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**PERSONALIZED ADVERTISING:
A RESEARCH ON THE RELATIONSHIP BETWEEN
PERSONALITY TYPE AND PERSONALIZED
ADVERTISING**

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ABSTRACT

PERSONALIZED ADVERTISING: A RESEARCH ON THE RELATIONSHIP BETWEEN PERSONALITY TYPE AND PERSONALIZED ADVERTISING

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Personalized ads have become an advertising trend widely used by brands in digital media. From the consumer's perspective, attitudes towards advertising are a topic that has been less studied in Turkey. In particular, uncovering the relationship between personalized advertising directly to consumer personality types will provide important data for both organizations, agencies, and brands working in the field of advertising, as well as consumers concerned with purchasing behavior. In fact, if the direction of the general attitude towards personalized advertising, which is one of the advertising trends that it frequently encounter during the day, is unknown, even the implementation of strong advertising measures with high costs within the advertising sector will lead to failure. In this context, this study is designed as a qualitative research to determine the thoughts, attitudes and relationship between consumer/user personality types and personalized advertising. The study involved in-depth interviews with 10 participants with different personality types and demographic characteristics in an attempt to uncover their attitudes towards personalized advertising and the reasons behind these attitudes. The in-depth interviews with female and male participants eligible for the interview criteria were conducted between May 5 and May 19, 2021. The research show that there is a relationship between the dominant personality types of the participants and their attitudes towards personalized advertising. The attitudes towards advertising can be categorized as positive and negative. From this point of view, in the light of the results of the in-depth interviews, it is suggested that future studies are conducted in different areas by using advertising techniques for different sectors.

Keywords: personalized advertising, five-factor personality traits, personality, attitude, target group advertising

ÖZ

KİŞİSELLEŞTİRİLMİŞ REKLAM: KİŞİLİK TİPİ İLE KİŞİSELLEŞTİRİLMİŞ REKLAM ARASINDAKİ İLİŞKİLER ÜZERİNE BİR ARAŞTIRMA

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Kişiselleştirilmiş reklamlar, markalar tarafından dijital mecralarda sıklıkla başvurulan bir reklam trendi haline gelmiştir. Tüketicinin bakış açısıyla, reklamlara yönelik tutumlar Türkiye’de oldukça az çalışılmış bir konudur. Özellikle tüketicilerin sahip oldukları kişilik türlerine yönelik direkt olarak kişiselleştirilmiş reklam arasındaki ilişkinin ortaya çıkarılması hem reklam alanında çalışmalar yapan kurumlar, ajanslar ve markalar için hem de satın alma davranışında bulunan tüketiciler için önemli bir veri sunacaktır. Nitekim reklam trendleri arasında olan ve gün içerisinde sıklıkla karşılaştığımız kişiselleştirilmiş reklamlara yönelik genel tutumların yönü bilinmiyorsa reklam sektörü içerisinde yüksek maliyetlerle güçlü reklam çalışmalarının yapılması bile başarısızlıkla sonuçlanacaktır. Bu bağlamda, bu çalışma tüketici/kullanıcı kişilik türleri ile kişiselleştirilmiş reklamlar arasındaki düşünceleri, tutumları ve ilişkiyi saptamaya yönelik nitel bir araştırma olarak tasarlanmıştır. Çalışma kapsamında farklı kişilik türlerine ve demografik özelliklere sahip 10 katılımcı ile derinlemesine görüşülmüş ve kişiselleştirilmiş reklamlara yönelik tutumları ve bu tutumlarının sebepleri ortaya çıkarılmaya çalışılmıştır. Görüşme kriterlerine uygun 5 kadın ve 5 erkek katılımcı ile derinlemesine görüşmeler 05-19 Mayıs 2021 tarih aralığında gerçekleşmiştir. Araştırma bulgularına göre, katılımcıların sahip oldukları baskın kişilik türleri ile kişiselleştirilmiş reklamlara yönelik tutumları arasında bir ilişki olduğu görülmektedir. Reklamlara yönelik tutumlar olumlu ve olumsuz olarak kategorize edilebilmektedir. Buradan hareketle, derinlemesine görüşme çıktıları ışığında, farklı sektörlere yönelik reklam teknikleri kullanılarak çeşitli alanlarda yürütülmesi gelecek çalışmalar için önerilmektedir.

Anahtar Kelimeler: kişiselleştirilmiş reklam, beş faktör kişilik türü, kişilik, tutum,

hedef reklamcılık

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Seda Yılmaz

Izmir, 2021

TEXT OF OATH

I declare and honestly confirm that my study, titled “PERSONALIZED ADVERTISING: A RESEARCH ON THE RELATIONSHIP BETWEEN PERSONALITY TYPE AND PERSONALIZED” and presented as a Master’s/PhD Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Seda Yılmaz

18.06.2021

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SYMBOLS AND ABBREVIATIONS

ABBREVIATIONS:

AD Anno Domini

ADS Advertising

BC Before Christ

CEP Certificate of Suitability

CRM Customer Relationship Management

NFC Near Field Communication

PR Public Relations

RQ Research Question

TM Trademark

CHAPTER 1

INTRODUCTION

Artificial intelligence, digital invisibility, Internet of Things, Bluetooth and NFC (near field communication) technologies, virtual reality, wearable devices, smart robots/assistants and many other developments it can count have brought every sector into the domain in 2021. Each sector develops and continues its activities step by step to keep up with this age. Every year we leave behind witnesses of many technological developments. As technological developments are reaching different dimensions every year, communication channels are increasing. This increase brings a new dimension that will affect not only many sectors but also the brands and the type of advertising used by the brands.

Kelly (2021), the founding executive editor of Wired Magazine; Within the technological society we live in, within the scope of company practices and technological traceability; It questions when the posts will end, how much we will share, and how much we will allow watching each other under surveillance. As Alvin Toffler said, we live in a “producer” age. Content production actively continues, regardless of the limits of digital media use. The concept of the “producer” advocated by Alvin Toffler in his book *The Third Wave*, the producing consumer, argues that the value of the producing consumer is increasing. Alvin Toffler has used the concept of the producer to do valuations about society. Many results can be achieved when these assessments are brought together with today’s technology and the relationship between producer-consumer, advertiser-target audience.

“Because the corporation is the main organizer of economic production, it is also a key “producer” of environmental impacts. If we want to continue our economic growth-indeed if we wish to survive-the managers of tomorrow will have to assume responsibility for converting the corporation's environmental impacts from negatives into positives. They will assume this added responsibility voluntarily or they will be compelled to do so, for the changed conditions of the biosphere make it necessary. The corporation is being trans.” (Toffler, 1980)

The use of the internet, which has become a part of our lives, has created new work areas in the advertising industry with evolving technologies. For brands to properly reach the target audience, the advertising industry has become the inevitable address for advertisers. For this reason, brands are trying to establish two-way communication with consumers and provide an interactive flow of information by integrating their advertising strategies with new media.

With the increase of interactions, PR strategies in digital environments are also changing. Especially in the marketing and advertising sector, advertising producers are working to capture consumers' attention and persuade them to buy. Advertising is successful when it analyzes, influences, and directs the target audience. As John Berger points out, advertising influences the audience's view of an object and situation. So instead of objectively evaluating what we see, we are intrigued by what we see. Advertising creates desirability by promising the audience that they will be better, more beautiful, and more attractive when they reach the product. (Berger, 2012) To achieve this effect, communication models must be successfully implemented. Communication fails when an ad fails to engage the viewer or motivate them as intended. In this sense, every company in the advertising world competes with each other. Advertisers must use audience-engaging language to differentiate themselves from others. The main difference lies in creativity. From the opinions of 40 experts in the researches on digital marketing techniques in 2020, creative influencers and content producers of new media say that advertising trends will change with the introduction of smart applications and investments will go in this direction. Winners; it will be those who produce creative content and serve it smartly. (2021 Dijital Pazarlama Trendleri, 2020)

With the increase in the use of digital ads areas, forms of advertising have become a trend. The rapidly growing types of digital advertising influence consumer attitudes towards advertising. Consumer interest in digital media is increasing efforts in this area. One of the applications that have attracted the most attention from consumers is personalization. Consumers are impressed by the provision of personalized information tailored to them. Advertisers are using personalization in many channels. Personalized ads that users encounter while browsing digital channels can make a difference in terms of domains. While users with different opinions may find personalized ads threatening, annoying, unreliable, they may find them useful, reliable, and accurate. By evaluating these thoughts with the personality traits of

consumers, it is possible to create a filter.

In this study, the trend of personalized advertising, which is one of the most important sources of new media, personalization in advertising, the goals of personalized advertising, its effect on the target audience, its position in the digital advertising industry, and human psychology were evaluated. In this direction, the relationship of personalized advertising with personality traits is important to form the basis of the research. The first part of the paper discusses the extent of digital trends in the global age we live in, explanations were made about the change in digital advertising and artificial intelligence advertising and the changing concept of advertising with of personalized ads in our lives. The effect of personalized advertising trends, which are often used by brands, on consumer behavior has been related to persuasion communication in the consumer behavior.

The second part of the paper examines the relationship between personalized advertising and personality. Variables such as psychology, subconscious, motivation, learning and personality determine the relationship with personalized advertising. In this section, the attitudes of users and consumers towards personalized advertising that they encounter will be examined. The general perception of personalized advertising, what users think, psychological factors that influence consumer behavior, five-factor personality theory will help explain the relationship between advertising and personality.

In the last part of the paper, the relationship between personalized advertising and the predominant personality traits of consumers will be examined in a survey. In determining personality types, the Five-Factor Personality Inventory was first applied to 87 individuals. Then, in-depth interviews regarding personalized advertising were conducted with five female and five male participants with characteristics and different personality types that can be included in the study. This section presents the importance of the research, its model, and the research questions. Within the research method, the determination of the research population and sample, data collection, analysis, and results are explained. Finally, the evaluation of the research findings, results, and recommendations are presented.

1.1. Personalized Advertising Trend In The Global Age

Although globalization has been experienced differently in the historical process, it is an economic policy based on capitalism and advanced technologies with their current uses. (Soja, 1989)

Modern societies have been undergoing radical changes in economic, cultural, political and social spheres for many years. In this context, the formation of linguistic and economic values has also been affected. These dynamic values have brought different applications in advertising language. Economically, the sale of production systems and the flow of money in all environments influence the concept of globalization. Globalization accelerates the formation of consumer societies with standard western thinking. The globally changing language functions have economically changed the language used in advertising. The language used in advertising is used in a function that influences the consumer and brings commercial profits. Advertising has been seen as an integral part of the economy since the early years of its popularity. Since the years when television became popular, the importance of advertising has increased. The products offered to consumers in advertising also brought about the formation of social groups and status. With its cultural and linguistic differences, the globalization process creates the image of prosperity and reflects the characteristic that objects with social meanings can be sold.

The author and art critic John Berger mentions the dizzying effect of the images that advertising offers to consumers in the part of the documentary *Ways of Seeing* (John Berger / *Ways of Seeing*, Episode 4 (1972), 2021), in which he presents his observations and criticisms about advertising. According to him, advertising is based on an alternative life that we are not living at the moment. It encourages to buy and offers magical promises. This is an illusion created by the advertising image. The ultimate goal is to get the consumer to buy. Status is an important distinction to create attraction between societies. The language of advertising conveys a particular reality. If the consumer evaluates this reality in relation to its current position, they can speak of the phenomenon of hyperreality. Personalized targeting can occur when the target audience is categorized according to their personal values, interests and beliefs. This personalization creates an advantage in presenting personalized ads nowadays. The customization feature that ads can address and influence provides

successful audience interaction.

1.2. Globalization and Digital Trends

The spread of communication throughout the world has eliminated distances between people in different communities and cultures and has accelerated the emergence of dialogs. The increase of mass media and the rapid development of technology has brought the flow of information to the highest level through the collection of information. The process of globalization has enabled individuals to evolve towards their special interests. Individuals are no longer passive but actively participate in all channels of communication. In this way, an interactive, bidirectional communication environment is created. The habits of the masses in the changing world order are also adapting to this change. Especially with the new media sciences, social, cultural and economic values have shifted to other areas.

The new media sciences have neutralized the digital environments and the meaning of the existing boundaries. There are different arguments about the starting time of globalization. Many scholars say that it began with Columbus' voyage to the New World in 1492. It is argued that maritime trade between the discovered continents played an active role. Exchanges on the Silk Road, the ancient trade route network used between 50 BC and 250 AD in China, Central Asia and the Mediterranean, are among the examples cited for globalization. (Globalization | National Geographic Society, 2021)

Globalization, or the interconnectedness of countries, involves two interrelated elements. These are due to the rapid flow of goods, services, finances, people and ideas at national and international levels. These situations cause changes in institutions and policies at national and international levels. (WHO | Globalization, 2021)

The term globalization has a wide range in its contemporary usage. It is a social, cultural, legal, economic and political phenomenon. Globalization makes societies interdependent thanks to developing technology. Globalization is of great importance in making the world modern. People in different nations of the world interact and integrate with each other thanks to globalization. This interaction contributes to changes in the level of wealth, environmental development, and cultural activities worldwide. For this reason, it is possible to make more than one definition of the concept of globalization. Mc Luhan (1967) expresses the concept of globalization as

a "global village".

McLuhan, a communication theorist, was the first to propose the concept of the global village. According to him, people's lives are changing with evolving communication channels and technologies. Our lives and habits are in a cycle without the limitation of time and place in which we live. This situation has caused many changes in human life. According to McLuhan, electric technology is reshaped and restructured most of the time. This situation requires people to constantly reflect and reevaluate. Everything is in a state of change. This change includes the family, the neighborhood, the education, the job, and other things. (McLuhan, 1967)

McLuhan's most important statements relate to the Internet. These discourses that he had in the 20th century are the beginning of civilization. If we evaluate McLuhan's statements about electronic media with today's technology, it is possible to reconcile the global village concept and the development and change of people's personalities with the influence of mass media. In these years when we are in the age of consumption, we are adapting to a new environment with the fast and wide flow of data in the internet environments.

The developing global technologies are influencing the study of robotics at a high level, creating professions artificial intelligence in the future. It can be said that the study of artificial intelligence will create a new and global economic balance in the next period. It is a fact that we have become addicted to artificial intelligence. Thanks to artificial intelligence, we can quickly access a lot of information that we cannot access or that is not available to us. The biggest proponent of this is the algorithms on the internet. Artificial intelligence provides convenience in many aspects of our social life and business. Many studies such as artificial intelligence, chat bots, intelligent assistants, suggestion engines provide a great number of support such as answering customer problems quickly, improving timing, and offering content recommendations according to users' viewing habits. (Yapay Zeka (AI) Nedir?, 2021) Especially in the global age in which we live, it is very difficult to reach the specific needs of each of the 7.8 billion people, considering the world's population. (World Population Clock: 7.9 Billion People (2021) - Worldometer, 2021) Individuals want to feel special and valuable. When the special needs of individuals are ignored, they stop buying a new product or service and buy only the products they know themselves. However, if specific advertising strategies are developed by filtering for special interests and needs, behaviors and attitudes, the

positioning of the relevant brand or service will gain value in their minds. Interactive technologies, including artificial intelligence, have now made personalized advertising popular. The use of new media has begun to appear frequently developed and personalized advertising due to these technologies. (Arat ve Kazan, 2019)

1.3. Digital Advertising

Changing information technologies are also changing practices in the advertising industry. These applications parallel and simultaneously adapt to the changing information technologies. The most important elements of this harmony are the brand and the target audience. This is because brands prefer advertising channels where the target audience is most popular and accessible. New technologies mean new advertising channels. Unlike traditional media, the increasing advertising applications on digital platforms offer users a privileged experience. By participating in these channels, users/consumers become involved in the content. It can actively intervene in the production of content. In the new media world, digital advertising offers many opportunities to consumers. In this way, the interaction between consumer and brand reaches the maximum level. With the evolving technology world, brands realize the importance of strengthening the communication link with consumers. Advertisers are shaping and directing these communications within the context of their key objectives. Traditional media environments are shifting into new media environments along with digital technologies. In particular, the activities of artificial intelligence applications in various fields and augmented reality applications are being used in many online applications and offer advantages in analyzing consumer preferences. Digital ads are a successful communication channel, especially when it comes to reaching the target audience. Brands allocate most of their advertising budgets to digital channels along with the changing and popular advertising channels. Different techniques are used to show the right advertising to the right person within the target audience with different interests. In this way, the advertising reaches the target audience, and the effect it creates is different. Algorithms completely contribute to the proper functioning of this process. They provide the brands with information about the user by collecting countless information such as what the person is interested in, what he needs, and which platforms he spends more time. In this way, it is enough for the brand to plan what kind of advertising they want to offer to the

consumer and what product they want to use.

1.3.1. Native Advertising

The advertising trends that are differentiating day by day in the digital advertising industry have brought new strategies. While brands and companies create content, they aim to generate the most attractive and actionable behaviors possible. In doing so, it is important to determine how consumers approach advertising. Natural advertising, which has recently been on the rise in digital marketing, also influences consumers.

Native advertising is unlikely to be noticed by consumers. The lack of consumer attention has a stronger performance of Native Advertising compared to display and banner advertising. Therefore, marketers increase motivation by keeping Native Advertising a secret. This strategy works for consumers who do not discover the truth and nature of Native Advertising. This is because consumers who know the main purpose of Native Advertising may feel deceived by it. It is necessary to be very careful in this regard. Otherwise, long-term strategies may fail. Successfully implemented Native Advertising is far from the idea of deception. Obtaining the consumer's consent for the advertising and explaining the structure of this advertising to the consumers shows the fun and respectful approach to Native Advertising. This creates a trusting relationship between consumers and advertising. (Campbell and Marks, 2015) With these characteristics, native advertising reveals the transparency of information exchange in digital advertising trends.

