Personalization in Digital Marketing

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Reaching the Reluctant – Encouraging Sustainable Behavior Among New Audiences With Value-Based Personalization in Digital Storytelling

Research Questions
- Does value-based personalization in storytelling increase pro-environmental behavior of individuals previously uninvolved in environmental issues?
- How do the underlying cognitive and motivational processes influence pro-environmental behavioral outcomes?
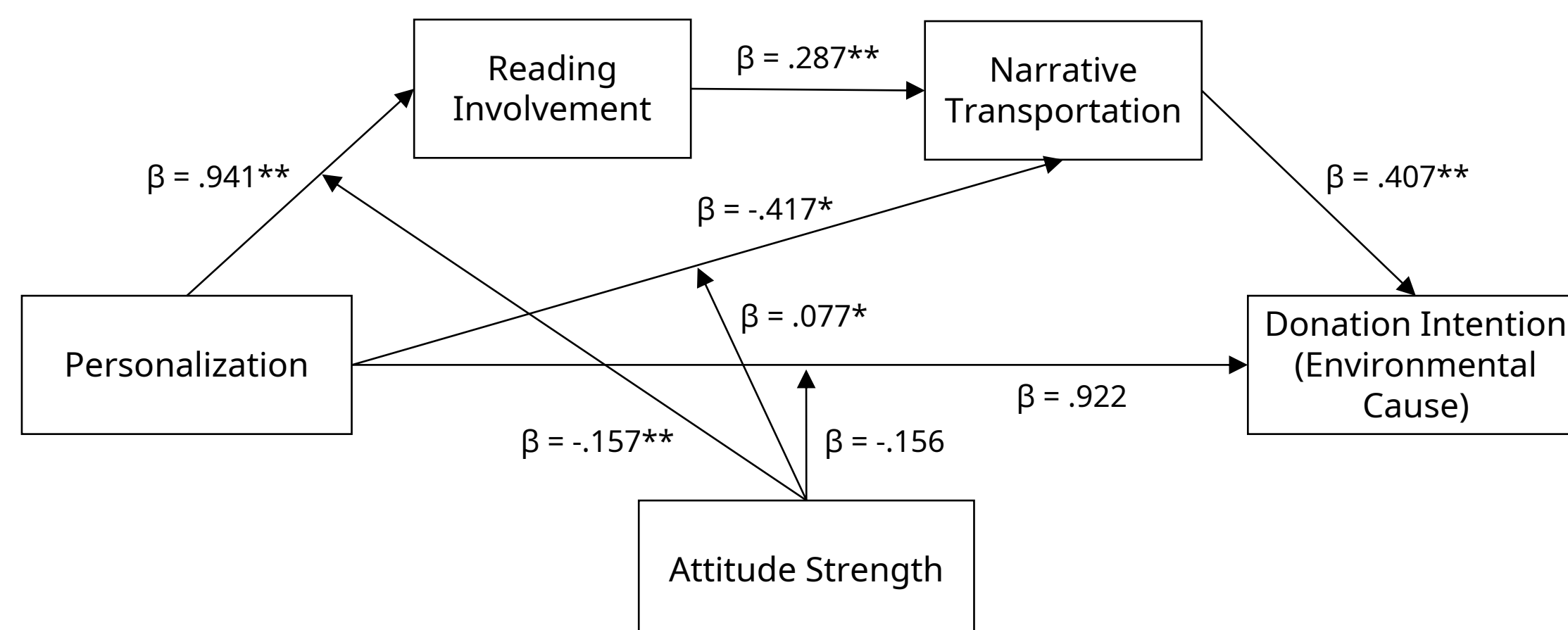
Methodology
- Online laboratory experiment (n = 1,200 participants)
- Online field experiment in collaboration with a large environmental association (n = 2,790 participants)
- Psycholinguistic study with self-paced reading technology (planned)

