden zonder dat u zich hiervoor dient te verantwoorden.

De resultaten zullen op vertrouwelijke wijze bewaard en verwerkt worden onder begeleiding van onze promotor Prof. dr. Katrien Verleye en **anoniem** gerapporteerd worden.

Om u te bedanken voor uw tijd, maakt u kans op een **bon ter waarde van 20 euro** van Bol.com. Hiervoor hoeft u slechts enkel uw e-mailadres achter te laten op het einde van deze survey.

Alvast bedankt voor uw tijd!

Axelle Buffel en Steffi Wulbrecht





Dit onderzoek rond uw ervaring met personalisatie wordt uitgevoerd door Axelle Buffel en Steffi Wulbrecht – twee masterstudenten aan Universiteit Gent – onder begeleiding van Prof. dr. Katrien Verleye (Katrien.Verleye@ugent.be).

Ik verklaar hierbij dat ik aan dit onderzoek deelneem en

- uitleg heb gekregen over het doel en de aard van dit onderzoek
- ouder dan 18 jaar ben
- volledig uit vrije wil deelneem aan dit onderzoek
- toestemming geef aan de onderzoekers om de resultaten op vertrouwelijke wijze te bewaren, verwerken en anoniem te rapporteren
- op de hoogte ben van de mogelijkheid om mijn deelname aan het onderzoek op ieder moment stop te zetten en dit zonder een reden op te geven
- op elk ogenblik bijkomen informatie kan vragen en verkrijgen
- weet dat op het eind van het onderzoek persoonlijke gegevens – zoals mijn geslacht en leeftijd – van mij verzameld en verwerkt zullen worden op basis van mijn toestemming

Niet akkoord

Akkoord



Om inzicht te krijgen in uw ervaringen met personalisatie door bedrijven zouden we u willen vragen om een memorabele positieve of negatieve ervaring met personalisatie voor de geest te halen. Alvast bedankt om dit zo gedetailleerd mogelijk te beschrijven.

Was de ervaring memorabel in positieve of negatieve zin?

Negatief

Positief

Welk merk of bedrijf was verantwoordelijk voor de personalisatie?

Wat deed het bedrijf precies om personalisatie te realiseren? Hoe probeerde het bedrijf om een gepersonaliseerde ervaring te realiseren?

Kan u beschrijven welke gedachten, gevoelens of gedragingen de personalisatie bij u opriep?



Onderzoek toont aan dat personalisatie positieve en negatieve gevolgen kan hebben voor mens en maatschappij. Graag horen we uw mening

Wat is uw mening over de gevolgen van personalisatie door bedrijven voor de mens?

Wat is uw mening over de gevolgen van personalisatie voor de maatschappij?

Geef aan in welke mate u akkoord bent met onderstaande stellingen:

Ik ben voorstander van personalisatie

Helemaal niet akkoord

Eerder niet akkoord

Neutraal

Eerder akkoord

Helemaal akkoord

Ik vind personalisatie nuttig

Helemaal niet akkoord

Eerder niet akkoord

Neutraal

Eerder akkoord

Helemaal akkoord

Ik prefereer gepersonaliseerde interacties met bedrijven boven niet-gepersonaliseerde interacties

Helemaal niet akkoord

Eerder niet akkoord

Neutraal

Eerder akkoord

Helemaal akkoord





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Tot slot hebben we nog een paar vragen om meer inzicht te krijgen in het profiel van de respondenten van onze vragenlijst:

Wat is uw geslacht?

Man

Vrouw

Anders

Zeg ik liever niet

Wat is uw leeftijd? (indien u dit niet wilt vermelden schrijf "/")

Wat is uw hoogst behaalde diploma?

Lager onderwijs

Middelbaar onderwijs

Bachelor

Master

Doctoraat

Zeg ik liever niet

Wat is uw beroep?

Zelfstandige

Loontrekkende

Huisman/huisvrouw

Werkloos

Gepensioneerd

Student

Anders

Zeg ik liever niet

Wat is uw burgerlijke stand?

Alleenstaand

Gehuwd of samenwonend

Wettelijk of feitelijk gescheiden

Weduw(e)(naar)

Anders

Zeg ik liever niet





Indien u openstaat voor een interview omtrent personalisatie, dan zouden wij u willen vragen om hieronder uw mailadres achter te laten. Dit geldt ook indien u kans wil maken op de waardebon van 20 euro van Bol.com. Dit mailadres zal niet aan uw data gekoppeld worden.