1.4. Place of Advertising in the Framework of Simulation Theory

Simulation terms; may be interpreted as unreal, similar, imitative, or spurious. It includes simulation and imitation systems in real-world order. Simulation; represents behaviors, properties, actions. It is a representational mechanism. It is possible to evaluate the concept of simulation within the advertising structure. Advertising has the power to control and change the values of the audience. Apart from what we see in advertisings, many images influence our subconscious. These images are presented to the consumer with various indicators. In this direction, the relationship between the concepts of reality and hyperreality emerges. Many theories have been developed regarding simulation. One of these theories is Baudrillard's simulation

theory. According to Baudrillard's simulation theory, when a consumer encounters an advertising message, it is perceived with reality. Since these messages are directly assumed to be true, contrary opinions are not taken into account. In this case, reality is reproduced and transformed into hyperreality. Simulation is a concept that lacks reality. It is modified and consumed through different models. (Baudrillard, 2010) Simulation theory, which originated as Western criticism, causes a loss of reality. This situation indicates the beginning of a new age. This age expresses the dominance of hyper-rationalized phenomena. The act of repetition has an important place in simulation. This is because repetition increases the acceptability of the images presented in the simulation universe. This act of repetition is constantly repeated. There is a cycle and a balance. In this process, where the distinction between real and fake is not selectable, the acceptance of fake reality is also applied in the advertising world.

Today, the increase of artificial intelligence applications, the development of the advertising sector in online networks and the technological developments that have gained different dimensions have brought a pure simulation universe. As a result, the phenomenon of hyperreality has replaced the fact of reality. In order to destroy the phenomenon of hyperreality, consumers should refuse to imitate and be questioned before accepting the new world offered by social media as it is.

1.4.1. Baudrillard Simulation Theory

Along with global developments, dynamic changes in the current millennial age have been criticized by Jean Baudrillard in the Western world. Technological changes have caused distances between perceptions of reality. Accordingly, Baudrillard revealed his theory known as simulation theory and included his criticism. According to him, simulation theory is the transformation of reality into signs, images and codes through simulacra. Baudrillard mentions the simulacra in his book are concepts and things that replace objects that never existed in reality. According to him, simulation is a state of hyperreality that symbolizes reality by showing that the actual is a reality and exists. (Baudrillard, 2010)

According to Baudrillard's interpretation, the representation interprets the simulation as a false representation and eliminates it. The simulation includes the whole structure of the representation as a simulacrum. According to him; an image has

stages. Image; is a representation of reality. It masks reality and has no relation to any reality. So it is a pure simulacrum. (Baudrillard, 2010)

Baudrillard divides hyperreality into four phases. In the first phase, words are reflections of reality. In the second phase, signs and images embellish and alter reality. However, this situation does not lead to distraction from reality. In the third phase, signs and simulations begin to take the place of reality, and in the last phase they are passed on to society. In this case, the result is a hyperreality derived from mimicry. According to Baudrillard's theory, in the information age and the consumer society in which one finds oneself, the increase in production and the encounter with consumers has changed the balance of pleasure. The simulation age has introduced consumers to a virtual world. This situation has brought with it the impulse of consumers to be the best among other individuals. It is necessary to distinguish between the concepts of simulating and hiding. To simulate is to present something that Baudrillard often dwells, an absent reality as if it happened. To hide means to conceal an existing situation. The concept of simulation means taking the place of reality by going beyond imitation. In modern societies, society becomes virtual with the increase of information networks. Virtualization causes the perception of reality to change. Simulations that replace reality continue to dominate the modern industry.

1.4.2. Evaluation of the Media within the Scope of Simulation Theory

Within Baudrillard's simulation theory, mass media influence societies with hyperreal production. This effect witnesses the emergence of new world order. Social media tools, especially virtual environments, have played a role in adopting the new order by bringing this new perception of reality to consumers. According to the report of Global Digital Overview, the total number of Internet users in 2020 is 4.54 billion. (Digital 2020: Global Digital Overview - DataReportal - Global Digital Insights, 2021)

In virtual environments and on social media platforms, user-produced content is reproduced an unlimited number of times. This layout, perceived as a virtual model in contrast to the real world, supports the emergence of hyperrealized content. The identities, thoughts, and photos created by users have become distant from concrete reality. The indicators used in the advertising world, and the increasing shares in social media are changing the place of these two concepts. Specifically, consumers see virtual environments as an escape from the problems and difficulties of daily life.

This desire for escape opens the doors to an unreal world.

Simulations used in advertising substitute for reality. In this case, the resulting hyperreality restricts the target audience from distinguishing between dreams and reality. Advertising uses the methods of consumer influence by reconstructing reality. From Baudrillard's perspective, the media artificially reproduce perceptions of the real world. In this direction, advertisers provide indicators that serve consumers' hyperreal perceptions. When advertising that consumers encounter appeals to the desires and aspirations of the target audience, it first attracts the consumer's attention. The advertising tries to convince the consumer that it is the product of their dreams using various indicators. Ads on digital platforms use the support of technology to analyze consumer information. With the increasing use of artificial intelligence, targeting areas of interest plays an important role in persuading the consumer. When evaluating in terms of consumers, it is possible to mentally evaluate the concept of simulation. Consumers animate this action in their dreams and desires by being under the influence of a simulation in the mental process.

1.4.3. Mental Simulation

Before experiencing a product or service, a consumer imagines and suspects the consequences. For example, if a customer goes to the store unsure between two cookies with orange or cherry, he imagines the taste of orange and cherry to decide on one. He then makes the purchase. Through this cognitive process, the representation of this event is formed in mind and a mental simulation corresponding to this scenario is formed. Messages that evoke mental simulations about the use of products and services are aimed at the consumer's evaluation of product and service quality. (Anand-Keller and McGill 1994; Phillips, Olson and Baumgartner, 1995) Mental simulation is an autobiographical cognitive process that takes place by recalling past experiences, adventures, and memories in mind. (Taylor and Schneider, 1989). With the realization of mental simulation, consumers reinterpret past events and guide their future attitudes and behaviors. The advertisements consumers are confronted with are reshaped in the consumer's mind and enter the evaluation process.

According to Markman's research article, mental simulation expresses the imagination of factual realities. In this context, mental simulation is divided into two areas. These are backward-looking, past-oriented simulations and forward-looking,

future-oriented simulations. There is a linkage between the two genres based on a mixture of past and future memories. This linkage is based on a mixture of semantic memories. Backward and future-oriented simulations offer a trade-off for individuals. This is because individuals are functionally prepared for better performance and experimentation. Otherwise, mental simulations create some bias. Past experiences reinforce biases. In this case, forward-looking activities are shaped in the context of biases and change their perspective on events. (Markman and Dyczewski, 2013)

According to Barret (2009), the human brain constructs concepts in different ways. Accordingly, he suggests that words have power. According to the Conceptual Act Theory of Emotion, conceptualization refers to a fundamental process that subjectively taps into the variety of emotional experiences. For the formation of these concepts, the past experiences of individuals come to the fore. Experienced psychological experiences occur in similar situations and change the individual's response. (Yee & Thompson-Schill, 2016) For example, if an individual who has had bad experiences and bad memories of a product in the past is exposed to a similar product advertising in the future, his past experiences will come alive in his memory. This situation can psychologically influence the individual and affect their buying behavior.

Barret mentions that the human brain constructs concepts in a context-sensitive manner and words have power. The psychological events that individuals refer to as anger, sadness, and fear are not the basic building blocks of the mind, but rather basic psychological components. (Barrett, 2013) Mental simulations are directly related to psychology and influence the buying efforts of individuals according to their personality types. Individuals represent actions in abstract ways before translating them into concrete phenomena. This view is about thinking about what should happen. (Burrus & Roese, 2006). Situations and events that everyone experiences in daily life are different. The experiences that arise are also different. A consumer imagines a product in his mind according to his past experiences and makes assumptions about the new product or service he sees along those lines. In psychological studies, mental simulation, which strongly influences buying behavior, is of great importance in guiding marketing strategies. In this context, there is a strong link between mental simulation and action. Actions reflect the mental simulations of individuals and show what is simulated in the brain.

1.5. The Role Of Artificial Intelligence And Big Data In Digital Advertising

Artificial intelligence, which arouses society's curiosity because of the word difference, is now first associated with the popularization of robots. Scientific studies conducted today are increasing day by day. Artificial intelligence is with us in many aspects of our life like entertainment, medicine, cyber security, transportation, tourism, banking and education. John McCarthy first coined the term in 1956 and according to his definition, artificial intelligence is the science and technology of building intelligent machines. Learning from past experience and making quick decisions are the basis of artificial intelligence. It can be defined as the ability to hold two different ideas in one's mind simultaneously. Today, artificial intelligence is described as artificial intelligence that humans take over tasks by programmed things. (Singh, Mishra and Sagar, 2013)

Artificial intelligence, which creates digital revolutions, has a direct relationship with advertising. After artificial intelligence became popular in all fields, the advertising industry has also started to take advantage of artificial intelligence and develop new strategies. Artificial intelligence in digital advertising provides an advantage for the growth of the industry. Using and buying the right media in the advertising industry is very important to reach the right audience. Artificial Intelligence shows that hundreds of users can be reached through a single channel using many methods such as accurate targeting, personalization, and optimization.

Big Data is all about analytics. Big Data; can be explained as volume, variety, velocity.

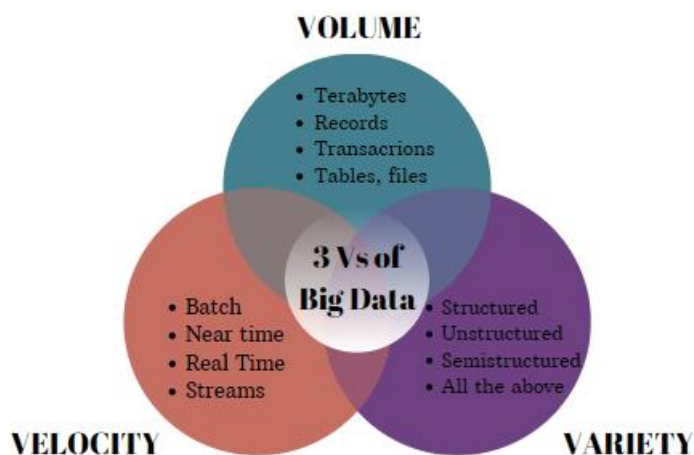


Figure 1.1. Components That Make Up Big Data

Source: Cogito, 2015.

The volume contains larger amounts of data that come from specific sources. For example, this may be information that comes from the Internet.

Variety is the use of multiple data to analyze a current situation. It reveals actionable information by analyzing structured and unstructured collections of data. The data generated must be in a format that is interconnected and convertible as it is unstructured data formats that come from different environments.

Velocity, structured and unstructured data are increasing rapidly over time. This data needs to be captured and stored. (O'Leary, 2013)

The production of Big Data is rapidly increasing by the second. This growing data is categorized by the number and variety of transactions.

It provides a competitive advantage by analyzing Big Data. Ideal for exploratory analysis. It takes an iterative approach. It analytically provides new methods and resources to store and track an investigation. Unlike a traditional database approach, it also processes incompatible information and makes it usable.

Today, the Big Data components in Figure 1.1. are evolving with globalization and digital techniques. These distributions, which make it possible to analyze and classify the data to make it meaningful and processable, feed the Big Data studies. In the era of digitization, a lot of data such as social networking diaries, photo and video shares, log files of individuals are categorized with Big-Data components. In addition, big data components are dynamically developing in many fields such as marketing, sales, and production.

It provides a competitive advantage by analyzing Big Data. Ideal for exploratory analysis. It follows an iterative approach. It analytically provides new methods and resources to store and track an investigation. Unlike a traditional database approach, it also processes incompatible information and makes it usable.

On a daily basis, a user's actions on digital platforms, photos, videos, blogs, clicks, journeys and many more actions are recorded in the data stream, leading to an unlimited flow of data. Algorithms in digital environments are capable of storing this data but do not have emotional intelligence. Such actions can only be properly captured through Big Data processing. Big Data analytics and artificial intelligence applications are inextricably linked in this regard. Within the information network, it

is important to categorize the data in a coordinated manner to draw the right conclusions from the analyses. Big Data technologies are evolving into artificial intelligence algorithms. The theories used in artificial intelligence applications guide the development of Big Data. These two concepts continue to exchange information by acting simultaneously with each other.

1.5.1. The Advantages Of Artificial Intelligence Applications For Advertising

Artificial intelligence can be developed and measured in line with planned objectives. Advertisers can use artificial intelligence applications to reach their target audience directly. Changing consumer behaviors in the digital advertising world are picked up and tracked. Thus, artificial intelligence applications can be programmed to change consumer needs and behaviors. By analyzing the data obtained, their work in advertising becomes creative and interesting. In addition, it provides security measures against cyber threats that may arise.

Customer Interaction: The action of a customer/user/target audience on the ad they are exposed to determines the immediate success of the ad. The interaction of the customer and the ad must be tracked. In this case, the answer to many questions such as how many people the ad reached, how many people took action, how many people followed the ad... can be analyzed with artificial intelligence.

Media planning in digital: with artificial intelligence applications, we can determine how often and how far the ad reaches the consumer. In addition, artificial intelligence allows us to analyze hot topics on the agenda, make changes to the broadcast schedule, and provide instant interaction with the target audience. This process, which was carried out by media planning departments in the days before the popularization of new advertising applications, has created a new field of work thanks to artificial intelligence applications.

New advertising studies: In the advertising world, we observe that the transition from segment-based advertising to people-based advertising has increased significantly. The applications that are providing the most benefit at this stage of development are going through artificial intelligence. The words and images used in advertising are very important in influencing consumers. In this regard, Big Data applications supported by content advertising show the power of artificial intelligence. The manual work in advertising has been replaced by strategic studies carried out with artificial intelligence applications. In this way, it has become an effective tool for

agencies by recognizing the consumer's thoughts and feedback on advertising. Artificial intelligence applications have brought about a change in the social structure with the rapid development of technology. Technology societies, in particular, are changing by undergoing innovation at a high rate. Many new concepts such as online environments, virtual reality, and the digital world involve artificial intelligence environments.

The user and the digital content that call User Generated Content, are divided into different areas. In this direction, marketing studies have begun to attach great importance to consumer opinion. Changed content productions are closely aligned with their interests to influence users. The biggest advantage that technological developments offer to advertisers is defining consumer analysis and interests; when evaluated from the consumer's point of view, it strengthens communication with brands. Artificial intelligence applications continue to provide methods parallel to internet channels, and many benefits such as customer interaction, digital media planning and new generation advertising studies. Considering the reach of brands among consumers, the concepts of space and speed provided by artificial intelligence applications help act quickly and organize strategic planning.

1.6. Personalization

According to Thurman and Schifferes (2012), the adaptation of the content, distribution, and organization of a communication according to preferences occurs in the context of a user-system interaction using technological features. According to Chellappa and Sin's (2005) expression, personalization is; the ability to customize product proactively. Individuals purchase experiences according to their tastes. Personalization depends on two factors; the first is the seller's ability to receive and process consumer information. The second is the consumer's willingness to share information and use personalization services. (Raghu, Kannan, Rao & Whinston, 2001) Online personalization is implemented using CRM tools combined with sophisticated techniques based on the analysis of relevant information to gather information about customers priority preferences and create customer profiles. (Chellappa and Sin, 2005)

Investment in information technology is important for the deployment of personalization. Reports from research firms such as Gartner show that CRM and other consumer-facing technology applications can lead to very high costs. In the

context of personalization, it is important to evaluate two elements: consumer privacy concerns and the value of online personalization. (Chellappa and Sin, 2005)

1.6.1. Personalization And Targeting In Advertising

Technological innovations are also changing the way communities view goods and services. Each year, different strategies are adopted in the service expectations of brands to consumers. These strategies developed by brands must be accepted by the consumer society and adapt to these innovations.

Targeted advertising is the advertising form of the products and services offered to the consumer and can be planned depending on the person. It can be the demographic characteristics of the target audience such as religion, language, race, education level, economic status, gender, and attitudes and behaviors such as lifestyle, cultural structure, status, physical characteristics, behavioral characteristics, and purchasing characteristics. The effectiveness of targeted advertising is also high. This is because it is offered to the target groups who are likely to buy the product. In this case, the advertising spends of the brands are properly utilized.

One of the biggest advantages of personalized ads is that they can choose their target audience. Taking action and finalizing the advertising strategies in the desired direction increases the success of the brand. In online advertising and e-commerce applications, which are frequently visited by the target audience, great emphasis is laid on targeting. The targeting method used in personalized ads offers many benefits to businesses. It offers many benefits in targeting audiences, creating loyal customers, increasing brand awareness, and supporting sales and marketing efforts. By incorporating artificial intelligence into this process, consumer expectations and perceptions can be predicted. This way, consumers' historical data is used as a reference and new content is presented to the right target audience. The targeting method is used to remember existing customers and build brand loyalty. To create potential customers, it tries to attract attention by identifying the interests of individuals, and it tries to control the advertising side. With targeting, it becomes easier to identify the target audience. The brand can choose in which profile the ads should appear. All these adjustments help the brand to manage its budget properly. Ads that hit the target audience can go from a potential customer to an existing customer. In this case, the return on investment is increased. Retargeting is positioned in contrast to the traditional method in online advertising. It involves

visiting brands' websites or tracking customers in databases with pixel codes. Retargeting is usually organized by an ad network. Ad networks are aggregated and sold to advertisers. In this way, advertisers can access information from a single location and do not have to build relationships with multiple web publishers.

Retargeting technology can be explained in terms of implementation with four elements. These are product exposure, consumer targeting, ad design and purchase. (Lambrecht and Tucker, 2013)

Table 1.1. Four Elements That Make Up Retargeting

Source: Lambrecht and Tucker, 2013: 564.