Research Design
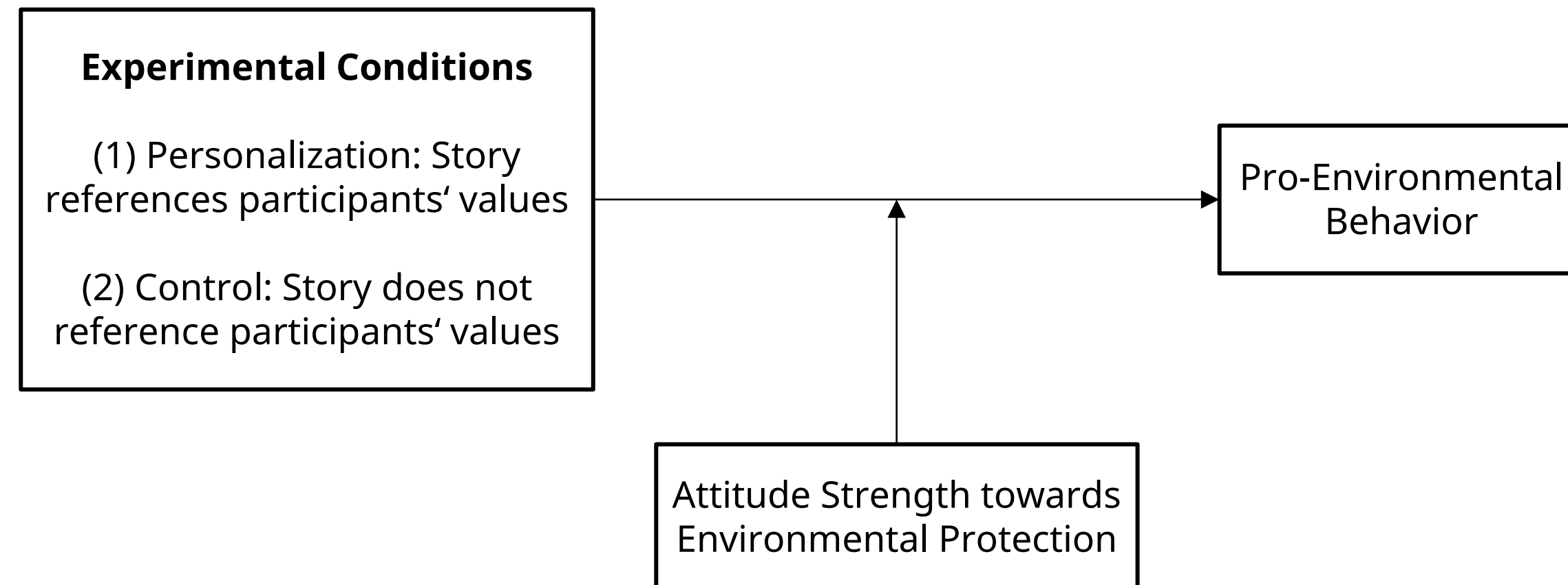
Results
- Only for individuals with low attitude strength, value-based personalization is associated with higher intention to donate for environmental causes
- This effect is mediated through reading involvement and narrative transportation, indicating that the increase in donation intention is subject to underlying cognitive and motivational processes (narrative transportation into the story, reflecting on behavioral differences)

** $p > .01$, * $p > .05$

Overall Aim

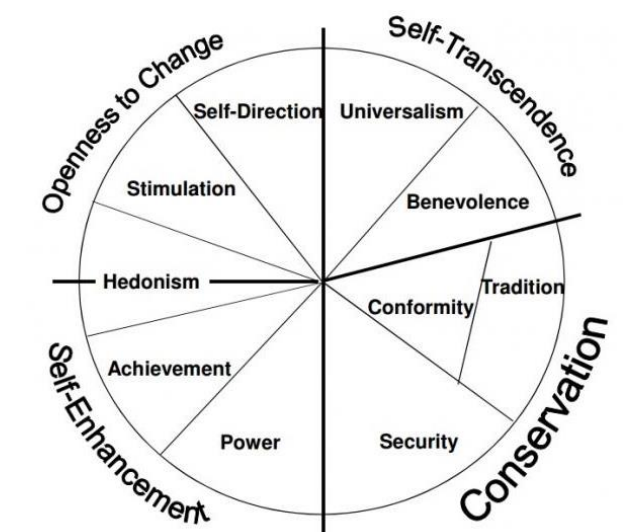Exploring the mechanisms and effects of value-based personalized marketing, i.e.:
- How does personalization influence individuals' attitudes and real behaviors?
- Are certain target groups more susceptible for personalization than others?