Dit is het einde van onze vragenlijst, bedankt voor uw medewerking aan ons onderzoek!
Axelle Buffel en Steffi Wulbrecht

A.2 Table of Data cleaning

Table of data cleaning											
1	del (A)	53	del (B)	105	del (B)	157	valid	209	del (B)	261	del (B)
2	del (C)	54	del (B)	106	del (B)	158	valid	210	del (B)	262	del (B)
3	del (A)	55	del (B)	107	del (B)	159	valid	211	del (B)	263	del (B)
4	valid	56	del (B)	108	del (B)	160	valid	212	del (B)	264	valid
5	valid	57	del (B)	109	del (B)	161	del (B)	213	del (B)	265	valid
6	valid	58	del (B)	110	del (B)	162	valid	214	valid	266	valid
7	valid	59	del (B)	111	del (B)	163	del (B)	215	del (B)	267	valid
8	valid	60	del (B)	112	del (B)	164	del (B)	216	del (B)	268	del (B)
9	del (B)	61	del (B)	113	del (B)	165	del (B)	217	del (B)	269	valid
10	valid	62	del (B)	114	del (B)	166	del (B)	218	del (B)	270	valid
11	valid	63	del (B)	115	del (B)	167	del (B)	219	del (B)	271	valid
12	valid	64	del (B)	116	del (B)	168	del (B)	220	del (B)	272	valid
13	valid	65	del (B)	117	del (B)	169	del (B)	221	del (B)	273	valid
14	valid	66	del (B)	118	del (B)	170	del (B)	222	valid	274	del (B)
15	valid	67	del (B)	119	valid	171	del (B)	223	valid	275	valid
16	valid	68	del (B)	120	del (B)	172	valid	224	valid	276	valid
17	valid	69	del (B)	121	valid	173	valid	225	valid	277	del (B)
18	valid	70	del (B)	122	valid	174	valid	226	valid	278	del (B)
19	valid	71	del (B)	123	valid	175	valid	227	valid	279	del (B)
20	valid	72	del (B)	124	del (B)	176	valid	228	valid	280	del (B)
21	valid	73	del (B)	125	del (B)	177	valid	229	valid	281	del (B)
22	valid	74	del (B)	126	valid	178	valid	230	valid	282	del (B)
23	valid	75	del (B)	127	del (B)	179	valid	231	valid	283	del (B)
24	valid	76	del (B)	128	del (B)	180	valid	232	valid	284	del (B)
25	del (A)	77	del (B)	129	del (B)	181	valid	233	valid	285	del (B)

26	valid	78	del (B)	130	del (B)	182	valid	234	valid	286	del (B)
27	valid	79	del (B)	131	del (B)	183	valid	235	valid	287	del (B)
28	valid	80	del (B)	132	del (B)	184	valid	236	valid	288	del (B)
29	valid	81	del (B)	133	valid	185	valid	237	del (B)	289	del (B)
30	valid	82	del (B)	134	del (B)	186	del (B)	238	del (B)	290	del (B)
31	valid	83	del (B)	135	del (B)	187	del (B)	239	del (B)	291	del (B)
32	valid	84	del (B)	136	del (B)	188	del (B)	240	del (B)	292	del (B)
33	del (B)	85	del (B)	137	del (B)	189	del (B)	241	del (B)	293	del (B)
34	del (B)	86	valid	138	del (B)	190	valid	242	del (B)	294	del (B)
35	del (B)	87	del (B)	139	del (B)	191	valid	243	del (B)	295	del (B)
36	del (B)	88	del (B)	140	del (B)	192	valid	244	del (B)	296	del (B)
37	del (B)	89	del (B)	141	del (B)	193	del (B)	245	del (B)	297	del (B)
38	del (B)	90	del (B)	142	del (B)	194	del (A)	246	del (B)	298	del (B)
39	del (B)	91	del (B)	143	valid	195	del (A)	247	del (B)	299	del (B)
40	del (B)	92	del (B)	144	valid	196	valid	248	del (B)	300	del (B)
41	del (B)	93	del (B)	145	valid	197	valid	249	del (B)	301	del (B)
42	del (B)	94	del (B)	146	del (B)	198	valid	250	del (B)	302	del (B)
43	del (B)	95	del (B)	147	del (B)	199	valid	251	del (B)	303	del (B)
44	del (B)	96	del (B)	148	valid	200	valid	252	del (B)	304	del (B)
45	del (B)	97	del (B)	149	valid	201	valid	253	del (B)	305	del (B)
46	del (B)	98	del (B)	150	del (B)	202	valid	254	del (B)	306	del (B)
47	del (B)	99	del (B)	151	del (B)	203	valid	255	del (B)	307	del (B)
48	del (B)	100	del (B)	152	valid	204	valid	256	del (B)	308	del (B)
49	del (B)	101	del (B)	153	valid	205	valid	257	del (B)	309	del (C)
50	del (B)	102	del (B)	154	del (B)	206	valid	258	del (B)	310	del (B)
51	del (B)	103	del (B)	155	valid	207	del (B)	259	del (B)		
52	del (B)	104	del (B)	156	valid	208	del (B)	260	valid		

Legende: valid = valid data
del (A) = deleted data because of not accepting the terms of the study
del (B) = deleted data because of missing items
del (C) = deleted data because of wrong input