<p>1- Product Exposure</p>	<p>The consumer visits the online website and reviews the products. For each page, the consumer views and navigates, a 1x1 pixel tag is automatically downloaded and saved. These data, monitored by cookies, provide the user profile of the target audience and are monitored by the advertising network. In this way, the movements of the consumer lead in determining the area of interest.</p>
<p>2- Targeting Consumer</p>	<p>It deals with consumer websites. Visits a network link that offers retargeted advertising. The ad network uses cookies to determine which pages the consumer has visited.</p>
<p>3- Ad Design</p>	<p>The use of individual cookies enables interest-oriented advertisings to appear instead of showing advertisings of other companies. These are usually pictures of the respective category. In this case, a real-time advanced algorithm is used.</p>
<p>4- Purchase</p>	<p>The target audience purchases as a result of browsing the company's website. The ad network records the purchase and continues its advertising work. With the purchase, if the site is not revisited, retargeting will not be done. The site needs to be revisited for retargeting.</p>

According to Table 1.1. the user must follow some steps for the retargeting system to be effective. This process starts when the user primarily visits any website. Several

steps must be successfully completed successfully complete the targeting process. The product exposure step in Table 1.1 occurs when the consumer begins to investigate the website of interest. It enables the collection of data on which pages and over what time the consumer begins to investigate the products or services on the website. In this direction, when the artificial intelligence data is active, application cookies record the interests of the individual. It offers personalized data that the consumer explores in his social life in line with the recorded consumer data. As a result of encountering this data, the consumer turns to the purchase process, and the transaction is completed. In this direction, the steps need to be followed correctly to work successfully and impact the consumer's buying behavior.



Figure 1.2. Processes of Retargeting Advertising

Source: Yang, Huang, Yang & Tsai, 2015.

According to Figure 1.2. retargeting ads contain detailed steps. Parallel to Table 1.1. the steps in Figure 1.2. reflect the process that is effective in converting users into loyal customers. In this direction, it is to follow the interests of the users closely and present the relevant data and as a result, to create loyalty by interacting with the brand and consumer personalities. As expressed in Table 1.1. the detailed steps are indicated in Figure 1.2. show the process by which the customer navigates a website within the scope of data analysis. This process is the marketing tool that enables ads to be substantially strong and increase their impact on the consumer. A customer who visits a website activates the ‘‘right customer’’ perception in terms of the brand and the process continues to follow the steps to turn into action.

1.6.2. The Importance Of Personalized Ads In The Changing Understanding Of Advertising

Technological activities developed as a result of digitalization have brought the digital marketing approach with the change of marketing targets. (Chaffey & Chadwick, 2012) The main objectives of advertising are to provide information to the consumer to increase the awareness of the brand in the competitive market. Informative messages about brands and products are the first way of communicating with the consumer. After the communication is established, potential and existing customers need to be persuaded and motivated about that advertising. Persuasion is the main goal of advertising. The brand of the product and service should create positive impressions in the minds of the consumers. These positive thoughts are replaced by attitude development, and a trial for the relevant product and service occurs. Another of the main purposes of advertising is to remind potential and current consumers. Advertisers continue to offer frequent reminder ads to keep the brand in mind. Remarketing advertising is one of the most important examples that can be given to these.

Remarketing ads are a personalized form of advertising to each user. Remarketing helps with persuasion. It helps visitors in digital environments to return to the site and buy products and services. It works through online advertising networks. The largest one is Google Display Network and represents more than 1 million popular web portals. Thanks to remarketing ads, users who visit the website or e-store but do not take any action will come across the product and service again. The aim is to encourage the consumer to make a purchase. (Isoraite, 2019) Online platforms are unlimited in terms of location and content, unlike traditional media. It provides the advantage of cheapness in terms of usage. It is possible to reach the target audience directly. It is completely based on knowledge and is open to change and development. It is bi-directional and interaction-oriented. (Rowley, 2008) In this context, it offers easy targeting for advertisers. It is used extensively to collect personal information about consumers. (Kox, Straathof and Zwart, 2017) With the developing advertising activities, advertisers have had the opportunity to personalize the ads and reach the target audience in the right way. It provides a lot of information about the users visiting a website of interest to consumers, the duration of surfing on the website, the user they read and watch. On this subject, Boerman et al. (2017) said the following;

‘‘online behavioral advertising’’ studies have started to be used frequently.

Personalized ads allow consumers to segment: The topics that each user follows and interests are different. It allows a classification for advertising work on the website visited by a user. Different messages can be planned for each target audience and marketing efforts proceed in this direction. In this sense, personalization has a dynamic structure. For example, as Boerman et al. (2017) exemplify, every consumer searches for a product of interest on the website. As a result of these searches, various advertisings for the product that individuals are looking for appearing. For example, if a female consumer searches the internet for the heeled shoes they are interested in, the website assumes that the person are interested in heeled shoes. In the next visits, the consumer encounters more than one heeled shoe ad.

Personalized ads provide high conversions: Personalization features ensure high returns with a low budget. As a result, remarketing campaigns cost less compared to other ads. Thanks to personalized ads, the classification of users in different categories according to their interests allows the relevant audience to be found directly and easily. In this context, low-budget targeting takes place and saves time.

Personalized ads increase brand awareness: In the age of technology, where the advertising industry is quite developed, the number of advertisings that the target audience is exposed to during the day is quite high. As result a user visiting a website will not remember the same site after a week. Personalized ads remind the user of brands. For this reason, with the renewed memory methods, the user does not forget your brand and encounters it dynamically.

The advertising industry has changed immensely with the use of online platforms. In this change, personalized advertising has a special place. It has been made possible to focus on consumers’ interests and present the right advertising to the right audience, especially with the keywords used in advertising activities.

1.7. Personalized Ads Within The Framework Of Rogers’s Theory Of Spread Of Innovation

According to Rogers’s Spreading Theory of Innovation, although it is complex, it is considered to adopt innovation in essence. The theory includes predictions for the spread of innovation through social media. Considering the acceptance or rejection of innovation, it is possible to say that the theory will change in the developing technology. According to Rogers, (1995), innovation; is an idea, practice, and object

perceived as new by an individual or another unit.

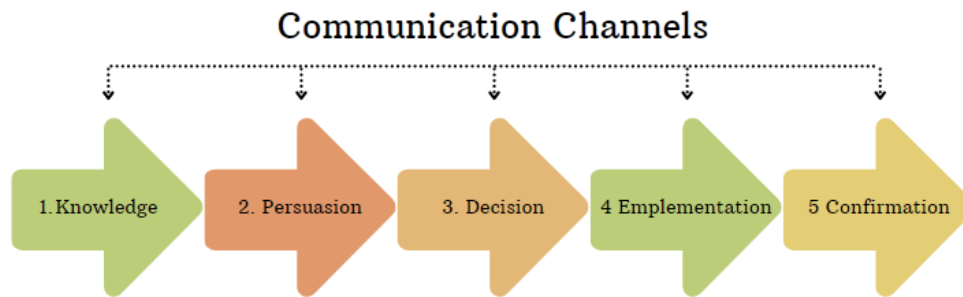


Figure 1.3. Communication Channels

Source: Rogers, 1995: 15.

The perceived novelty of an idea for the individual is his reaction. According to Rogers; If an idea looks new to the individual, it is innovation. Innovation in innovation need not only contain new knowledge. This innovation needs to be developed either positively or negatively.

According to Rogers (1995), conceptualization consists of five stages:

1. Knowledge arises when an individual who has decision-making power is influenced by the existence and needs of innovation.
2. Persuasion occurs due to positive or negative behaviors of an individual who has the authority to make decisions.
3. A decision is when an individual who has decision-making authority engages in activities that cause the choice to adopt or reject innovation.
4. Emplementation occurs when an individual who has decision-making authority starts to use innovation.
5. Confirmation occurs when an individual with decision-making authority asks for reinforcement of an innovation-decision.

In Rogers's (1995) model, which is divided into five categories, the individual minimizes the indecision about innovation.

The advanced development of information processing today has offered many innovation possibilities in the focus of advertisers. There has been a shift from traditional advertising to personalized advertising to deliver messages tailored to individual preferences. (Baek and Morimoto, 2012) Personalized advertising is formerly known as "interest-based advertising". It improves the relevance of users in digital channels to advertisings. In this way, it is a very powerful tool that enables

advertisers to improve their return on investment. Advertisers often prefer their advertising strategies to achieve successful results and to provide users with a powerful experience. (Kişiselleştirilmiş ve kişiselleştirilmemiş reklamlar - AdSense Yardım, 2021) With the inclusion of more digital advertising trends in our daily lives with globalization, it has emerged that it is designed specifically for individuals by filtering its ads in line with personal wishes and needs. With the popularity of personalized services, web applications have begun to be designed to fully address the needs of individuals. The products and services users want to purchase in line with their personality characteristics are presented following the purpose. As a result of this customization, users encounter a lot of relevant information. Personalized ads primarily target user requests. User information is created in this way. Most of the studies explain that the rate of recall is gradually increasing. For example, the rate of an individual exposed to advertising to remember the advertising in the next period may decrease. These reminders reach a high cognitive response with the third exposure. It creates positive effects on cognition. (Cacioppo & Petty, 1979; Sawyer, 1981). Customer needs lie at the center of personalized advertisings.

According to Google's statements about personal advertising;

Previous historical data of users for an ad to be selected and influenced; Demographic data, site and application visits, search queries, etc. are categorized as personalized ads. (Kişiselleştirilmiş ve kişiselleştirilmemiş reklamlar - AdSense Yardım, 2021)

Today, rapidly increasing technological developments, increasing competition in the market, and customer expectations have undergone structural changes. In this direction, the collection and processing of information have also changed in the same direction. Brands develop various strategies for consumers to adopt and adapt to these innovations. In this direction, the innovations must be accepted by society. According to Rogers's theory, which is also in his field of study, the conceptualization of five stages is accepted within information systems. As seen in Figure 1.3. the theory is oriented towards gathering information and eliminating uncertainties. In this way, consumers' ability to adapt and make decisions is maximized. Innovation is a phenomenon that can occur in all areas. In this sense, not making sharp judgments about a situation allows it to appear in different dimensions by transforming over time. Innovation reveals that individuals develop versatile solutions to problems. Digital trends emerging within the framework of personalized

advertisings have become a part of innovation. Individuals can experience personalized advertising effects in their purchasing behavior. “Advertising effectiveness”, which Google, which has a great place in the digital media, also includes in its statements, brings out highly successful results thanks to the categorized interests of the users. The development of global technologies shows that with the new technologies emerging in the future, the domains of advertising will develop further and different innovations will emerge. In this case, an innovation phenomenon will be discussed and society will start to adapt to these innovations.

1.8. Non-Personalized Ads Targeted To Everyone

Non-personal ads serve the same content to all users. Unlike personalized ads, it is not customized. The same advertisings presented to a user who roams on different digital channels appear on the other user. In this case, it is not a question of understanding the different needs of different individuals and determining strategies accordingly. With this increase in artificial intelligence applications, the fact that non-personalized ads are still used may create a disadvantage because individuals want to feel special and be cared for by brands. For this, personalized ads have a great impact. Consumers want to feel more special and privileged within the consumption culture than others with the brands they think are prestigious. In this case, brand privilege is to get out of similar products and reveal the special one in the mind of the consumer’s mind. (Netemeyer et al., 2004 These desires of consumers have a great impact on brand’s orientation to personalized advertisings.

Unlike targeted advertising, ads whose target audience is against everyone stand out in front of that audience even if they do not match the product features offered by a brand to the consumer. If an individual does not match the product features, seeing the image and information text about that product does not mean that any action will be taken. This advertising, which is presented to the individual in an untargeted way, is wasted by not achieving its purpose. Ads that do not have any preference without targeting do not focus on consumer characteristics. Consumers, who take an active role in the information network, will not arouse interest in untargeted advertisings while searching for products and services of their interest. Non-personalized ads also present products and services that we do not need. In this case, we encounter a lot of unnecessary information. Considering that we are exposed to at least 4,000 to 10,000 ads a day, according to research by marketing companies, it is possible to say that

non-personalized ads do not have a distinctive feature of these ads. An advertising needs to be remembered and remembered. In the information age, we live in, many advertisings we see in our daily life do not stay in our minds at the end of the day. Lack of customization and reminder features will cause these ads to be forgotten. Ads, whose target audience is everyone, do not segment consumers into segments, unlike personalized ads. As a result, consumers frequently encounter irrelevant advertisings directed at themselves and their interests. This situation also causes brands to spend more financially. When consumer encounter an ad that is not relevant, they can leave that site, turn off the ad, and ignore the ad. In this case, the advertising expenditure of the brand will be ineffective and will be at the detriment of the brand. At the same time, it may develop a negative perspective towards the brand in the direction of irrelevant advertisings that consumers encounter. Similar brands, which are involved developing popular culture and changing marketing activities, aim to take the consumer into the sphere of influence by stepping forward from their competitors. Non-personalized ads can stand out from the competitors and encounter obstacles to the relevant consumer. Today's advanced technology facilities and usage levels enable the brands to meet the consumers in the fastest way possible.

1.9. Consumer Behavior

The modern marketing approach focuses on people and their behavior. In the advertising industry, making sense of an individual's behavior ensures that the message is decoded correctly. Brands that anticipate the needs of consumers according to their behaviors encounter successful results in an increasingly competitive environment. The widespread globalization of globalization process reveals the necessity for brands to come to the fore with differences among others. It has become almost impossible to find brands that do not care about the wishes and expectations of consumers who are actively involved in online networks.

The conscious consumer of today is in a role that follows all innovations and actively uses online platforms. It is difficult for communication technologies to convince and influence this conscious consumer mass. The impact of sociological factors on consumer behavior also affects purchasing behavior.

Consumer behavior has criteria that can show differences and similarities between individuals. The demographic characteristics of the consumers, the environments they spend time in, their perspectives, and many factors cause their behavior to be in

different directions. For example, people with pets may not be of interest to non-pet owners while following ads for pet food. Conversely, people with pets can show interest in buying behavior. In this respect, consumer behavior has a complex structure. Consumer behavior can be used for a variety of purposes. These are important for marketers to improve their consumption ability. Marketers spend millions of dollars on studying consumer behavior. Understanding how ads try to influence the consumer is effective in distinguishing advertising success. The rapid change of internet technologies gives direction to consumer behavior. Online social networks, mobile marketing strategies, website visits are effective in tracking consumer movements. (Mothersbaugh et al., n.d.)

Consumers obtain information about goods and services through advertisements they encounter. For this reason, the information highlighted in the advertising should be able to meet consumer expectations. If the personal expectations of the consumer are not met, the advertising loses its feature of being interesting and cannot affect the consumer. In this context, the advertisements should be directed to the personal interest of the consumer. Personalized ads provide information about the goods and services that consumers need. In this way, the consumer is more likely to turn to that good or service. If the message conveyed in the advertising satisfies the consumer, the consumer will turn to that brand and if satisfied, it will result in brand loyalty. Consumers may be affected by advertising in the long and short term. For example, a consumer may be affected by the first ad he encounters in digital media and clicks on that ad. In the long run, advertising that a consumer has researched before and that is of interest appears to the consumer regularly. At this point, the concept of retargeting arises.

1.9.1. Persuasion Communication in the Context of Consumer Behavior

The function and role of advertising are changing in the communication networks that change in parallel with the technological developments. Consumer expectations from advertisements have become the most important factor that manufacturers should follow. Manufacturers and advertisers should communicate directly with the consumer in an environment of increasing competition between brands and successfully meet the advertising expectation by persuading the consumer to increase the likelihood that the product/service they offer is preferred. The more information advertising gives to the consumer about the product and service, the more the

consumer will be motivated in the same direction. Consumer knowledge is a factor that affects purchasing decisions. Providing the necessary information correctly to persuade it guides the successful completion of the process. Consumers learn about the products and services offered by brands through advertisements. The products and services in the advertising create a perception and trust about the brand. Persuasion is the basic characteristic of advertising. The consumer makes a purchasing decision only after they are convinced.

It is Aristotle who first started to examine the concept of persuasion. According to Aristotle, persuasion; influences and directs one in the desired direction in different elements with conscious intention. These elements; evidence, reliability, effective attractions, and ideas. (Ross,1990).

Persuasion communication played an important role in many fields such as literature, politics, law, individual relations, and politics in the Ancient Greek period. Especially in terms of politics, persuasion was needed for the people to act in the desired direction. With the effect of the Industrial Revolution, developing and changing technologies have also changed the fields of persuasion. Increasing product variety and the development of the current market day by day brought the concept of competition. Therefore, persuasion, which started to be used in political fields, has become more used in advertisings with the changing world order.

In the communication process, the message sent by the source to the recipient to persuade is intended to affect the attitudes and behaviors of the recipient. The resource plans the message it sends convincingly and causes change by appealing to the recipients' motivations. The most important structure in this situation is that the process does not include an obligation.

According to the Persuasion Information Model proposed by Friestad and Wright; the reactions of consumers to persuasion actions by advertisers are examined. According to Friestad and Wright; a persuasion attempt is a method used because of the desire of individuals to identify their needs and provide relevant guidance. (Friestad and Wright, 1994) In this context, persuasion communication offers the advantage of analyzing the consumer needs of advertisers and turning them into action in the desired direction. Consumer behavior analysis is therefore important.

Persuasion is the most important element in the context of personalized ads. In personalized advertisings, it is a big step to be convinced that the elements and needs that are important and interested in the user's social life are defined. A consumer

who is on the way to be persuaded, with the strong persuasion elements defined by Aristo, ensures that the advertising confidently and consciously influences the consumer.

