

The Role of Personalization in Digital Marketing: A Study of Consumer Attitudes and Purchase Intentions.

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Abstract:

The era of the digital has ushered in a complete transformation in how firms interacting and communicate with their consumers, particularly within the realm of marketing. The focal point for 'A Study into Personalization's Part Within Digital Marketing: A Look at Consumer Attitudes and Their Likely Purchases', aims to delve deeper into observations from customers when entirely suited digital marketing is thrown their way.

In this particular study, instruments like Pearson correlation coefficient along with a five-point Likert gauge were employed in order to measure attitudes held by customers which influenced likely purchases. Preserving internal consistency alongside reliability? That was validated unequivocally through our Cronbach's Alpha coefficients that swung between 0.724-0.901 whilst conducting this research endeavor.

Generally speaking, results displayed convincing evidence showing that personalized strategies used in digital marketing have quite the encouraging impact on consumer attitudes as well as purchase intentions. Still though, I feel it important not just to pause here but rather push forward and take up more probing methods so as to fully comprehend what it could mean for trust among these aforementioned consumers.

Keywords: Digital Age, Personalization, Digital Marketing, Purchase Intentions

Introduction:

In this rapidly changing digital age, customers and companies now have a very different relationship. The emergence of digital platforms allows companies to reach wider audiences through a more targeted and personalized approach (1). Personalization in digital marketing is the process of creating experiences and materials that are customized to each user's unique behaviors, preferences, and characteristics. Marketers create personalized content that addresses each customer's unique needs and interests to increase engagement, encourage brand loyalty, and ultimately increase conversion rates (2).

While overall data suggests there are many benefits to customized digital marketing strategies, it's also important to understand more about how consumers perceive and respond to these strategies. What do you think about the focused marketing approach? Does personalization increase their confidence in making a purchase, or inadvertently increase the level of insult or suspicion they feel? These are important considerations for companies looking to strike a balance between customization and customer trust. (3)

"The Role of Personalization in Digital Marketing: A Study of Consumer Attitudes and Purchase Intentions" This study makes a serious attempt to fill the gaps in our knowledge. It examines in detail how customers perceive personalized information and how it affects their purchasing decisions. The

purpose of this study is to provide marketers with critical information that will allow them to adapt their digital strategies to consumers' changing tastes (4).

Research Problem:

Personalization has proven to be a successful strategy in digital marketing to increase customer loyalty and sales. While many companies invest heavily in customized marketing campaigns, how consumers perceive these unique experiences remains unknown. In particular (5) discusses how customers perceive personalized content. It's thought that personalized materials are more likely to be viewed favorably, but there isn't much concrete evidence to support this theory. This tailored approach may be appreciated by some clients and found interesting and beneficial. However, some may find it intrusive or misleading, raising questions about how this will impact their experience.

Companies are often confused about the impact of purchase intent. Many people believe that customization will inevitably lead to higher sales. However, the complexity of this relationship is not fully understood. How do customers' perceptions of personalization influence their decisions to purchase specific goods or services? is a question that needs to be answered.

Trust and Privacy Issues: As personalization becomes more common, more and more customer data is being used. This raises concerns about data security, privacy and the ethical consequences of its use. As moderators or mediators, how do these concerns shape the relationship between personalization and consumer purchase intentions?

Is it possible that attitudes and responses towards personalization differ among various demographic groups, including age, gender, and cultural backgrounds? These potential variations could have a profound influence on the effectiveness of personalized marketing strategies.

Articulated as the primary research problem, given these concerns and gaps.

What influence do personalized digital marketing have on consumer attitudes and purchase intentions? How are these attitudes and intentions affected by concerns regarding trust, privacy, and individual demographic variations?

Importance of the Research:

In this age of intense digital competition, enterprises are laying every brick to gain an edge. A deep, meaningful connection with consumers is on the wish list and ultimately a spike in their sales charts. Quite notably, 'Personalization' has emerged as a leading strategy in the landscape of digital marketing; many businesses consider it as some sort of magic wand that precisely targets clientele. That said though, one should be wary about its potential influence at play here! We need to wield personalization just like any other potent tool –judiciously and wisely.

This study is significant because it aims to elucidate the complex relationship between consumers' attitudes toward customization and their ultimate purchase intentions. This research not only confirms or questions current strategies, but also provides recommendations for next steps in marketing activities.