Foundational theory for value definition: Schwartz Theory of Basic Human Values (see figure)

Schwartz, 2012

Measuring Human Values with Pictures – Developing a Symbol-Based Value Inventory
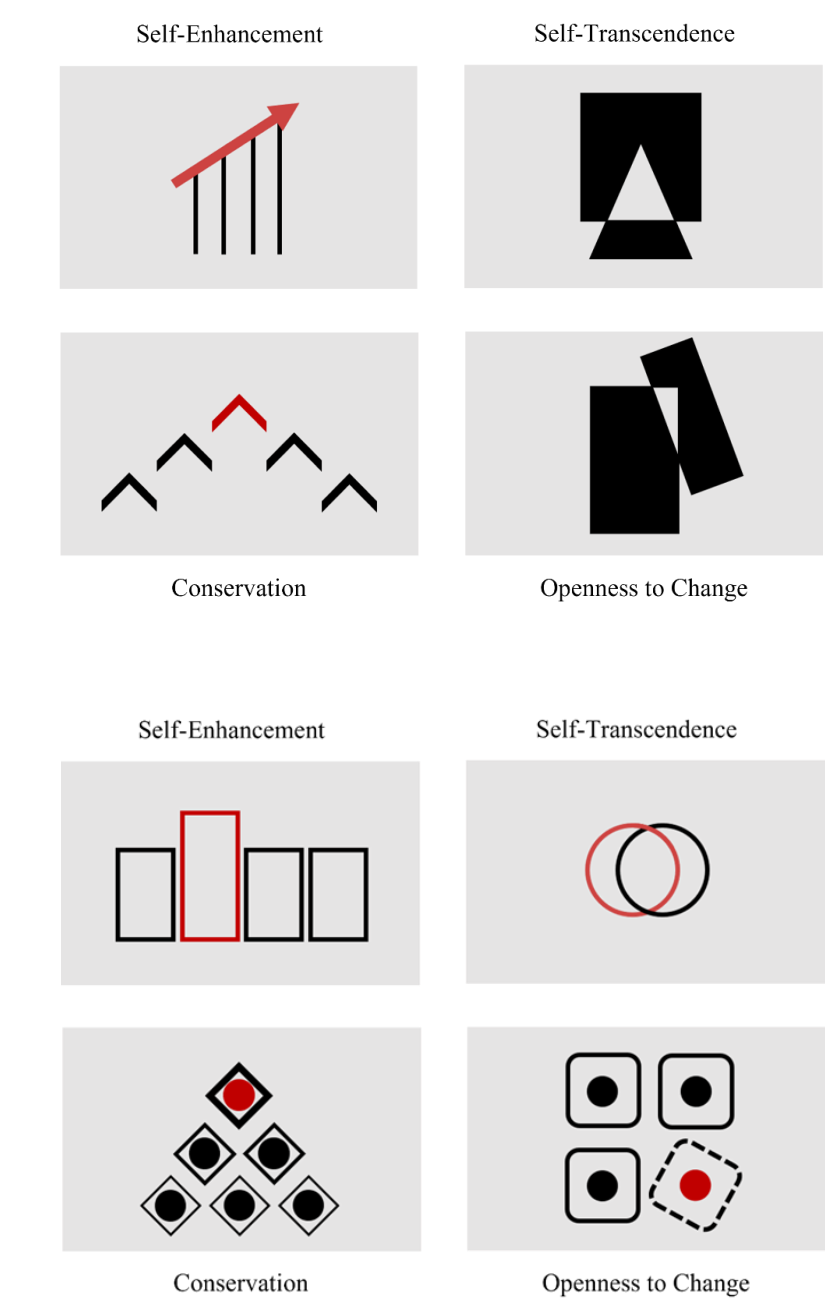
Research Aim
- Develop a feasible measurement approach to capture Schwartz' values (instead of using the 57-item Schwartz value questionnaire)
- Easily measure values to research value-based personalization in field contexts

Methodology
- Created over 50 symbols; optimized and refined the symbols using data from three online surveys (each n = ~500 participants)
- Analyzed associations of symbol evaluations and Schwartz' value dimension scores

Results
- Symbol-based value measurement containing 16 symbols in four sets
- Only five selection choices required to approximate an individual's dominant value dimension

Non-Linearity of Personalization – The Effects of Different Personalization Intensities in Social Media on User Behavior

Research Questions
- Does the effect of personalization turn negative at a certain degree of personalization?
- (How) does personalization affect paradoxical or addictive behavior?

Methodology (planned)
- Online laboratory experiment with a multifactorial design
- Simulating a social media environment with varying degrees of personalization