1.9.2. Aristotle's Three Proofs Of Persuasion: Ethos, Pathos And Logos

The concept of rhetoric dates back to the period of Aristotle before Christ. Rhetoric first became widespread, with the use of persuasion methods to secure citizens' rights of sages. Since the beginning of the first century, rhetoric has been used to persuade and enhance speech within literary values. Today, it is used to influence consumer decisions. The rhetoric dates back to the time of Aristotle (384-322 BC) with three basic elements. These; The concepts of ethos, pathos, and logos. (Vu, 2017)

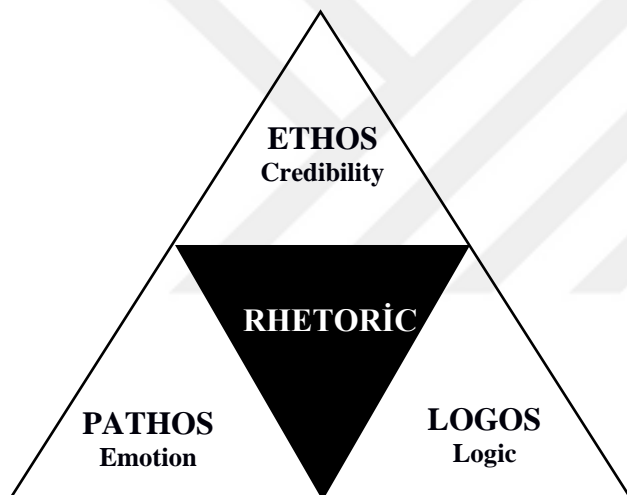


Figure 1.4. The Three Basic Elements of Rhetoric

Ethos indicates the speaker's position. The prestige of the speaker, personality, fame, and charisma affects persuasiveness. At the same time, the characteristics of the speaker such as speaking technique, movements, profession, education, experiences, and title are also important. In advertising, attention is paid to ensure that the people confronting the consumer are reliable in this context. For example, the promotion of a product by a character accepted by society and who has a title in the advertisements we encounter ensures that the target audience is easily convinced. On the contrary, the presence of an ordinary person in advertisements may cause no interest and feeling of trust in the product. This is the reason for the expert support and famous use, which is a technique that is frequently used with advertisements. The inclusion of

people/famous characters that are known, liked, followed, admired by consumers, or who are experts in their fields increases their persuasiveness. In this way, the consumer identifies himself with the character in the advertising and is persuaded to buy.

Pathos appeals to emotions. It tries to convince the consumer through many basic emotions such as love and fear. The use of emotional ties, which we often encounter in commercials, is the reason for this. It is fictionalized that the consumer is affected emotionally by the product and service. Music and emotional images are often used to create this effect. When consumers are exposed to motivational and positive sounds/images, they become mentally positively affected. This makes it easy to be persuaded.

Logos includes the logical approach. It appeals to people's logic to persuade. It aims to convey events in a logical framework. Ethos and pathos are different from logos in this context. Because ethos and pathos are emotionally effective. Logos, on the other hand, offers a logical evaluation of events. Logos provides results and reviews in general. In this context, product/service results, visuals, graphics used in advertisements make it easier for consumers to be influenced in a logical framework. Showing the results concretely directly affects the persuasion in the consumer's mind.

CHAPTER 2

PERSONALIZED ADVERTISING AND PERSONALITY TYPES OF THE TARGET AUDIENCE

Personality is one of the most important qualities that distinguish individuals with different characteristics. There are thousands of different masses in the world population. Each individual has similar or different perceptions, and behaviors in this direction. The characteristics of a very active, extroverted, communicative individual are not the same as those of a passive person who does not like communication. For example, being optimistic or pessimistic due to the events he encounters in his daily life means a difference in his mindset. In this case, it is reflected in the behavior of individuals. Each individual carries more than one role in society. For example, an individual also has different roles: parent, citizen, athlete, friend, sibling, and consumer. The features required by each role are different. It has been inevitable to evaluate the cognitive and behavioral actions of the consumers, especially in the studies conducted in the advertising sector. The changing advertising industry is working on consumer analysis and determination of strategies in this direction. In this context, researching and analyzing the past experiences, personal characteristics, gender, personalities, attitudes and behaviors of consumers/users is important in advertising effectiveness. Determining the attitudes and behaviors of individuals according to their personality types and the importance of perceptions and relationships towards brands in sectoral areas will be discussed in this section.

2.1. Psychology As A Behavioral Science

Psychology is a science that scientifically examines mental processes and behavior. There are many variables such as perception, attention, emotion, personality, behavior, individual and social relations within psychology. As well as behaviors that can be observed directly, internal states such as analyzing mental processes, motivation, and intelligence are among the topics that psychology studies. According to Adler, individual psychology aims to understand the forces in life by emerging

differently from impulse psychology and behaviorism. Individual psychology aims to understand all types of people. (Adler, 2011) When evaluated in terms of individual psychology, it is important to see the events, what meanings they attribute, and what they behave in. An individual has different feelings, attitudes, life, and interpretation features. According to Adler, individual activities lose all meaning. Personal perception determines the individual's relationship with his environment, social roles, who he is, and his gender. Behaviors gained from childhood and past experiences express the license dynamics. For this reason, childhood memories have an important place according to Adler. Psychology exists and continues to be in many sectors. Especially the development and change of the age brought along the subjects of study in different fields. Advertising psychology has become an important field of study that is evaluated by consumers and determines strategies accordingly. Advertising psychology guides the planning of studies by predicting the psychological tendencies of consumers to advertisements. With the rapid increase in the number of users, digital advertising studies have developed considerably. Consumer behavior generally varies according to the features that make the product attractive and present these features correctly. When consumers buy a product, they want to be different from others. Originality, difference, and desire to be attractive are important factors in advertising psychology. In this respect, the advantage of personalized ads is enormous. Personalized ads are in line with the psychological perception of the consumer, as they are filtered ads for individuals' interests. Accordingly, personalized ads, when evaluated with consumer psychology, reveal more effective and successful results than non-personalized ads. Consumers' motivations, preferences, and values are different from each other. For this reason, psychological perceptions also create differences. If the products or services offered by the brand to consumers have the same meaning for everyone, it will prevent them from being prominent among other brands. Unlike competitor brands, giving meaningful and interesting messages to the consumer makes the consumer feel special. Personalized ads have exactly this purpose.

2.2. Relationship Between Advertising And Psychology

The scientific studies of psychology span over approximately 125 years. The first psychology laboratory was established in 1879 by Wilhelm Wundt in Leipzig, Germany. Modern advertising spans much older than that. Psychology and

advertising first came together in advertising practices in America in 1896. Harlow Gale researched the impact of advertising placement at the University of Minnesota. Later, Walter Dill Scott dealt with articles on the psychological aspects of advertising. Scott believed that advertising was a persuasive tool and had an almost hypnotic effect on consumers. (Davey, 2011)

The advertising world is a sector that is connected with different disciplines and needs knowledge of other fields. Advertising focuses individuals' psychological and cognitive behaviors in the background of creative strategies designed for products and services. The emotional and logical persuasion of individuals determines the attitudes towards the product and service of that brand. In this case, advertising is closely involved with psychology to form individuals' attitudes to ensure successful purchasing behavior. Advertising is designed to create a perception about products and services, to influence and persuade the consumer. Therefore, the successful conclusion of persuasion communication begins with the influence of an individual's feelings and thoughts. The general purposes of advertising are classified under three headings as informing, persuading, and reminding. (Kotler & Keller, 2012). People's being affected by an advertising message is also shaped by the socio-psychological conditions they are in.

Using advertisements, brands inform consumers about their products and services and explain the features and benefits and service. It is necessary to persuade to strengthen the position of products and services in the consumer's mind and form new attitudes. Advertisings are one of the most important purposes to distinguish them from other brands by ensuring that consumers remember and recognize the relevant brand. (Clow & Baack, 2016).

Psychology guides the advertising world for individuals to express themselves. For this reason, the concepts of psychology and advertising are intertwined with each other on a sectoral basis. From a deep psychology perspective, advertising works when it creates objects of desire that are meaningful. Consumer behavior theories reject the idea that there is a linear causal link between attitudes and behavior. Empirical studies reveal the concept of attitude-behavior gap. In this direction, depth psychology says that they are also motivated by unconscious desires. When evaluated from a psychoanalytic perspective, it is argued that advertising motivates consumers by instilling meaning in products and brands. Ads create unconscious desires for products and brands using symbols. In this case, consumers are unconsciously

motivated. (Cluley, 2021)

Microsoft's study measuring people's attention spans in 2015 once again demonstrated the importance of symbolic expressions used in advertisements. In the study conducted in Canada, three types of focusing were applied, namely continuous, selective and alternating focusing. The study's main aim was to determine the effects on attention spans associated with materials advertised in modern digital media. According to the results of the research, the average attention span of the participants was 12 in 2000; According to the last research, it was found to be 8 seconds. This result is one second shorter than the average goldfish. (Microsoft study claims human attention span now lags behind goldfish, 2021) As can be seen from Microsoft's research results, once consumers see advertising, their effectiveness rates are very low. Consumers, who are exposed to hundreds of messages bombardment in daily life, should be affected by advertisements and be psychologically interesting and satisfying. In this direction, Clow and Baack also mentioned; advertising effectiveness, brand reminder, and persuasion techniques will attract the attention of the consumer.

2.3. Advertising And Attitude Relationship

Besides the persuasive function of advertising, its determinacy on consumer behavior and attitudes has become one of the discussion topics. Because individuals' attitudes towards advertisements show the effectiveness of the advertising and whether the communication is successful or not. Since the attitudes of individuals have a determinant quality in the communication process, they also guide the effectiveness of advertising. For this reason, the attitudes of each individual differ on the effectiveness of advertising. For example, many demographic characteristics such as education levels, age, and gender constitute their attitudes. Although there is no comparative study between the five-factor personality types of individuals and their attitudes towards advertisements in the literature, different studies have been conducted on personality and attitude factors. Individual attitudes are observable behaviors. Every individual has certain thoughts as a result of the events he/she has experienced and continues this view.

According to the research conducted by Wolin and Korgaonkar (2003) on beliefs and attitudes according to gender differences; There are differences between the attitudes

of female and men towards traditional media and web advertising. According to the survey results of the research, it was determined that female have more positive opinions about web ads. At the same time, it was concluded that while female were shopping among the reasons for surfing the web, men were functional and recreational.

According to the study by Dao and others (2014) of social media advertising in the transition economies in Southeast Asia to investigate the effect of selling online buying behavior results; Information, entertainment, and reliability have revealed that consumers have a positive effect on the perceived value of social media advertising and also positively affect their online purchasing behavior. The fieldwork was carried out in Vietnam as it represents the Southeast Asian transition economies. As a result of the research, it was concluded that the advertising quality of the consumers, the informativeness of the advertising, and the entertainment values are important evaluation factors.

According to studies conducted by Nelson, Keum, and Yaros (2004), product placement advertisings in video games are welcomed by consumers with positive attitudes. Consumers' positive attitudes towards brands they see in video games show their purchasing intentions. According to Jin & Villegas (2002), advertising reliability affects the attitudes and behaviors of consumers.

According to the analysis results in the study of Nevarez and Torres (2015), social network users show a positive attitude towards helpful, informative, and useful advertisings on their websites. Therefore, there is a high probability of showing a positive attitude towards social network advertising that is easy to see, easy to read, and understandable.

Motivation, another determining factor in advertising effectiveness, affects perceived values over six factors. These factors affect different degrees of advertising attitude in both traditional and online environments.

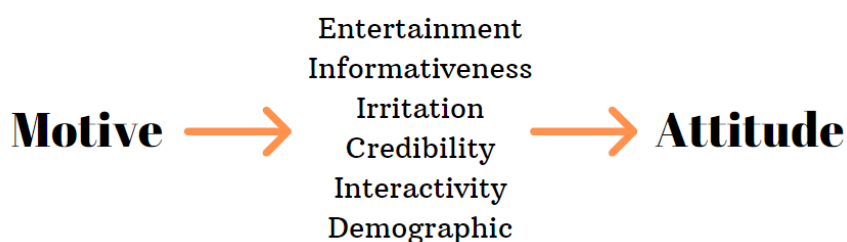


Figure 2.5. Factors Contributing to Attitude Towards Advertising

Source: Wang, Zhang, Choi and Eredita, 2002: 1147.

In general, when all research topics are examined, the values, experiences, and opinions of individuals can be directed towards an event, object, situation, or form an attitude according to advertisements. The characteristics, interests, and experiences of each individual bring along attitudinal behaviors they will show towards advertisements. In this case, the personality types individuals have can also affect the attitudes towards advertisements. In this direction, “conscientiousness, agreeableness, extraversion, openness to experience and neuroticism”, which are among the Five-Factor Personality Types, are a subject that needs to be examined in forming attitudes towards advertising. There may be differences in the behavior patterns of individuals with different personality types, and the situations of being influenced by advertising, their opinions, and interest rates towards advertising.

2.4. Advertising Psychology

The word ‘psychology’ consists of two Greek words. The first of these words, ‘psyche’, originally meant ‘breath’ but later became ‘soul’. The reason for this; is the breath showing that the soul has not yet left the body. In the 17th century, the meaning expanded further. Psychology, according to its Greek roots, is the science of the mind. (Colman, 1999)

Psychology according to Reber (1995);

“Psychology simply cannot be defined; indeed, it cannot even be easily characterized . . . Psychology is what scientists and philosophers of various persuasions have created to . . . understand the minds and behaviors of various organisms from the most primitive to the most complex . . . It is an attempt to understand what has so far pretty much-escaped understanding, and any effort to circumscribe it or box it in is to imply that something is known about the edges of our knowledge, and that must be wrong.”

Psychology is a science that studies mental processes, behavior, and experiences in different contexts. This examination is provided by other social science methods. Experiences are shaped according to the cognitive and mental states of the individuals. It occurs when individuals remember a situation and use their mental processes. This process is brain activity. In this context, mental activities emerge

through the dynamic organization of experiences. Mental activities continue even while individuals are sleeping. Mental processes; include many responses such as remembering, learning, knowing, perception and feeling. Behaviors are triggered by stimuli and turn into action.

Advertising psychology mostly affects the subconscious of current and potential consumers. Subliminal advertising is one of the most effective advertising methods used today. Even if the consumer is not conscious, he/she subconsciously accumulates information about the goods and services they encounter. Personalized ads also contain subliminal ads. Advertisings appear before the consumer at certain intervals and take a place in the consumer's mind and turn into action in case of a need.

2.4.1. Subconscious

Brands want their products and services to be distinguished from their competitors in the dynamic market and carry out studies in this direction. Different strategies are developed and implemented rapidly for goods services to be demanded and preferred by consumers. At this point, advertisings add small reminders about products and services to the subconscious of consumers. As with personalized advertisings, advertising that appears before the consumer may serve as a reminder at regular intervals, as it may address an existing need. The consumer carries the personalized advertisings that he sees periodically. The consumer is expected to take action for the purchasing action to take place.

According to Murphy's (2020) statement, the subconscious does not sleep or even rest. The subconscious continues to work all the time. The human mind is like an iceberg. The conscious mind is a small part of the iceberg that appears. The subconscious covers a large part of the iceberg, which is invisible. For example, the dreams that individuals see while sleeping are usually the reflection of a situation they have experienced during the day or in the past. The conscious part is active when we are awake. While asleep, the unconscious mind steps in. The constantly active subconscious is reflected in the subconscious in the direction of negative events in the lives of individuals. Positive effects are reflected in our subconscious by affecting our well-being. According to Freud, dreams are the main route to the subconscious. According to him, dreams constitute one of the mysterious and complex experiences of the individual. The events we experience in daily life are

reflected in our dreams as subconscious experiences. (Bloom, 2005)

According to Heath (2012), advertisers are that creative ads are more liked and attracted more attention from consumers. The actual situation is the opposite. The more consumers love an ad, the less threatened they are. Because the subconscious copes with creativity. Conversely, the less attention consumers pay to advertising, the more effective subliminal seduction becomes. Little consumer attention to an ad allows advertisers to influence our subconscious.

Persaud et al. (2007) researched the connection between brands and subconscious emotion. The results obtained have confirmed this process. According to the study, consumers have confirmed that ninety-five percent of their decisions are made subconsciously.

In a study by Heath (2006) Watzlawick, Bavelas, and Jackson, the ways of establishing brand relationships in advertising were investigated. The behavioral research conducted suggests that it is emotional, not rational, that directs relationships. Following this claim, the research was tested using the CEP™ Test, which is a copy testing system. The results confirm that the preference for brands is strongly associated with emotional content in ads, but not with actual content. In this direction, the effect of emotional meta-communication content will continue subconsciously and actively.

Consciousness is one of the most powerful features that distinguish individuals from others. People's perception, discernment, and association of a situation can only occur with the conscious part of the brain. Perceiving the events in the outside world, being aware of the personality provides awareness among individuals. While consciousness acts at will, it is based on subconscious habits and experiences. It works with subconscious emotions. There is no concept of time. It remains in the memories for a long time. Conversely, consciousness acts in a logical framework. There is a concept of time. It is located in short-term memories. In this context, subliminal advertising awakens the sensory organs at the conscious perception level with conscious messages. According to Moore's (1982) studies, subliminal advertising should have at least three tools to create powerful behavior. These are visual stimuli that are visible in a short time, the use of accelerated speech in low volume audio advertisements, and the embedding and storage of sexual images in visual advertisements. The advertising industry continues to frequently use intermediaries such as words, signs, colors, symbols that will have an impact on the subconscious, and to

develop strategies for this. One of the important points in subliminal advertising is that it is capable of allowing the person who sees the advertising to perceive it unconsciously. (Sutherland, 1986; 31).

2.5. Effects Of Advertising From A Psychological Perspective

With the globalization of the advertising industry, there are also developments in advertising roles. Especially the advertising content has important effects on the cognitive reactions of the consumers. For a product or service to attract attention by the consumer, it must first have convincing messages. Brands develop strategies from using advertising psychology to convince the consumer. Ads can persuade consumers to buy or influence purchasing trends by strengthening them. The factors between these two situations are the differences in psychological processes. In this case, the focus is on the psychological and cognitive responses of the consumers. For ads to have strong or weak effects, they must first be perceived by potential consumers. (Davey, 2011).

According to approaches, an advertiser has to be effective. Advertising expenditures are made by planning changes in the sales volume. The approaches adopted in terms of the media conceptualize the impact rate of ads in the target population exposed to the ads. For this reason, the domain of the advertising is evaluated in the context of accessibility. The domain is aimed at the targeted consumer audience. When evaluated according to personalized ads, situations filtered according to individuals' personal characteristics, interests, and values determine the boundaries of the domain. Especially in personalized advertisings, as consumers are directly exposed to messages of interest, brands take advantage of using their ad spending in the right strategies. According to non-personalized ads, if an ad served to the consumer does not fall into the domain, it is unclear what the consumer will do after being exposed to the message. The psychological approach examines the effects of advertising at an individual level. The main purpose is to correlate the reactions of consumers as a result of the message they are exposed to. This study covers the analysis of the psychological process between the stimuli of advertisings and the consumer. The psychological approach is a study focuses on the individual and explains and analyzes the relationship between advertising stimuli and consumer responses. The variables in the advertising messages include the quality and structure of that message. The

strength and persuasiveness of an argument in messages conveyed about the product and service depend on these variables. The communication of a strong argument to the consumer supports a strong emphasis on product-related features. The structure of the message determines how product information will be transmitted. (Scott, 1908).