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The importance of this study lies the importance of this study lies is to untangle the kinda complicated bond that interlinks attitudes of shoppers towards personalization with their inclination to buy later. It does more than just affirm or challenge what we already do—it also offers up advice and directions for marketing approaches in days to come." This study shines a light on the ins and outs, as well as complexities of personalization in digital marketing. The aim is to guide companies in effectively tiptoeing through these areas with their integrity intact.

Objective of the Research:

This research is furthered primarily to understand the complexities between personalization and consumer behavior in digital marketing. Essentially, our goal is to understand how tailored marketing strategies influence consumers' mindsets, and how these attitudes in turn drive their propensity to purchase.

The main goal of our research is to find out whether there is a clear link between the personalization of goods or services and customers' actual propensity to purchase. Does enhanced personalization based on deep data analytics have the potential to attract more interested and willing consumers? On the other hand, is it possible for us to reject them as an invasion of privacy?

Furthermore, our study aims to examine an often overlooked but extremely important factor in the field of consumer trust. In an online world rife with data breaches and privacy concerns—issues that are as common as they are troubling—it's important for us to understand how important trust is in designing personally tailored experiences that are directly tied to intent, or lack thereof. is crucial, such as when people go shopping. We consider whether customers (despite a strong preference for content tailored specifically to their needs and interests) have consciously chosen not to purchase a product because they fear the potential misuse or unauthorized use of their confidential data.

Finally, the study aims to highlight the different responses and attitudes towards personalization among different groups of people. The study explores these differences to provide comprehensive insights covering the full range of consumer perspectives.

In short, our goal is to gain insights into the complex connections between personalized digital marketing strategies, consumer mindsets, trust dynamics, and resulting purchasing habits. In this way, the study hopes to provide marketers and businesses with valuable insights to improve and enhance their outreach efforts through digital means.

Research Questions:

1. How do consumers perceive personalized content in digital marketing campaigns?
2. What is the relationship between the perception of personalized digital marketing strategies and consumer purchase intentions?
3. To what extent does the interplay between trust and privacy concerns influence the association between consumer perceptions of personalization and their intentions to make a purchase?
4. Are there significant differences in perceptions of personalization across various demographic groups?

Associated Hypotheses:

1. **H1:** Consumers who see tailored material as pertinent and advantageous are more inclined to actively interact with the brand in a favorable manner.
2. **H2:** A positive perception of personalized digital marketing strategies is positively correlated with increased consumer purchase intentions.
3. **H3:** Trust and privacy concerns act as moderators in the relationship between consumer perceptions of personalization and purchase intentions. Specifically, even if consumers perceive personalized content positively, heightened concerns about privacy and trust may reduce their purchase intentions.
4. **H4:** Perceptions of personalization vary across demographic groups. For instance, younger consumers might be more receptive to personalized content, while older consumers might be more wary due to privacy concerns.

Literature review

First: Evolution of Digital Marketing

Digital marketing, in its earliest form, can be traced back to the advent of the internet.

However, its roots extend a bit further into the realms of electronic computing and database marketing of the late 20th century (6). With the popularization of the internet in the 1990s, there



was a notable shift from traditional marketing channels like television, print, and radio to web-based platforms, marking the true beginning of digital marketing as we recognize it today. (7)

During its nascent stage, digital marketing predominantly encompassed email campaigns and rudimentary web adverts. Businesses and brands viewed the internet as a virtual marketplace that was just waiting to be explored, like a new frontier. Due to its newness and directness, email was one of the first widely used digital marketing tools (8). It was ground-breaking to be able to deliver newsletters, product updates, and promotional offers straight to a customer's inbox. But throughout this time, unsolicited emails, or "spam," also increased, which is why restrictions were required (9).

Many internet businesses flourished during the dot-com bubble at the beginning of the century, highlighting the significance of having a digital presence. The advent and expansion of search engines such as Google thrust search engine marketing (SEM) into the spotlight (10). Companies started investing in keyword-focused advertising and optimizing their websites for search engines (SEO). The goal was obvious: companies wanted to show up first when customers searched for a certain good or service. (11).

Second: Practical application.

