



# THE IMPORTANCE & IMPACT OF PERSONALIZED COMMUNICATION

## SUMMARY OF STUDIES



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***“What is personalisation? It entails the ability to adapt a product or service continually and independently, whether by altering services or by changing product configurations or applications.”***

The Economist.



***“Our research has shown that personalized experiences drive up both customer loyalty and the top line.”***

McKinsey & Company

McKinsey  
& Company

***“... Consumers will be more influenced by message styles that "match" their personality styles. Dominant consumers will be more influenced by "dominant" messages, whereas submissive consumers will be more influenced by "submissive" messages. ...”***

Harvard University



***“ Personalisation [...] Advances in technology and service offerings are finally enabling people to move from passive to active consumption — not just of individual pieces of media, but of media as a whole.”***

PWC



***“Across the industry, we’re seeing brands evolve their marketing communications to be more engaging, more participatory and, ultimately, more personalized.”***

The New York Times

The New York Times

## Personalized Persuasion: Tailoring Persuasive Appeals to Recipients' Personality Traits (2012)

Jacob B. Hirsh<sup>1</sup>, Sonia K. Kang<sup>1,2</sup>, and Galen V. Bodenhausen<sup>3,4</sup>

Persuasive messages are more effective when they are custom-tailored to reflect the interests and concerns of the intended audience. Psychological science plays a prominent role in this field by identifying strategies to improve the effectiveness of persuasive campaigns (Cialdini, 2007;

Petty & Cacioppo, 1996). "Hirsh et al. (2012) found in a sample of 324 survey respondents that **advertisements were evaluated more positively the more they cohered with participants' dispositional motives**. The researchers constructed five advertisements featuring a picture of a cell phone and a few lines of text; the text was manipulated so that each advertisement highlighted the motivational concerns associated with one of the five major personality dimensions (e.g., for extraversion: "With XPhone, you'll always be where the excitement is"; for neuroticism: "Stay safe and secure with the XPhone" ); and asked the respondents to evaluate the effectiveness of the messages. They found that respondents judged an advertisement emphasizing a particular motivational concern as more effective when that concern was congruent with their own personality characteristics. Their result suggests that **adapting persuasive messages to the personality traits of the target audience can be an effective way of increasing the messages impact and highlight the potential value of personality-based communication strategies**.

## Psychological targeting as an effective approach to digital mass persuasion (2017)

S. C. Matza<sup>1</sup>, M. Kosinskib<sup>2</sup>, G. Navec, and D. J. Stillwell

In three field experiments that reached over 3.5 million individuals with psychologically tailored advertising, the authors found that **matching the content of persuasive appeals to individuals' psychological characteristics significantly altered their behavior as measured by clicks and purchases**. Persuasive appeals that were matched to people's extraversion or openness-to experience level resulted in up to 40% more clicks and up to 50% more purchases than their mismatching or unpersonalized counterparts. These findings suggest that **the application of psychological targeting makes it possible to influence the behavior of large groups of people by tailoring persuasive appeals to the psychological needs of the target audiences**.

# Personality-Based Engagement: An Examination of Personality and Message Factors on Consumer Responses to Social Media Advertisements (2020)

Naa Amponsah Doodoo and Cynthia Morton Padovanob

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When done right, **personalized advertising, rather than general advertising is what consumers prefer (Duran, 2018). Personalized content is vital in drawing consumers' attention to content they would otherwise ignore (Morrison, 2016).** An upshot of personalization is consumers' engagement with the content, which promotes other consumer behaviors, such as the search for more brand information and improved brand recall (Morrison, 2016). **Research evidence also supports the fact that personalization could increase businesses' profits by up to 15% (Duran, 2018).**

Research supports the idea **that solid relationships exist between personality traits and consumers' cognitive and emotional responses to persuasive communications** (e.g., Hirsh, Kang, & Bodenhausen, 2012).

The objective of this study was to investigate the interaction between consumers' personality traits and two distinctive message frames of regulatory focus (i.e., promotion and prevention focus) and product appeal (hedonic and utilitarian). The results support the prediction that high levels of extraversion, conscientiousness, openness to experience and neuroticism would positively affect advertisement and brand attitude, purchase intention and Ewom. **The results signal the importance of devoting attention to the role of personality traits in consumer responses to advertising messages particularly when it comes to personalized messages on social media. Ample empirical evidence indicates that advertising effectiveness is enhanced when consumers are exposed to personalized advertising** (e.g., Morrison, 2016; Tucker, 2014). With the growing emphasis on the use of personalization particularly in social media and the potential benefits of online personalization (Pappas et al., 2017), **the results suggest that personality traits should be an important consideration when accounting for factors that could influence consumer responses to social media.**

## A Path to Mitigating SNS Ad Avoidance: Tailoring Messages to Individual Personality Traits

Naa Amponsah Dodoo & Jing (Taylor) Wen

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Personalized advertising is defined as an advertising strategy that singly targets consumers by incorporating their unique preferences to design compatible messages based on these preferences (Maslowska, Smit, and van den Putte 2013). The underlying psychological mechanism of personalized advertising lies in congruence theory, which postulates that, **to maintain harmony and symmetry, individuals tend to be more responsive to people and messages that are consistent with their own beliefs and attitudes** (Hong and Zinkhan 1995; Aguirre- Rodriguez, Bosnjak, and Sirgy 2012). In other words, **when an advertisement contains a user portrayal that is congruent with the way that a viewer perceives himself or herself to be, it is more likely to generate more positive affective responses and more favorable product evaluations** (Chang 2002).

The study demonstrates that the big five model of personality traits is a useful framework in determining how message framing may elicit an increase in perceived relevance of SNS ads, consequently mitigating SNS ad avoidance. Within this present research showcases the role those psychological characteristics have in influencing SNS ad avoidance. It also confirms that personality–message congruent effects can be achieved through the modification of SNS ads that frame information to appeal to personality-specific motives, such as excitement and social attention (extraversion), connection with community (agreeableness), the desire for safety and security (neuroticism), and creativity and innovation (openness to experience) (Hirsh, Kang, and Bodenhausen 2012). In addition, this research explores a scarcely investigated context of SNS ad avoidance, broadening the scope of the impact of **personality traits as antecedent factors which assuage SNS ad avoidance.**

**This research captures the usefulness of personality traits in decreasing SNS ad avoidance.**

In particular, SNS ad messages congruent with personality traits elicited perceived relevance,

which had the upshot of decreasing SNS ad avoidance. **Therefore, advertisers can use this insight to develop messages that are tailored to match consumers' personality traits.**

**Specifically, this research points to the necessity of designing messages that seamlessly integrate consumer personality traits into SNS ads as a means of countering SNS ad avoidance.**

# Sharing of branded viral advertisements by young consumers: the interplay between personality traits and ad appeal (2019)

Kalpak K. Kulkarni, Arti D. Kalro and Dinesh Sharma

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The purpose of the study was to investigate the influence of Big Five Personality traits (i.e. openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) on young consumers' intentions to share branded viral video advertisements. Further, this study also demonstrates that the advertising appeal (informational versus emotional) used in the viral advertisement moderates the effects of specific personality traits on the sharing of viral ads. Results reveal that the two personality traits, extraversion and openness to experiences, are positively associated with consumers' viral ad sharing intentions. Moreover, individuals scoring high on openness and extraversion prefer sharing branded viral ads containing informational appeal vis-à-vis those containing emotional appeals. **This study strengthens the belief in prior research, suggesting that marketers should go beyond the traditional demographic-based segmentation of target customers and rather look at the personality traits of consumers that drive viral ad sharing behaviour.**