Evaluation of advertising effects depends on attitude results. Consumer studies measure the effects of advertising on attitudes towards a product and brand. Studies reveal the effects on the attitudes towards the behavior that the advertising wants to create. Domains depend on different variables. These variables are the ad type, the place where the product is used, the type of use, the frequency of exposure of the target audience to the ad. Advertisers use both psychological theory and psychological methods to better understand consumers. To attract the attention of consumers and to ensure that the messages are comprehensible, the information is kept. Therefore, attitude has an important place in advertising psychology. Because the ads aim to create positive attitudes towards the product or service. Attitudes determine behaviors. According to the attitudes expected from consumers, brands have to determine the right strategies. For this reason, psychological studies on attitude and persuasion are an important part of advertising psychology. (Davey, 2011).

2.6. Psychological Factors Affecting Consumer Behavior

For brands to be successful in the intense competitive environment and in the market sector growing day by day, consumers must analyze their psychological, cultural, and social structures well. In this context, the brand must know the consumer very well. In the modern marketing world, popular and constantly changing activities change the wishes and desires of the consumer. Four important factors affect consumer purchasing behavior. These are perception, motivation, learning, beliefs, and attitudes. (Gajjar, 2013).

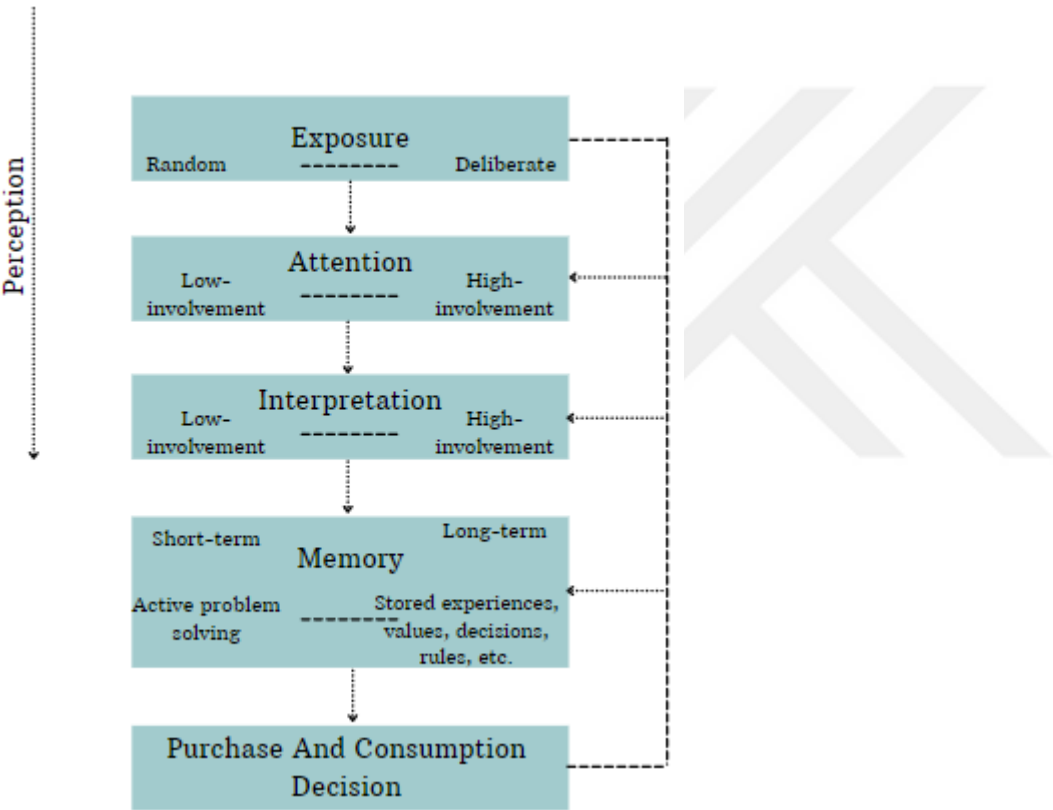
2.6.1. Perception

Perception is one of the important roles in the processing of information and the consumer karat phase. First of all, the consumer is exposed to a variety of information and attracts attention with stimuli. The process ends with the consumer's interpretation. (Vainikka, 2015).

The selection, arrangement, and interpretation of information are called perception. There are three perceptual processes these; selective attention, selective distortion, and selective retention. For selective attention, marketers try to get customers' attention. However, in the case of selective distortion, consumers support and interpret the information as they believe. They do not attempt to support information outside of their beliefs. In the case of selective retention, marketers try to protect information that supports beliefs. (Gajjar, 2013).

Table 2.2. The Place of Perception in Purchasing and Consumption Decisions

Source: Vainikka, 2015: 3.



The processing of information begins with exposure to the information. Information exposure attracts the attention of the consumer. Random or planned information is interpreted by consumers. The interpretation of each consumer exposed to stimuli is different. These comments vary according to the needs and experiences of the individuals. For example, with the presentation of advertising to the consumer, consumers are exposed to the advertising and the information it contains. Subsequently, the ad content captures the attention and attention of the consumer. The consumer interprets this information according to his personal experiences and gives positive or negative reactions to his/her purchasing behavior. In this process,

the perception part is the part where the information is exposed and interpreted. (Vainikka, 2015).

2.6.2. Motivation

Every individual is an actual or potential consumer. The motives that direct the behaviors of individuals in society affect them. Motives that emerge in line with the needs of individuals lead to different psychological consequences. For example, it must first have a need for a consumer to turn to a product or service. This need creates psychological tensions in the individual and is exposed to action-taking effects. In line with the needs, consumers are motivated to process information, make decisions and move towards behavior. (Hoyer & Macinnis, 2010).

Motivation is an important factor that guides marketing strategies in the consumer decision-making process. To interpret the purchasing habits of consumers correctly, the motivation factor must be analyzed correctly. Motivation is an energizing force that drives certain behaviors. (Hawkins & Mothersbaugh, 2010)

Motivation is the behavior that activates the individual at a certain time and encourages this action. (Kast and Rosenzweig, 1985)

The needs of each individual at certain times arise. Motives are stimuli to seek the satisfaction of people's needs and to ensure their suppression. Freud's theory argues that the buyer cannot fully interpret it and is affected by his subconscious motives in his purchasing decisions. In this context, individuals in the consumer society primarily want to meet their most important needs. When these needs are met, it will motivate and take action to meet other needs in the next process. (Abdu and Purwanto, 2013)

Consumer' motivation levels affect their purchasing processes. Because the level of satisfaction increases in line with the needs. Ensuring consumer satisfaction is an important criterion that increases the level of motivation.

2.6.2.1. Maslow's Theory of Motivation

Maslow's motivation theory is one of the most famous theories. The theory goes step by step to fulfill human needs. This hierarchical structure is divided into five. The priority order of the need starts with the lowest step.

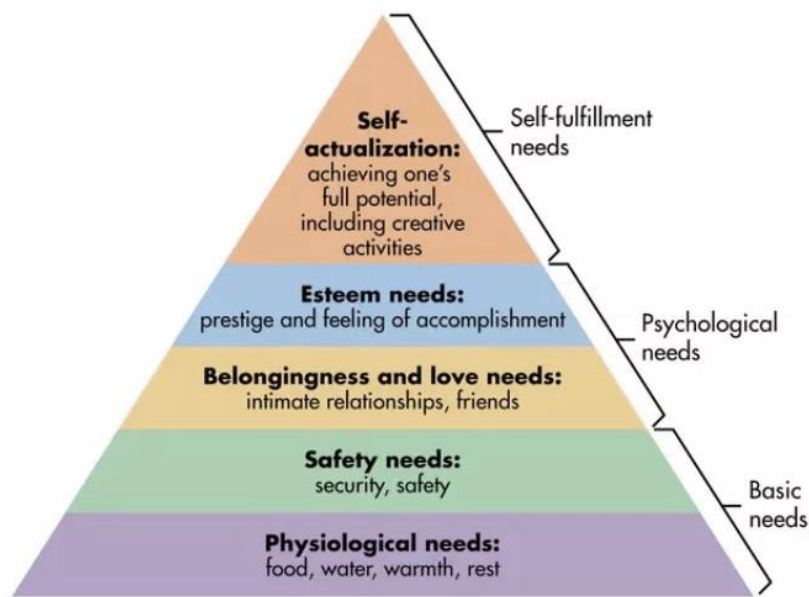


Figure 2.6. Maslow's Hierarchy of Needs

Source: Maslow's Hierarchy of Needs, 2021.

Physiological needs: It is the starting point of motivation theory. These needs are physiological impulses and are the most dominant. Needs in the first step are the main source of motivation. Undoubtedly, these physiological needs are the most dominant. Consciousness is almost affected by hunger. Satisfaction is as important as deprivation. Physiological needs cease to be active determinants when satisfied. Potentially it is in a position to reorient the organism. A request that has been fulfilled is no longer a request. If hunger is resolved, it becomes insignificant in the current dynamics of the individual. (Maslow and Frager, 1987) Physiological needs are basic needs that arise as soon as they are born. A transition cannot be made to another need before a need is completed. To rise to the top of the pyramid, the needs must be completed, starting from the first row. Physiological needs; Basic needs such as eating and drinking, sexuality, breathing, sleep, clothing, shelter, warming, and excretion can be counted. The individual whose needs are fulfilled is motivated towards his second need.

Safety needs: The need for safety arises when physiological needs are met satisfactorily. The organism seeks safety over time. The need for security is active and dominant. It takes action only in real and emergencies. These emergencies; There may be war, disease, natural disasters, social irregularities. (Maslow and Frager, 1987) In these situations, the individual feels threatened and the need for protection arises directly.

Belongingness and love need: If the physiological and security needs are met very well, the needs for love, affection, and belonging arise. This cycle repeats itself continuously. The individual who has achieved the satisfaction of his other needs begins to feel the absence of his social environment. To its immediate surroundings; needs his family and friend groups. He will strive for affectionate relationships with people in his social environment. If this need is not met, the individual will feel loneliness, exclusion, rejection, and rootlessness. (Maslow and Frager, 1987) Needs at this level bring emotional expectations to the fore. The individual is in search of emotional needs such as being loved, loved, respected, and accepted by society.

Esteem needs: The fourth tier of the hierarchy needs respect. This need first makes it important for the individual to respect himself and be respected by others. Most people in society have a need and desire for self-esteem and the respect of others, these desires; power, success, mastery, reputation, prestige, fame, and appreciation. The individual's self-esteem gives direction to feelings such as self-confidence, value, power, ability, competence. But in case these needs are prevented; Feelings of weakness, helplessness, and humiliation come to the fore. (Maslow and Frager, 1987)

Self Actualization: Self-actualization according to Abraham Maslow;

“A musician must make music, an artist must paint, a poet must write, if he is to be ultimately at peace with himself. What a man can be, he must be. He must be true to his own nature. This need we may call self-actualization.” (Maslow and Frager, 1987)

The need for self-realization, the last level of the pyramid, means that all other needs are satisfied. At this stage, the individual can express himself and use his abilities successfully. The individual cannot reach this level without meeting other needs. At this stage, the individual gains many feelings such as creativity, morality, naturalness, problem-solving, personal success, and satisfaction. The need for self-actualization reveals the hidden talents of individuals.

2.6.2.2. Frederick Herzberg's Two Factor Theory of Motivation

One of the most famous thinkers among motivation theories is Frederick Herzberg. Herzberg is known as the best after Maslow's theory among motivation theories with his studies in management and motivation. The Human Side of Organizations,

Addison Wesley, New York. One of his most important works in these fields is the ‘‘Two Factor Motivation Theory’’. (Drafke and Kossen, 1997). According to Herzberg, there are needs at the basis of motivation. For this reason, he studied the requirements under two different factors. According to a study conducted by Herzberg et al., The situations in which the individuals involved in the study are motivated and not motivated in the work environment were examined in two different dimensions. (Moorhead and Griff in, 1989). As a result of this study, Herzberg divided this theory into ‘‘motivation’’ and ‘‘hygiene’’.

According to Herzberg, it evaluates the factors related to the job and the satisfaction of the employees as motivating factors. The factors related to the working conditions of the jobs are determined as hygiene factors. The hygiene factor is the things that threaten occupational health and cause the employees to be uncomfortable and dissatisfied in the work environment. On the contrary, the variables that motivate employees are success, opportunities, recognition, job satisfaction, and responsibility.

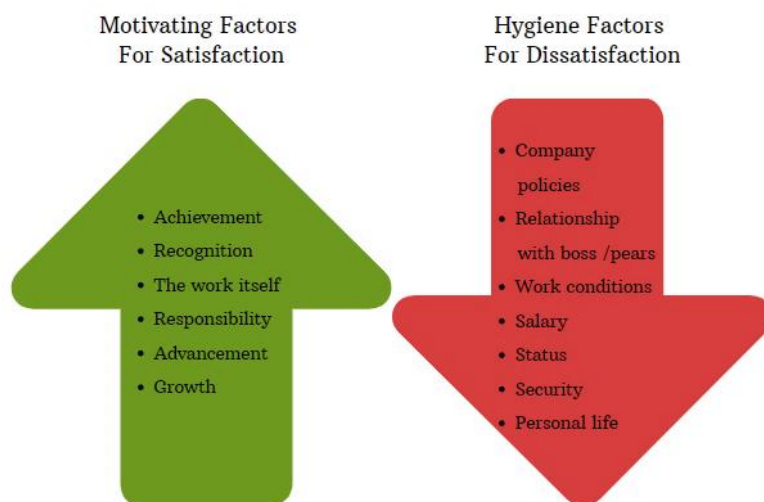


Figure 2.7. Herzberg’s Two-Factor Theory

Source: Herzberg’s Two-Factor Theory - The Peak Performance Center, 2021.

2.6.3. Learning

Learning is a behavior based on experiences, and it takes place depending on repetitive events and situations. For example, if an advertisement is seen for the first time in front of the consumer and appears for the second time due to being interested, the content of the advertising is learned. Thus, the consumer has gained information

about the advertising seen for the second time.

Learning is behavioral changes that occur as a result of an individual's experiences. As a result of experiences, our perceptions are conditioned. In this case, the experienced situations initiate the learning process. Other situations encountered are interpreted within the framework of previous experiences. (Blythe, 2008).

Learning is generally a psychological factor. It is very effective in shaping and explaining consumer behavior. It gives direction to the perception and attitude of ad viewers towards advertising. For this reason, it plays an active role in the evaluation process of advertising. Consumers have thoughts about products and brands within the framework of their past experiences and take action accordingly. Marketers often use operant conditioning theory, which is one of the learning theories. Operant conditioning theory is a learning method attributed to Burrhus Frederic Skinner. This method expresses the relationship between strengthening the existing behavior or changing it to punishment through punishment. Skinner believed that individuals have a mind, but it would be more productive to study observable behavior from internal events. Skinner (1948) examined the restricted movements of animals that he put in a box in his study. The mouse, who pressed the button that would allow it to receive food by chance while wandering around the box, remembered that it would receive a reward in its next attempts, and in this direction, operant conditioning was successful. This is an example of a learning situation. Skinner's study clarifies many facts within the scope of learning studies. Like the results obtained in experiments, many situations result in various operant conditioning in consumers' lives. Consumers show positive or negative attitudes according to their experiences. These patterns, which have settled in the mind of the consumer, are tried to be maintained by the brands to create a positive image.

2.6.4. Beliefs and Attitudes

According to Kotler, beliefs are the thoughts a person has about something. According to him, attitudes are actions towards individuals' positive or negative cognitive evaluations, feelings and ideas. (Sarangapani, 2009).

Attitudes affect psychological, thoughts, feelings, and behaviors as a whole. Individuals change their beliefs, and attitudes as a result of learning. Beliefs reflect the thoughts of individuals towards a situation. With the realization of the situation, positive or negative reactions emerge. In this context, beliefs and attitudes play an

effective role in the realization of purchasing action. Attitudes are not observable behaviors that have special meanings for individuals. It is a phenomenon that guides behavior.

2.7. Personality

Personality is the traits that an individual is born with and acquired as a result of experiences. The unique behavior thought and emotion patterns of the individual are formed by his personality. According to Allport (1961), personality is a dynamic organization that determines the behavior and thoughts of the individual.

According to McCrae and Costa (1989), personality is the behavior patterns of the individual that occur in different situations. These behaviors are defined as interpersonal, emotional, motivational, open to experience, and continuous interaction.

Personality is individual differences in characteristics. These; it is thinking, feeling, and acting. Thinking involves differences in how people think. For example; Being optimistic or pessimistic. Feeling shows how people typically feel. For example, to be happy, to be unhappy, to be angry. Behavior is typical differences in behavior between people. For example; being organized/disorganized, persistent, adaptable, etc. Personality does not refer to physical characteristics, abilities, or situations. (Vazire, 2014)

In the 1970s and early 1980s, in psychology, the personality that Walter Mischel initiated in a book created great controversy about explaining people's behavior. Researchers have argued that differences between people can be measured and help them predict why they make these differences. Many researchers believed personality was an illusion. They thought everyone had a personality and argued that this was the reason why everyone behaved differently.

(Vazire, 2014)

Table 2.3: Factors Affecting Consumer Decisions

Source: Pride, William M. and Ferrell, O.C., 2000, as cited in Bişkin, 2004: 421.

Factors Affecting Consumer Decisions

PSYCHOLOGICAL FACTORS AFFECTING BRAND PREFERENCE	SOCIAL FACTORS AFFECTING BRAND PREFERENCE	DEMOGRAPHIC FACTORS AFFECTING BRAND PREFERENCE
Personality	Family	Age
Need	Social Class	Gender
Perception	Solidarity Groups	Education
Attitudes and Beliefs	Culture	Profession
Learning		Income
Motivation		

Factors affecting consumers' purchasing decisions, as seen in Table 2.3; It is divided into three as psychological, social, and demographic. Individuals' personality types are among the psychological factors that affect their purchases. In this direction, as will be explained in 2.7.1, the Five-Factor Personality Theory will be effective in revealing personality types.