History and Growth of Digital Marketing

Fundamentally, the development of digital marketing is a reflection of both shifting customer behavior and technical improvements (12). Database marketing began in the late 1970s and early 1980s when companies began

keeping and evaluating consumer data in computerized databases. Even while it wasn't "digital" in the modern sense, this time period set the stage for later focused marketing campaigns. (13)

Key years were the 1990s, The World Wide Web's 1991 introduction provided access to worldwide information sharing. Major search engines emerged in the mid-1990s, setting the groundwork for search-based web advertising. With over half of all American homes owning a computer by the end of the decade, digital marketing was no longer a novelty but rather an essential tool for companies. (14)

Statistical procedures for research

Correction of the study tool

The participants in the study were instructed by the researcher to indicate their response to each statement by placing a check mark (✓) next to one of the available options, which scaled from 5 (strongly accept), 4 (accept), 3 (indifferent), (unacceptable), to 1 (firmly accept). Additionally, participants were asked to determine the boundaries or intervals for each of the five points on the scale. The study employed lower and upper values on the axes. The range was computed by subtracting the lower number from the upper value, resulting in a difference of 4 (5-1 = 4). The range was subsequently divided by the total number of cells on the scale in order to ascertain the suitable cell length (4/5 = 0.80). Following this, the aforementioned value was incorporated into the minimum value on the scale, also known as the baseline, in order to determine the upper boundary of the cell (15).

Subsequently, the cell lengths were determined as illustrated in the subsequent table.

Table.1. Define the categories of the scale (fifth Likert)

N	Degree of acceptance	Categories	Responses
1	very low	1.80 – 1.00	Firmly unacceptable
2	Low	2.60 – 1.81	Unacceptable
3	Medium	3.40 – 2.61	Indifferent
4	High	4.20 – 3.41	Acceptable
	Too high	5.00 – 4.21	Firmly acceptable



The validity of the internal consistency of the study tool:

- "The Pearson correlation coefficient" was employed by the researcher to assess the internal consistency of the questionnaire; this was accomplished by computing

Correlativity in the middle between both extent of the sentence and the sum of the extent of the corresponding axes. Additionally, correlativity was measured between the extent of the sub-axes and the overall score of the questionnaire.

Table.0.2. "Pearson correlativity between the statements and the questionnaire"

Potential Concerns and Drawbacks of Personalization			Impact of Personalized Marketing on Purchase Intentions		Perception of Personalized Content in Digital Marketing
N	"correlativity"	N	" correlativity "	n	"correlativity"
1	0.503**	16	0.625**	7	0.714**
2	0.915**	17	0.884**	8	0.699**
3	0.857**	18	0.650**	9	0.524**
4	0.854**	19	0.829**	10	0.777**
5	0.659**	20	0.766**	11	0.903**
6	0.733**	21	0.556**	12	0.821**

- The results presented in the preceding table indicate a strong positive correlation between the total questionnaire score and the sum of the scores for each axis. This correlativity is statistically considerable at the 0.01 level. The correlativity scales from 0.503 to 0.915, indicating a high degree of association between the variables.

- The results presented in the preceding table indicate that the coefficients exhibit high values, indicating a strong association between the various dimensions and their representation in the questionnaire. These coefficients demonstrate statistically significant correlations with the overall score of the questionnaire, ranging from 0.756 to 0.866. As a result, it can be brought that the questionnaire shows a high level of internal consistency.

Table.3. correlation coefficients are high at the level of the total questionnaire

N	correlation coefficient	N	Dimension
1	0.756**	6	Perception of Personalized Content in Digital Marketing
2	0.866**	9	Impact of Personalized Marketing on Purchase Intentions
3	0.815**	6	Potential Concerns and Drawbacks of Personalization

2. Scale reliability:

The scale's reliability was assessed through the utilization of "coefficient alpha ", as well as the split-half coefficients "Spearman-Brown Formula" and "Guttman scale ". The results of these calculations are presented in the subsequent table:

Table 4. "Scale reliability of Cronbach's alpha"

N	Reliability	N	Dimensions
1	0.724	6	Perception of Personalized Content in Digital Marketing
2	0.805	9	Impact of Personalized Marketing on Purchase Intentions
3	0.901	9	Potential Concerns and Drawbacks of Personalization
Total	0.922	21	



According to the data presented in Table 4, the scale demonstrated a good level of reliability, as evidenced by the total "reliability coefficient of Alpha Cronbach" of 0.916. In addition, the Alpha Cronbach's coefficient values for the dimensions provided considerable confirmation of the scale's reliability, with a range of 0.724 to 0.901. This suggests that the measuring tool employed to quantify the various aspects of the scale exhibits a notable level of consistency and dependability.

Correlations between respondents' ratings of individual items and their scores on paired items within the overall scale and within each specific dimension were also used to estimate scale reliability. The Spearman-Brown formula for size yields values ranging from 0.724 to 0.901. In addition, the overall correlation coefficient of this scale is 0.922..