2.7.1. Five Factor Personality Theory

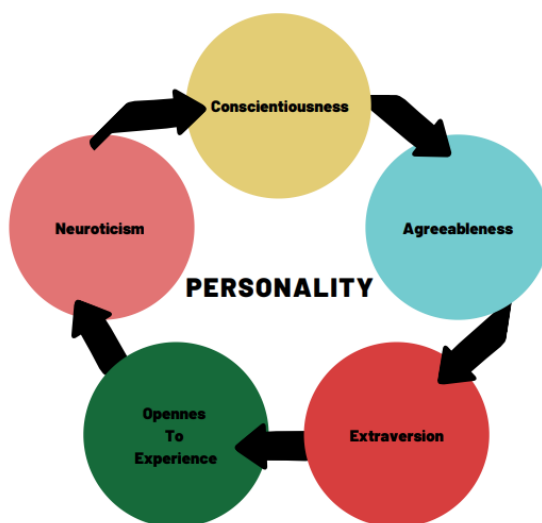


Figure 2.8. Five-Factor Personality Types

According to the experimental data on the knowledge and perceptions of American internet users about internet advertising techniques, different attitudes of people have been reached. According to the results of the study of McDonald and Cranor (2008), participants have false information about the purposes and effects of the cookies used. While 86% of the participants believe that the ads are adapted to the websites they have visited in the past, 39% believe that there are ads based on e-mail content. While 29% of the participants believe that privacy is a right, 61% think paying to keep their data confidential is “extortion”. 11% of the data stated that they would pay to avoid advertisements.

According to mental science, the five big personality traits are five different personality dimensions discovered through experimental research. (Goldberg, 1993) The first studies on the big five factors were made in 1933 by L. L. Thurstone (1934). Thurstone's comments on the study were published in the journal Psychological Review in 1934. The five-factor personality model assumes five main personality dimensions. These personality dimensions are; neuroticism, extraversion, agreeableness, conscientiousness, and openness to experience. (John and Srivastava 1999; McCrae and Costa 1999). New York: Guilford Press The five-factor personality model is also called the “Five-Factor Model”. Model is often used for personality assessment. The model is based on empirical studies. It is continuous and still valid. It offers pseudometric evaluation convenience. For these reasons, it is widely used. (McCrae and Costa, 1992).

The five-factor personality model has been applied in many languages such as Spanish, Slovak, Hungarian, Chinese, Russian, German, Dutch, and Turkish to test its validity and continues to be used in studies.

2.7.1.1 Conscientiousness)

Conscientiousness; It expresses the personality factor with cautious, highly self-controlled, planned, self-disciplined, organized, well-thought-out characteristics.

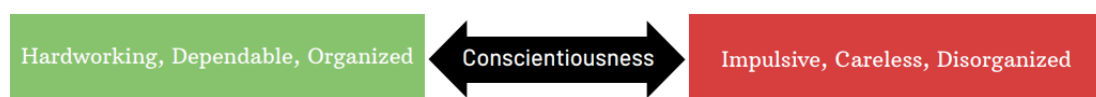


Figure 2.9. Behaviors Observed in the Conscientiousness Personality Type

Source: The Five-Factor Model of Personality, 2021.

Individuals with this personality; He/she is hardworking, responsible, reliable,

Careful, focused and has a strong will. (Arthur and Graziano, 1996; Costa and McCrae, 1992). On the other hand, conscientiousness is less developed in the sense of responsibility, unplanned, unorganized, and reckless in individuals who are otherwise. These are the main differences between individuals with and without this personality type.

The main word for this personality type is responsibility. Self-disciplined individuals act with a sense of duty. For this reason, perseverance and success are important to them. Although the personality type happens spontaneously, it is a choice to act in a planned way. Directing, regulating, and controlling impulses are developed in parallel with this personality tendency. The individual generally needs ways to achieve success to be successful. The satisfaction of the impulses is achieved through success. Taking responsibility to achieve success provides more than one benefit to the individual. Responsible individuals are those who are constantly planned and achieve high success. These individuals, called perfectionists and workaholics, tend to solve problems.

2.7.1.2. Agreeableness

Agreeableness; It represents individuals with collaborative, reliable and benign traits.

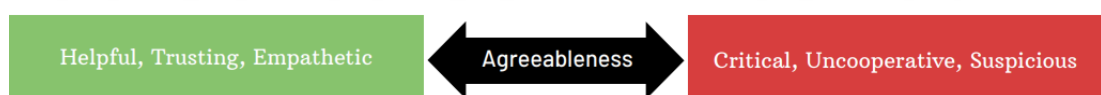


Figure 2.10. Behaviors Observed in the Agreeableness Personality Type

Source: The Five-Factor Model of Personality, 2021.

According to the personality test result, individuals with this personality are friendly, collaborative, altruistic, and thoughtful. Their point of view is generally optimistic. Dimensions of personality are trust, honesty, and openness to new things. (McCrae and John, 1992). Contrary to this personality, individuals with low agreeableness personality; tends to be self-interested, hostile, distant, and non-cooperative, tough.

Agreeableness contrasts power goals with those who want to establish dominance and control over the other. (Roccas, Sagiv, Schwartz & Knafo, 2002)

The main word for this personality type is compatibility. Individuals with this personality type are extremely compassionate and sensitive to help. It is based on strengthening social relations and establishing social balance. Compliant individuals

can easily find their place in the social environment. Their harmony shows that their interpersonal communication is strong. There being generous, respectful, friendly, and helpful is the most dominant among other personality types. Their harmony shows that they are ready to compromise on any issue. On the other hand, Incompatible individuals are far from the antagonism of the compatible and the interpersonal reconciliation. On the contrary, more skeptical, unfriendly, and inconsistent attitudes are at the forefront.

2.7.1.3. Extraversion

Extraversion; They are cheerful, energetic, sociable individuals with positive emotions and high interpersonal interaction. (Wachs and Kohnstamm, 2001)



Figure 2.11. Behaviors Observed in the Extraversion Personality Type

Source: The Five-Factor Model of Personality, 2021.

Extroverted individuals are dominant, friendly, and social. (Watson & Clark, 1997). Individuals with extraversion personalities are energetic, talkative, and assertive; on the contrary, introverted individuals like quiet, distant, timid, passive, and lonely. (McCrae and Costa, 2003).

The main word for this personality type is extroversion. Extraversion individuals interact openly with the outside world. Interpersonal communication is important. Extroverted individuals enjoy spending time with people and having fun. Usually, their energy is very high. They like to talk interpersonally and in groups. They like to put themselves forward like a leader. They have a relevant attractive feature. Introverted individuals are just the opposite. They have lower energy, do not like to talk, are quiet, have little interest in the social world, and like to spend time alone.

2.7.1.4. Neuroticism

Neuroticism; They are individuals anxious, angry, anxious, unstable, moody, depressed, and insecure characteristics. Personality dimension appears with emotional states such as irritability, negative emotions, and irritability. (Goldberg, 1993).

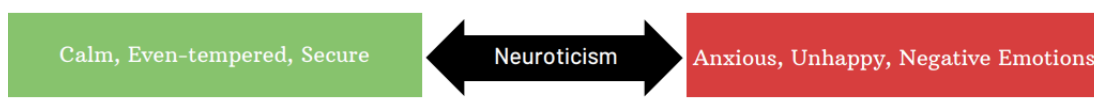


Figure 2.12. Behaviors Observed in the Neuroticism Personality Type

Source: The Five-Factor Model of Personality, 2021.

Eysenck (2006) defines neuroticism as an emotional feature. For them, neuroticism is the tendency of emotions to block. According to Cota and McCrae (1992), vorticity, disharmony is a dimension of harmony and continuity against negative emotionality. On the contrary, individuals with low neuroticism characteristics; tend to be static, calm, balanced, emotional. According to Bilsky and Schwartz (1994); The depression characteristic of individuals with high personality traits may be due to not reaching the desired level in other values.

Neuroticism is a trend that happens in the long run. It is not a medical condition. Individuals with this type of personality have a more depressed mood. Feelings of guilt, jealousy, anger, and anxiety are experienced at a higher level. Excessive emotions increase the stress level in the same direction. These individuals internalize neurotic traits. In this direction, they may have phobias, and reactions such as anxiety, panic, aggression, and negativity may occur. (Neuroses and neuroticism: Differences, types, and treatment, 2021)

Neurotic behaviors; It can also be caused by mental health problems such as anxiety disorder, depression, obsessive-compulsive disorder, social phobia, stress disorder, panic attack, and antisocial personality disorder. Neurotic personality does not include hallucinations or symptoms of psychotic disorders in which connection with reality is lost. Instead, it includes the individual's own negative emotions and attachments. (Neurotic Behavior, 2021) According to psychiatrist Grant H., the good side of individuals with this personality is that they are intelligent, funny, more realistic, self-aware, and conscientious. These individuals take less risk. These individuals have more creative thoughts. (What it Means to be Neurotic: The Pros and Cons of this Personality Trait, 2021)

2.7.1.5. Openness To Experience

Openness to experience; has characteristics such as being intellectual, sensitive, seductive, and open-minded. These characteristics is individual, creative, tolerant, intelligent, and open to new experiences.



Figure 2.13. Behaviors Observed in the Openness to Experience Personality Type

Source: The Five-Factor Model of Personality, 2021.

Individuals with these characteristics; tend to behave with realistic, insensitive, and traditional thinking. Individuals with openness to experience are highly motivated and eager to gain experience. Their imagination is high; they are sensitive to art. It attracts the attention of these individuals discover and trying new things. (McCrae and John, 1992). Individuals with opposite characteristics contradict these characteristics. (Roccas, Sagiv, Schwartz & Knafo, 2002)

The main word for this personality type is openness. The emotions, ideas, imaginations, interests, and feelings of these individuals are extremely clear. Individuals who are open to experience are intellectual, curious, people who follow art directly, and have high aesthetic sensitivity. Unlike closed people, they are more creative.

2.7.2. Examining the Comments of the Consumers in Turkey in Different Online Channels within the Framework of Their Opinions on Personalized Ads

Users in Turkey for personalized advertisings defend two opposing views. While some of the consumers who have positive and negative opinions are quite uncomfortable with personalized ads and think that their every move is watched; Consumers in the other section think that they can reach the product and service they want shortly.

2.7.2.2. and 2.7.2.4. as detailed in their sections, social media users think that they are watched, listened to and their every move is recorded by digital channels. Users share their thoughts with other users on many platforms such as Twitter and online blog sites. The thought of being followed generally bothers individuals. This perception brings to mind the Panopticon structure designed in 1785. The thought of being watched and resting by others comes across with different examples throughout history. The Panopticon prison construction, designed by Jeremy Bentham, allows for the surveillance of the whole. According to this design, prison

inmates are seen from all angles. But they don't see it being watched. (Foucault, M., 1977).

According to the panopticon design, all cells are single-chambered. There are two windows in the cells. One of these windows is facing the tower, while the other is open towards the inside. There is a guard tower in the middle of the building designed in a ring shape. Observers in this tower dominate the movement of every prisoner. In this case, the prisoner cannot find a place to hide. The silhouette of the prisoners' every move is seen. Knowing that they will be punished due to a wrong act, prisoners feel obliged to act accordingly because they know that they are being followed. (Foucault, 2007).

2.7.2.1. Panopticon in the Digital World

Panopticon structure designed by Jeremy Bentham and monitoring models with many more surveillance examples has been in our lives since ancient times. While the surveillance actions of individuals took place in concrete environments and physically in the past, they continue to exist by adapting to digital environments today. With new communication technologies in all areas of our lives, surveillance is mostly carried out in social networks within new media environments. Especially the shares we frequently encounter in the advertising sector provide access to the data of individuals we call 'user' today.

Programs we use in our daily life on phones and computers require access to our user data at the download stage. If these permissions are not given, the applications cannot be used sufficiently. This situation reveals the surveillance phenomenon that has evolved in modern society. With the development of technology day by day, brands determine methods by using various advertising channels. Micro-targeting attracts the attention of advertisers in this sense. In particular, the targeting method used in personalized ads is an important factor in reducing costs. Targeted advertising greatly facilitates the analysis of people's behavioral and demographic data. Sites in digital media are an important part of digital surveillance. When users visit a site, different observers come into play. For example, when a user clicks on a site, cookies and web beacons start running in the background. User information can be collected in this system, which is called third-party viewers. The sum of all these reveals the formation of the digital footprints of individuals. A digital footprint is the trace of all

the data users create while using the internet. It includes websites visited, emails sent, search engine histories, and all other online actions. Even if the users are not aware of the website they visit, their social media accounts cause their IP addresses to be recorded. In particular, movements from the IP address form the digital footprint. Status updates on Facebook, Twitter, Instagram, Youtube, and other social media accounts form part of the footprint. (Digital Footprint Definition, 2021) Many users use various blocking programs to prevent this data from being collected.

As a result of the study conducted by Ur et al. (2012), consumers are aware of personalized advertisements, but learning the use of personal data has led to privacy concerns. Consumers previously did not know they had access to personal data. Learning these has increased consumer anxiety. The most common response respondents gave during the research was to delete cookies.

In the study conducted by Kim and Huh (2017), consumers' attention, attitude, and behavioral responses to advertisements were examined. The sample of the study consists of 292 US consumers. An online survey was applied to consumers. According to the results, it turned out that consumers are extremely concerned about privacy. At the same time, it was concluded that there is a positive relationship between the relevance of the ads and the attitude towards advertising.

In another study conducted in Turkey, consumers' attitudes and privacy concerns towards online behavioral advertising were investigated. According to the findings obtained by Gökdemir and Akıncı (2018) using the qualitative research method, consumers have both positive and negative attitudes towards online behavioral advertising. Consumers have a positive attitude towards online advertisements with their interests, reminders, and information. At the same time, the intense exposure of consumers to ad content creates a feeling of being followed and creates a negative effect on advertisements. In addition, privacy concerns arise regarding personal data. The views that cause this concern are generally listed as viruses, crime, and defrauded.

Today, what we can call post-panoptic, the surveillance that has been in our lives since the past has not completely disappeared but has changed form. With new technologies, surveillance, which takes place in different ways in different areas of our lives, has become an inevitable phenomenon. As can be seen in the results of the

privacy and privacy phenomenon that is the subject of the studies of Ur and others, Kim, H., and Huh, J, and Gökdemir and Akıncı, it causes consumers to worry. Individuals want their personal information to be protected and avoid being tracked by others.

2.7.2.2. Examination of User Opinions on Personalized Ads in Ekşi Sözlük

Ekşi Sözlük is known as a participatory dictionary in Turkey. It is a platform consisting of interactive articles by different authors on different topics. This site contains comments on every word and every subject. Based on this, the opinions and thoughts of consumers about personalized advertisings were examined. Within the scope of the analysis, criticisms and remarkable comments made for personalized advertising were selected. Selected comments include general evaluations. The most important reason for examining user comments in Ekşi Sözlük is that they are frequently used to express the opinions of users on social media and blog sites. Therefore, within the scope of the research, it is thought that the opinions will include the comments to be represented.

Table 2.4. Comments of the Consumers on the Opinions of Personalized Ads in Ekşi Sözlük

Rather than watching irrelevant ads, it is a win-win situation for the advertiser and the place where the ad is bought. (kişiselleştirilmiş reklam, 2021)
Some of their software is very efficient for creating customized pinpointing and offers at the right time. (kişiselleştirilmiş reklam, 2021)
I think it's awesome. I want to have the car serviced. My only resource on this subject is Google and forums. But thanks to personalized ads, I can see and research advertisings of other companies. That's why I love this one. (kişiselleştirilmiş reklam, 2021)
They have such bad algorithms that it drives people crazy. For example, you've started thinking about buying a computer. You took time and researched computers for 2-3 hours. Then you either decided or gave up. You enter social media and everywhere you see the advertisings of the brand you see. You have already looked at and mastered everything. But you still come across these ads. It does nothing. You come to the point where you will close your social media accounts. (kişiselleştirilmiş reklam, 2021)

Google listening to phones (kapatmak, 2021)

Adblocker (reklam engelleyici, 2021)

Consumers have information about personalized ads. Much information, such as how and why personalized advertisements appear, and how often they appear, attracts the consumer's attention. If the goods and services sought in line with the needs are found thanks to personalized advertisements, the consumer is satisfied with this situation. However, the repeated confrontation of a wanted good or service creates a feeling of uneasiness and tension in the short term. The increase in the variety of advertisements raises the discussion topics of the consumers such as "Google wiretapping" and "adblocker". Individuals who are bothered by personalized advertisements resort to various applications and programs that can eliminate these advertisements.

2.7.2.3. Youtube Content for the Removal of Personalized Ads

Consumers search for personalized ads on search engines and social media accounts on various topics. When the searches and contents on Youtube are examined, different results regarding personalized ads emerge. These shared contents; includes technical information about personalized advertisements, ad examples, and negative opinions. Considering the rate at which consumers watch these videos, it is noteworthy that the comments regarding the removal of personalized ads are watched too much.

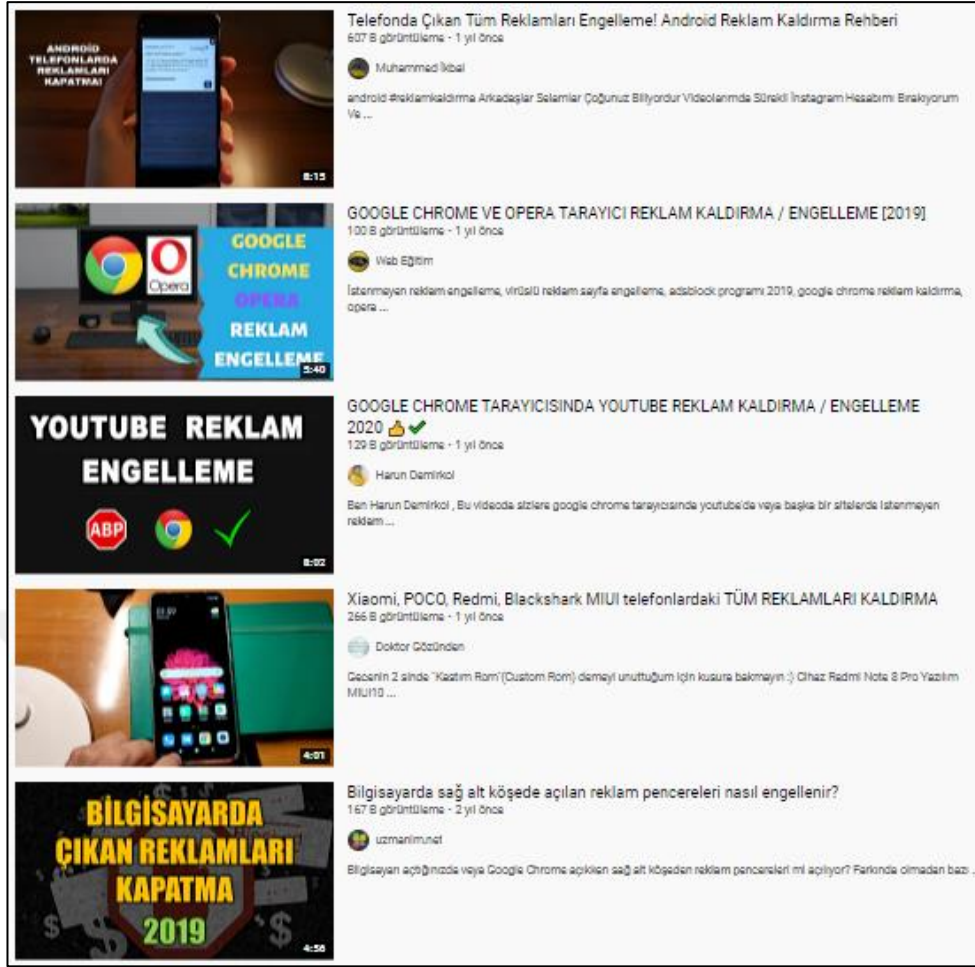


Image 2.1: Videos Watched About Blocking Ads on Youtube

Source: kişiselleştirilmiş reklamları devre dışı bırakma, 2021.

Among the video titles shared for the removal of personalized ads, ‘block all ads on the phone’, ‘remove android ads’, ‘remove/block ads from Google Chrome and Opera browsers’, ‘remove/block Youtube ads’, ‘You are being watched’, ‘How can you remove personalized ads on your phone?’, ‘How much does Google know me?’ There are video content. Videos are watched by thousands of users.

2.7.2.4. Review of User Views on Personalized Ads on Twitter

According to the review made on Twitter, users have posted numerous tweets with the #personalizedadvertising hashtag.

Tablo 2.5. Twitter Tweets of Customers Regarding Opinions on Personalized Ads

Source: Kişiselleştirilmiş Reklamlar, 2021.

Did anyone experience the following situation?
We started to hear a lot of these coincidences! Of course, there is an explanation!

Are we resting?
Because of personalized advertisings, I come across as many stationery products and small businesses selling stickers, and I cannot help myself.
Instagram offers personalized ads by listening to the sound in the environment. Please do not host such applications on your phone. Facebook, Instagram, and Whatsapp are the biggest dangers on your phone.

When the comments of the users who frequently use Twitter and share many tweets in their daily lives are examined, it is generally known what personalized advertising is and what function it uses. Consumers are aware of the advertising practices and strategies implemented with the development of the advertising industry. In this direction, there are positive opinions as they get to know the users and consumers more closely and share content suitable for them. However, the increase in the number of personalized ads causes users to be disturbed after a certain period. When users constantly encounter advertisings for a product or service that they are looking for and talking about in their daily lives, they become anxious and think that they are looking for and talking about in their daily lives, they become anxious and think they are looking for and talking about in their daily lives being listened to. For this reason, comments focus on how to turn off personalized ads. Individuals do not like to be watched and observed within the context of community values. This thought causes a feeling of discomfort in human life. As a result, there is a search for a method to eliminate this situation. Based on Twitter comments, it is seen that personalized ads are welcomed and beneficial for a certain audience and affect purchasing behavior. However, the other audience is very uncomfortable and it is concluded that many applications that block these ads have enabled the features.

CHAPTER 3

RESEARCH

In this chapter; the method, importance, model, universe and sample of the research, hypotheses, data collection tools, data analysis, findings, and evaluation of the data are discussed. The research was approved by the Ethic Commission on May 3, 2021.

3.1. Research Method

This research titled “Personalized Advertising: A Research On The Relationship Between Personality And Personalized Advertising” was carried out to determine the exposure of consumers to personalized advertisings according to their personality types and to reveal the relationship between them. The study consists of research methods and analysis sections. The section consisting of the research method was prepared by conducting a questionnaire and in-depth interviews with individuals to form the basis for the analysis section. The analysis section was studied within the scope of the qualitative research method, and the determined contents were handled according to this analysis method.

3.2. The Importance of Research

This research aims to determine the relationship between individuals’ personalities and personalized advertisings. Although there are studies on the determination of personality types and personalized advertising effectiveness, these two factors were not associated separately. So, which personality types do personalized ads have or do not have more impact? The answer to this question is found in this research. Research results are important for both the advertising and marketing industry. It can contribute to the classification of the subject from different angles and determine in which areas personalized advertisings can be more effective.

Based on the personality types associated with consumer psychology, the study is thought to guide personalized advertising practices.

3.3. Research Model

The quantitative research model was used in the research. Quantitative research is an objective, measurable, and observable research method. Two different questionnaire techniques were used as data collection tools. The second questionnaire technique was applied together with the in-depth interview method. The survey study, which was applied online to select the persons to be interviewed in-depth, was applied to individuals residing in Izmir and evaluated. The online personality survey study for determining the personality type was carried out in March 2021.

- 1) It was assumed that the individuals who answered the personality questionnaire chose a correct option to express themselves. Based on these results, personality types were determined.
- 2) The sample of the research is sufficient to represent the universe.
- 3) In the first stage of the research, the number of people answering the personality scale is sufficient to select two people from each of the five personality types.
- 4) 10 people in the second stage of the research are suitable and sufficient for the research.

3.4. Universe And Sample

The sample of the research consists of five females and five mens living in Izmir. A male and a female of all personality types were selected for five different personality types, conscientiousness, agreeableness, extraversion, openness to experience, neuroticism. The "Five Factor Personality Inventory" questionnaire was conducted primarily for 87 people for these individuals selected from each personality type. According to this survey; It was found that 38 people had "conscientiousness", 11 people "agreeableness", 24 people "extraversion", 10 people "openness to experience", four people "neurotic" personality traits. Ten people of different genders and ages were selected for the objective evaluation and accuracy of the research data. In addition, in-depth interviews were conducted with 10 selected people and a questionnaire study was conducted on personalized ads.

3.5. Research Questions

In this research to determine the relationship between personality and personalized advertising:

It will be examined whether there is a relationship between the personality types of individuals and their level of being affected by personalized advertisements.

RQ1: Is there a relationship between individuals' level of affect personalized ads according to their personality type?

RQ2: Do individuals' personality types make a difference in their attitudes towards personalized advertising?

RQ3: Do individuals' views on personalized ads differ according to their personality types?

3.6. Collection Of Research Data

The data in the research include the necessary literature reviews and the survey study accessed from secondary data sources. For the personality questionnaire, which was previously adapted for the Adaptation of the Five-Factor Personality Scale to Turkish Culture, people in the study were contacted, and the personality scale was taken. The personality scale developed in the study by Horzum, Ayas, and Padır (2017) helped shape this research. The personality scale was transferred online and evaluated as primary data. This personality scale, which was obtained as a result of the literature review, was delivered to 87 people online, allowing the participants to answer correctly and without anxiety. The answers given by the participants are important in terms of determining their personalities. For this reason, it was asked to choose the option that best describes them and it was stated that the results were important for the survey evaluation. The Five-Factor Personality Scale consists of 10 questions. Questions were arranged as mandatory answers to answer each question in this questionnaire, in which the participants participated in the online environment. In this way, every question was answered. Each answer given by the 87 people participating in the questionnaire was effective in determining the personality type. The results have been calculated based on the data obtained from the secondary source. The data obtained as a result of the questionnaire on the personality scale constituted the in-depth interview part of the second part of the study. Determination of 10 people in the in-depth interview, personality scale was determined according to

questionnaire results. At this stage, two people (male and female) from each personality type were selected.

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3.7. Five-Factor Personality Scale

To determine the personality types of individuals, first of all, the Five-Factor Personality Scale of proven reliability should be used. In the literature review conducted within the scope of the study, the scale was found according to the result obtained from the secondary data. This scale has been adapted to Turkish for the 10-item scale developed by Rammstedt and John (2007) in the study named ‘‘Adaptation of Big Five Personality Traits Scale to Turkish Culture’’ and has been made used for determining the personality traits of individuals. The confirmatory factor analysis results of this scale, which was investigated with three working

groups, the results regarding the construct validity, and the findings obtained regarding the reliability of the scale showed that the scale is a reliable measurement tool in Turkish culture. In line with these results, scale questions were provided and applied. (Horzum, Ayas and Padir, 2017) Five-Factor Personality Scale questions are based on the subjective self-assessment of individuals. The evaluation of scale questions consisting of judgments such as ‘‘I see/evaluate myself as’’ consists of different calculations. The results were evaluated according to the calculation system obtained.

3.8. Analysis of Research Data And Findings

In this chapter, the participants’ demographic information and the results obtained within the questions and questions during the in-depth interview are included. The responses given by the participants were divided into three categories and observed and evaluated in detail. This section represents the results obtained. Analyzes have been concluded according to the responses of individuals with different personality types.

3.8.1. Demographic Features

Table 3.6. Demographic Information of 10 Participants Who Hd In-Depth Interviews

	Personality Types	Gender	Education	A ge	Marital Status	Income Level	Profession
P1	Conscientiousness	Female	University	32	Married	Lower middle	Online Sales Team Executive
P2	Conscientiousnes	Male	University	32	Married	Lower	Business Development and Export Executive
P3	Agreeableness	Female	University	27	Single	Middle	Student
P4	Agreeableness	Male	High School	28	Married	Middle	Private driver
P5	Extraversion	Female	University	26	Single	Middle	Human Resources Assistant
P6	Extraversion	Male	University	26	Married	Middle Top	Agricultural Machinery Sales Executive
P7	Openness to	Female	Postgraduate	27	Single	Middle Top	PhD Student

	Experience						
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P8	Openness to Experience	Male	University	27	Married	Lower Middle	Warranty and Service Representative
P9	Neuroticism	Female	University	26	Single	Middle Top	Public Relations Specialist
P10	Neuroticism	Male	University	26	Single	Middle Top	Musician

Demographic information about the participants is included in Table 3.6. Participants participated in the Five-Factor Personality Scale questionnaire, which is the first stage of the research. As a result of the questionnaire, a female and a male were selected from each personality type. In order to evaluate the selection of female and men correctly, care was taken to ensure that they consist of individuals of the same age or similar age groups. According to the survey results, no male individual with a dominant neuroticism personality was found. For this reason, in-depth interviews were conducted only with female participant. Participants consist of people with different demographic characteristics who live in Izmir and use online platforms actively in their daily lives.

The interviews lasting 45-60 minutes were conducted with the acceptance of an in-depth interview, which is the research method, of 10 people determined according to the personality type questionnaire results. Participants in the research sample are users who actively use social media and search engines and frequently encounter advertisings on online platforms. The names of the participants will be kept confidential due to the protection of personal data and will be mentioned with the personality types resulting from the Five-Factor Personality Scale.

As seen in Table 3.6. the demographic information of 10 people and the determined five-factor personality types were scored according to the personality scale after the in-depth interview. The demographic characteristics of the individuals are listed according to the personality types results.

According to the table, five of the participants, consisting of five females and five mens, are married, and five are single. When the educational situation is examined; It is seen that 1 participant is a high school graduate, 1 participant is a graduate and the

other 8 participants are university graduates. According to the participants' definitions on household levels, 1 participant gave bottom, 2 participants lower middle, 3 participants medium, 4 participants said medium upper. No participant rated the household income level as the top. Except for 2 students among the participants, all of them work in the private sector.

3.8.2. Interview Findings Regarding Internet Advertisings in Digital Media

“How many hours a week or a week do you spend on Internet”, “Which online platforms/social media accounts do you frequently use?”, “How do you react when you see advertising on the internet?”, “Do you click to get more information?”, “Do you ignore it?”, “Do you leave the site?” In line with these questions, it was first determined how long the participants spent on online platforms and their active channels. Participants' reactions to the advertisements they encountered within the time frame they were active and their level of interest-in these advertisings were examined. It is seen that 10 people who took part in the in-depth interviews actively use search engines and social media accounts for 1-8 hours in their daily lives for business reasons or socializing.

All users actively use at least two social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Youtube. Social media accounts are followed by various gaming platforms and shopping applications, respectively. In general, it is observed that the use of search engines increases during working hours on weekdays. Participants generally review news sites or business-related research data by logging into social media accounts less frequently during working hours. He frequently spends time on social media, shopping platforms, movie-series platforms, and game sites outside working hours. According to the comments of the participants, who are not currently working in an active job, it is seen that internet use varies according to the intensity and occupation in social life:

“I'm so used to it that it takes me less than 5 minutes to pick up the phone. I let go, within 5 minutes, I pick up the phone again and look at it. I am constantly on the internet. I spend a lot of time on social media. If there is anything else I think about, I constantly search on Google. I use Instagram and LinkedIn very often.” (P3, F, Student)

“ I spend a lot of time on Google News. I closed my Instagram account because I spent a lot of time for a while, but then I opened it again. Not when I am at work, but I use Instagram for 2 hours in the evening. I use LinkedIn during business

hours. Unlike social media, I look at news sites from search engines or apps during 8 hours of work time.” (P5, F, Human Resources Assistant)

In digital platforms, the internet and especially social media cover a large part of our lives. Many data such as our posts, likes, articles, comments about our social or professional life reflect our identity. In this direction, a significant part of our lives is divided into virtual environments. Especially according to the worldwide studies, the data published by We Are Social for 2021 reveal that 4.66 billion people are internet users. 4.20 billion of this number belongs to social media users. The report results show that the data is increasing every year. (Digital 2021, 2021)

Users spend an average of 7 hours on the internet around the world. Approximately 2 hours of this period covers social media. According to the report, daily internet usage in Turkey is 7 hours 57 minutes, while social media usage reaches 2 hours 57 minutes. Nowadays, the active internet use of users of different age groups has increased with the increase in the number of smartphones. According to this situation, Turkey ranks 42nd. (Digital 2021, 2021)

Internet and social media usage rates are quite high in Turkey. In particular, there are many channels where brands can reach their targeted audiences. Individuals who spend a significant part of their daily life on the internet are exposed to many images, videos, and articles. At this point, the advertising industry seeks to create strong strategies. Within information technologies, individuals find the opportunity to share their thoughts easily. User-based environments offer effective and interactive content to these audiences. “Are you interested in advertisings on the Internet?”, “How would you react when you see advertisings on the Internet?”, “Do you click to get more information?”, “Do you ignore it?”, “Do you leave the site?” Female and male participants with the same and different personality types gave the following answers;

“If it is in my area of interest, it interests me. I click on the ad that pops up, enter, I look. If it is not my interest, I never look.” (P1, F, Online Sales Team Executive)

The male participant with the same personality type answered this question as follows;

“In particular, I cannot say something like “this advertising is of interest to me”. These are all Popup ads, anyway. Due to my previous surfing on the internet, sites give me advertisings using the data they receive. It does not produce an

advertising that is not related to me.” (P2, M, Business Development and Export Executive)

As seen in the responses of the male participant whose personality type is conscientiousness, targeted advertising and its functioning are known to users. Users generally have detailed knowledge about personalized advertising and other advertising concepts. It provides its daily movements on internet platforms with this awareness. According to the opinions of the participant whose agreeableness personality type is dominant, it is seen that the advertisements encountered are effective in the direction of the brand sought;

“It interests me as follows; If I am looking for a product, it is aimed at the brand. For example, if I am looking for Adidas, I am looking for that product. When I go to Google I ignore different brands if there are different shoe brands, Skechers or Nike. Different brand ads and images disturb me. I just want to see the brand I'm looking for. If I'm looking at something different at the time and there's an ad out of what I'm looking for, I think it's taking my time.” (P3, F, Student)

The male participant with another personality type dominant expressed the level of interest towards internet ads as follows;

“Ads do not interest me. Because when I'm dealing with something, I just want to see what I want to look at. There are things out of my interest. This makes me angry; I just ignore it. I want to close directly. If I'm looking for a computer, I just want to see this. I don't want to see ads like computer bags, headphones.” (P4, M, Private Driver)

According to the views of the male participant with the Agreeableness personality type, directing the users has a negative effect. The user does not want to see alternatives other than a product he is looking for. First of all, he wants to continue his research on the product or service that is in line with the purchase target. This situation is contrary to the purposes of personalized advertising. Personalized ads can hardly reach individuals with this mindset. Because the user only wants to see the product in his mind. The presentation of personalized advertising, similar product, or service can lead individuals to negative emotions. According to the comments of the participants with the Extraversion personality type, although the ads do not only target a specific site or application, they reveal the level of being affected by that advertising;

“Ads catch my attention. If it is something that interests me, I click. For

example, in-game ads, I play the game within the advertising. Meanwhile, I am playing a game, and suddenly I see an ad for another game. I just don't wait for the ad to pass. I am not downloading the game in the advertising, but if I need to shoot the ball in the advertising, I am waiting for the advertising to pass by playing the game.'' (P5, F, Human Resources Assistant)

As stated in the statements of the female participant, users do not only expect the advertising to passing when they come across an advertising. In this direction, positive or negative actions can be taken. The domain of the female participant with the dominant personality type of extraversion is also an example of taking positive action. This participant evaluates the transition time of the ad by being affected by other game advertisings while playing another game and plays an active role in the game ad he encounters. Even if the user did not download or visit the site after the game ad he encountered, he had an idea about this game in the corner of his mind. This can revive the experience in the future and direct the user to the game ad they have seen in the past. Similar to the answers given by the female participant, the male participant answered as follows;