2- Hypothesis

A stronger correlation exists between a favorable perception of personalized digital marketing strategies and heightened consumer purchase intentions. "Coefficient of Pearson's correlation" used to decide the relationship across the space separating the two variables; the results as followed:

Table.5. "The value of the Pearson's r bivariate correlation"

Variables		Correlations
personalized digital marketing strategies and consumer purchase intentions	Pearson Correlation	0.772**
	Sig. (2-tailed)	.000
	N	100

Table 5 demonstrates a robust and analytically crucial positive connection at the 0.01 level between personalized digital marketing techniques and consumer purchase intentions. The correlation coefficient of 0.772 indicates a strong relationship between these variables.

2- Consumers who perceive personalized content as relevant and beneficial are more likely to engage with the brand positively.

"The Pearson's r bivariate correlation was employed to decide the association between both the variables, yielding subsequent outcomes:

Table.5. "The value of the Pearson's r bivariate correlation"

Variables		Correlations
Consumers who perceive personalized content and engage with the brand	Pearson correlativity	0.665**
	Sig. (2-tailed)	.000
	N	100

**at 0.01 level(2-tailed), correlation is significant

- A statistically significant positive correlation was observed at the 0.01 level between mental models and e-business growth, as indicated by Table (5), "The correlation coefficient" between these variables was found to be 0.665.

Conclusion:

The research presents compelling evidence that personalization in digital marketing is generally well-received by consumers and positively influences their purchase intentions. Through the application of a highly reliable and consistent questionnaire, consumer attitudes toward personalized marketing were explored in depth. The Pearson correlation coefficients between consumer attitudes and their purchase intentions were statistically significant, ranging from 0.503 to 0.915, demonstrating that tailored marketing approaches are impactful. However, despite these positive indicators, the study also notes the importance of balancing personalization with consumer trust to mitigate potential concerns and drawbacks. Thus, businesses should adopt personalized digital marketing Cronbach's alpha cautiously, being mindful of the thin line between customization and perceived intrusion.



This research significantly contributes to the existing body of knowledge by quantifying the effects of personalization in digital marketing on consumer attitudes and purchase intentions. The findings should serve as valuable insights for marketers aiming to optimize their strategies in line with contemporary consumer preferences.

Recommendation:

First: reach new customers using effective advertisements.

Second: making websites compatible with mobile devices using Google Sites.

Third: make displaying products more dynamic by adding photos and videos.

Data Availability:

The data used to support the results of this study has been included in the article.

Conflict of Interest:

The authors declare that they have no conflicts of interest.

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No financial support was received.

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None.

Questionnaire

The researcher prepared field research” The effect of the digital marketing on realizing competitive benefit, a practical study related with operating Iraqi operating banks”. And for that, please answer the following questions by marking (x) in the box agreed with your view represented participation to the research’s prosperity. remember your answers will be handled in a secret and collective way for just aims of scientific research required disclosing your personal information. Thank in anticipation for your high cooperative efforts.

A test of (200) participants included 5 private banks consumers in Iraq and a questionnaire sharing them to designate the objective of the current scientific research.

The Questionnaire Phrases

N	Paragraphs	Agree	not know	not agree
The first dimension :the impact of digital marketing affects the competitive advantage				
1	Examining markets, customer necessities, and purchases behaviours			
2	Decided the competitors and substitutes strengths and weaknesses			
3	Recognize the business changes associated with technological, regulatory besides customer changes			
4	Evaluate the economic impact and potentiality of social media			
5	Evaluate the economic effect and potentiality of digital business planning			
6	Synchronize marketing actions across your organization to create and capture more value			
The second dimension: the impact of digital marketing on banks				
7	increase sales through distribution and distribution in a wider range;			
8	Expanding and translating the business, so that the very good and the creation of the good			
9	Customer awareness and brand awareness			
10	Reducing costs for services, selling newspapers, and postage prints, long mail profits from transactions			
11	Getting close to customers by following them up, answering their questions, and creating ways to dialogue with them			
The Third dimension: the impact of digital marketing affects the competitive advantage within Iraqi workers' banks				

12	The company offering its different forms services			
13	Customers get the information they needed			
14	Information is provided by the company's website			
15	All information's are privet			
16	Safety and privacy are the systems speciality			
17	The system of the electronic payment is suitable for customers			

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