''It rarely interests me. I am interested in advertisings that are parallel to my needs, for example advertisings related to the house. My home needs are usually too much. When I see these ads, I click on the ad and view the page to get more information. But this does not apply to every advertising. If there are ads that only catch my attention, I click and look.'' (P6, M, Agricultural Machinery Sales Executive)

The dominant female participant of the openness to experience personality type criticized the sponsored advertisings. The participant expressed the sponsored advertisings he encountered regarding his area of interest as follows;

''Usually, it doesn't interest me. If there is something that will attract attention I have in mind, I search for it, enter and look. Especially when I see sponsored links on Instagram, I feel like these ads are too much and unnecessary. If it is advertising that I am interested in, it might interest me, but if it is not in my area of interest, I would never look. For example, I am a psychologist; I constantly see sponsored ads about psychology training. I do not want and search for such an education. But I think they are seeing my information that I am a psychologist. They offer me sponsored advertisings for this. I immediately close unrelated ads like this.'' (P7, F, Ph.D. Student)

Openness to experience is a psychologist as stated in the comments of the female participant whose personality type is dominant. Participant, who is generally active in social media accounts, uses online search platforms for research as a part of his profession. She said “I constantly see sponsored advertisings about psychology education” in the statements of the participant. The reason for this is that its personalized ads are target-oriented, and are determined in parallel with the user's social life and search histories. However, the “digital footprints” left by every user on digital platforms do not always reveal the correct result. This situation, which is also complained about by the female participant who is a psychologist, is exposed to a situation in which she was involved due to her profession but was not interested. The male participant, who has the same personality type as the female participant, evaluates the advertisings as a ‘waste of time’;

“I usually skip the advertising I see, it doesn't interest me much. I do not like ads. If I am going to search for something, I am already doing the relevant search. I don't like being led. That's why I see ads as a waste of time. That's why I ignore and block ads.” (P8, M, Warranty and Service Representative)

“It depends on my interests. For example, if I am looking for clothes or shoes, I get annoyed when there is an electronic device out of it, even if I have an interest. If I see an advertising for a product I am looking for, it may be of interest to me, I immediately close the other ones without looking. If it is not my area of interest, I will not enter the ad, even if it is something I admire very much.” (P9, F, Public Relations Specialist)

“Ads 95% do not interest me. Because I don't usually look at ads. Although the ads are claimed to be personalized and personalized, I do not think it is suitable for that person. I don't even need to look at that picture anymore, as my brain has previously perceived that the advertisings that come out to me are irrelevant. Because I know that I will not go to that site. It rarely happens that when I see something that interests me, I still don't click when I see it. I ignore the ads because I do not like them; I leave the site if the ads become too frequent. Being exposed to more advertisings makes me very uncomfortable. I'm not bothered if the ad is in my area of interest, maybe it will be for my benefit, but I think the algorithm that generates ads is troublesome. Relevant ads do not appear; even if they do, I think it is an issue that needs to be discussed separately. It is not suitable for personal rights. For example, Twitter is asking for permission to show personalized ads. I turned this

feature off on Twitter. I want advertisings suitable for me to appear and close it because I know that I am being watched. I'm contradicting myself. I think our lives are watched a lot on social media; that's why I did it. I have minimized this with my efforts, as I thought that they could determine who, at what time, what we were talking to, and which site I was browsing over the internet.'' (P10, M, Musician)

According to the evaluation of the answers given by the participants, it is seen that the connection and relevance ratio between the advertisings encountered and the user is important. While five participants stated that they should be interested in the advertising, provided that it depends on the advertising relevance, five people stated that the ads do not attract their attention. When users see a product or service they already need on the internet, they may be interested in advertising or taking it to the area of interest. Advertisings that are out of their interest and that come out of the product or service in mind are out of the user's focus. In this case, users ignore the advertisings they encounter and turn them off. Users who do not like to see ads, in general, do not like to be redirected. They want to find products or services they want to research by searching on a brand basis. Directing advertisings on the Internet makes users think of it as a 'page invasion'. According to Ducoffe (1996); The ads are fun and informative. However, users' feeling of anger towards advertisings affect their attitudes towards advertisings. As stated in the comments of the participants, users who do not like to be redirected resort to blocking ads.

Table 3.7. The Influence Citations and Reactions of 10 Participants Whom We Interviewed with Internet Ads

	Personality Types	Gender	Level of Interest	Reaction
P1	Conscientiousness	Female	Positive	Positive
P2	Conscientiousness	Male	Positive	Neutral
P3	Agreeableness	Female	Negative	Negative
P4	Agreeableness	Male	Negative	Negative
P5	Extraversion	Female	Positive	Positive
P6	Extraversion	Male	Positive	Positive
P7	Openness to Experience	Female	Negative	Negative
P8	Openness to Experience	Male	Negative	Negative
P9	Neuroticism	Female	Positive	Positive
P10	Neuroticism	Male	Negative	Negative

Participants' interest in internet advertisings and their responses to internet advertisings are as shown in Table 3.7. When the expressions of the participants were

evaluated, 5 out of 10 participants stated that they were affected by the advertisements they encountered on the internet, while 5 participants stated the opposite. According to the results, the participant, who is not affected by advertising, does not turn to the website or other platforms where that advertising is located. The most important reason for this is whether the advertised product or service falls within the user's area of interest. The common point of the answers given by the participants has been "area of interest". Seeing the advertising of something that is not interesting and not needed does not direct consumers to that channel; on the contrary, it causes different searches to eliminate the advertising.

It was observed that participants with the same personality type gave similar answers. When the answers given by the participants with different personality types are evaluated according to their gender; While 2 female participants gave positive answers, 3 female participants gave negative responses about the advertisements. According to the answers of the male participants; while 2 participants think positively about internet ads, the other 3 participants have negative thoughts. In this case, it is seen that the level of exposure to advertisements varies depending on different factors such as "area of interest", "gender", "personality".

3.8.3. Interview Findings Regarding the Effect of Personalized Ads on Consumer Purchase Decision

Advertisements are important in many issues such as the purchasing behavior of the consumers, taking part in effective media channels, and presenting them to the consumers that will make an impact. Digital platforms selected in line with the purpose of the advertising can reinforce or reverse the positive feelings of the consumer about the ads. According to Cooper (1993), the role of advertising should raise awareness and provide information and meet the social needs of the audience while supporting the sales by guiding the wishes, preferences, and attitudes of the audience.

This section, it is aimed to determine the effect of individuals on personalized advertisements and purchasing decisions. The following questions were asked to 10 participants; "Do personalized ads affect your purchasing decision?", "Have you ever been affected by personalized advertising and purchased a product or service?", "Do you think personalized ads help find a product you are looking for?"

"Personalized advertisements impress me a lot. I do a lot of shopping when I click on the ads that appear according to my interests. I look at the shopping tab

according to the product that I am interested in and looking for. I filter the most suitable options and products that interest me. The last personalized ad that I came across was a shirt ad for Ipekyol. I bought it. I came across the “bargain sale” advertising of this brand. I went into the ad, looked, and bought.” (P1, F, Online Sales Team Executive)

The main function of advertising presented to the consumer is to create desire in the individual and encourage these feelings. In this context, personalized advertisements can affect the subconscious ideas of individuals and can be a reminder about a product/service that was previously in mind. In this case, during the presentation of the advertising to the consumer, the consumer can reconcile himself with the product or service in his mind. According to the answers given by the female participant whose personality type is conscientiousness, personalized ads become interesting if they are related to the interests of individuals. According to Lim (2013), especially the development of the internet environment and the increase in the number of users have increased online shopping site usage rates.

According to a survey study conducted in Ankara district of Turkey and Busan cities of South Korea, internal, and external factors affecting online instant shopping of consumers were investigated. According to the data in Turkey, it has been found that the external factors of consumers have a positive effect on promotion, price, and online instant shopping. On the other hand, internal factors, instant shopping urge and instant shopping tendency were found to have a positive effect on online instant shopping. In South Korea, internal factors are seen as the consumer’s shopping drive and mood. (Park, 2019) Product or service advertisements that appear before consumers on online platforms play an active role in the emergence of the purchasing impulse expressed by the female participant whose personality type is conscientiousness. For this reason, it is seen that personalized ads are effective in purchasing behavior. In particular, personalized advertisements offered to consumers for discount messages of brands contribute to the increased in purchases. According to the answers given by the male participant whose conscientiousness personality type is dominant;

“Personalized advertisements affect me negatively. My negative view of the brand is increasing. It bothers me to see things like “did you want to wear this?” Generally, the algorithm they use is classified as a shirt, so shirts come out. But I already enter that site knowing the shirt I want to buy and prefer to shop from there. Because I research on the internet knowing what to buy. Especially when searching

for something on Google, both advertised and ad-free sites come out at the top. I do not particularly click on the advertised site. I click on the site with no ads. This is because I don't like the idea of the internet provider making money, although there is no need for referrals to me at the moment. For example, I will buy shirts on Google, when I enter Google, I write 'X brand shirt'. I have already entered the necessary information and I can do my guidance. The advertising of that brand did not add anything to me. I do not find it right for him to receive a payment from the provider for something he does not add. Generally, these ads do not affect my purchasing decision. Maybe I was affected by his personalized advertising and bought a product I don't remember right now. I think I have the ability and the knowledge to decide on the directions offered by personalized ads.' (P2, M, Business Development and Export Executive)

During the in-depth interview, the answers given by the male participant whose conscientiousness personality type is dominant are examples of positive or negative reactions of personalized ads on brands. When the user creates a negative perception of the advertisements he/she encounters on online platforms, this situation also affects the relevant brand. As the participant stated, "negative perception towards the brand" occurs. According to the research results, users who do not like to be directed and prefer to find what they are looking for are not affected by personalized ads. In contrast to advertising, it develops negative feelings towards the brand that owns the relevant advertising. According to the answers given by the female participant whose agreeableness personality type is oppression;

"Price information is at the forefront in my purchasing decision. For example, what I'm looking for is 500 TL. It's over my budget right now, but if I come across a sale ad for that product - like Black Friday - it might affect my decision. But if it's something I don't want, I don't click on your ad and look. In this context, personalized ads can help me find the product I'm looking for. I can find the product I am looking for in any way. The easiest is the internet. I don't go and look at 10 different alternatives. For example, if what I want is to buy a glass from Paşabahçe, I look at Paşabahçe's website. I won't go and look at Karaca's personalized ads. I had seen personalized advertisements before and bought a ball and a camping chair for the summer. I had it in mind; I had researched before. Sale ads came up and I entered the ad and bought it." (P3, F, Student)

The income level of consumers is a situation that is among the demographic

characteristics and directly affects the purchasing decision. Depending on the income level, the effective rates of the advertisements that consumers have encountered vary. In this case, the price-oriented consumer follows the discounted prices of the brands and realizes the low-priced products accordingly. Thanks to low-priced, discount announcements, consumers compare brands and purchase behavior in line with their maximum needs. According to Rook (1987), instant purchasing behavior is shaped according to the psychological and emotional reactions of the consumer. The instant purchase experience is when the consumer emerges suddenly and with a strong impulse. In this case, the consumer who encounters the product or service advertising may be highly affected by the advertising and may have sudden purchasing behavior. Personalized advertisements, especially about discounts, can create excitement in the consumer's mind and support positive reactions. As seen in the answers given by the female participant whose personality type is Agreeableness, personalized, interest-oriented discount advertisements positively affect the purchasing behavior.

According to the comments of the male participant with the Agreeableness personality type, advertisements do not directly affect the purchasing decision. The user searches for the product and brand that he thinks in particular and positions in his mind. He seeks different ways to eliminate advertisements as alternatives come across. According to the statements of the participant;

“Personalized ads do not directly affect my purchasing decision. However, if it's a product I'm looking for, I might be impressed. I don't think it helps me find the products I want. Because I can find what I'm looking for by searching. There is no need for personalized advertising to appear and offer me different alternatives. These do not attract my interest or attention. I do everything in my power not to see them. Alternatively, I do not pay attention to these advertisements in terms of evaluation. I have never been affected by its personalized advertising and purchased a product or service before.” (P4, M, Private Driver)

According to the statements of the female participant whose Extraversion personality type is dominant, ads related to services are more interesting than product-related ads. However, for this situation to turn into action, first of all, a decision process must be formed. Participants are particularly annoyed when they appear on advertisements on topics that they have not clicked or visited before. The reason for this is that he thinks he is being listened to. According to the comments of the participant;

“For example, I want to go on vacation, there is a very nice holiday

advertising. I will investigate this. But it does not affect too much when purchasing the product. Advertisings for services rather than products impress me more. I am not looking at personalized ads that come up for something I am considering purchasing. I even get angry that there is ambient listening. I do not click on the ad. For example, we are talking from Vienna. It annoys me that ads for accommodation come out from Vienna. That's why I turned off the sound recorder for a while. That's why I didn't even listen to the voice recording of Whatsapp. Maybe I saw personalized advertisings and bought a product from Çiçeksepeti. It is not too much if there is something shopping, I do not buy it. But the holiday is bad, the hotel, etc. If there are advertisings, I examine them.'' (P5, F, Human Resources Assistant)

The statements of the male participant with the same personality type are;

Personalized ads rarely affect my purchasing decision. However I might have bought a product a long time ago, maybe influenced by the advertising.

''It's very rare that I see an ad and make a purchasing behavior. Generally, I need a product or service and do research accordingly. If it is something I need and an advertising for my need appears, I go into the advertising and look at the details. If the price seems reasonable to me, I buy it. In this direction, I think personalized ads helped me to find the product I am looking for. I look at the prices and features related to this need on the site I encounter in line with a product or service I clicked on the ad. Then I make a comparison by looking at other similar products. I also consider these alternatives. I compare and choose the product or service that suits me best. I bought an artificial plant in line with the last advertising I came across. I saw an advertising for Hepsi Burada and bought the product. I was searching for artificial plants on Google. After a while, I saw your sponsored ad on Instagram or Facebook, and I bought it by going to Hepsi Burada's site.'' (P6, M, Agricultural Machinery Sales Executive)

As mentioned by the male participant whose extraversion personality type is dominant, personalized ads allow different alternatives to be evaluated in his comments. The participant chooses the most suitable product or service for himself by evaluating the alternatives he/she has encountered. Recently, the participant saw a product he was looking for with personalized ads and completed the purchase by heading to the relevant site. Accordingly, personalized ads contribute to the purchasing behavior of users. The comments of the female participant with the openness to experience personality type regarding the purchasing decision are as

follows;

‘‘For example, seeing an ad for a brand I love affects my purchasing decision. Sometimes I review the clothing brands I like very much on websites. When I see their advertisings as sponsored and after a long time, I go back to that store’s site and look. I buy the products I am interested in. If I am looking for a product, for example, a product I have never used before, I search for them on social media platforms or related websites. When we first write on Google, a few ads appear. These also do not give me confidence. I don’t know how or what. If I have already shopped and experienced on a certain site and if I am satisfied with that site, I will go to the same site again. I am less interested in advertising alternatives of different brands.’’ (P7, F, Ph.D. Student)

‘‘Personalized ads can affect my purchasing decision by 50%. Personalized ads in line with what I’m looking for offer similar things but not different options. It offers directly in the direction of specified filters. That’s why I don’t think it has much impact. Until then, I have been researching. I look, he brings back the things I search for over and over again. Probably in case I forget. I saw its personalized ad and bought clothes before. I cannot see other ads because personalized ads show me ads within certain filters. It would have been better if I had seen other options, not just what I was looking for. In this direction, I could find the opportunity to evaluate different alternatives.’’ (P8, M, Warranty and Service Representative)

‘‘If an alternative is offered for what I was looking for after I looked for another product and closed the relevant online platform, I may have clicked on this alternative. It might interest me not based on price, but based on evaluating alternatives. For example, something has come out that will interest me more; product, function, features, or visual sense, it attracts more attention or something I need more. I can get it if I found it by chance. In this case, I can also influence my purchasing decision. I think it helps in finding the product I want. Because sometimes I cannot find the product I am looking for even if I search for it on the search buttons, but at the extra bottom it can appear as ‘‘Check these’’ and there I can say ‘‘this is what I was looking for’’. Therefore, it can work for me. I guess I didn’t think I would see your personalized ad and go and get it right now. First of all, I have to call. I have to decide to buy something. Then, as soon as I decide to do this, the ads start to catch my attention. I do not intend to buy it in very spontaneous advertising. Even if I need it, I have to have impulse. First of all, when I say that I

should buy an outfit and a jacket, an advertising that popped up attracts my attention. A product or service advertising that became popular at that time or was on the agenda may affect me. In this case, my opinions may change according to the agenda.’’ (P9, F, Public Relations Specialist)

‘‘Advertising does not affect my purchasing decision. Even if it does, it affects in a very small point. I have already decided to buy that product. The site on which your ad appeared is also important to me. I also look at the price on that site. For this reason, it has a positive plus. I evaluate the prices. But despite the high price, I do not hesitate to buy that product. Whichever site is more reliable, I will buy it from there. For this, I review information such as user comments, purchases. Although the product is expensive on that site, I prefer it because it is reliable. It has been very rare that the product I purchased was influenced by its personalized advertising. For example, I saw a sale ad. Having a discount in general rather than the product in that discount advertising may direct me to the site. I can visit the site and shop from there. ‘‘It is more beneficial for me to see the ‘‘Black Friday’’ ad rather than the X product dropped to 9.99 TL.’’ (P10, M, Musician)

When the statements of the participants are evaluated, the positive comments about personalized ads are generally related to the campaign, discount, filtering, and evaluation. When users see the personalized advertising of a product they have previously researched and intended to buy, they can re-evaluate it. There is a greater tendency towards buying behavior, especially if these products or services are offered with a campaign or discount ad. The income level, which is among the demographic characteristics of the users, affects the purchasing behavior among the users. Accordingly, the question ‘‘How would you define your household income?’’, Which was asked to the participants at the beginning of the in-depth interview, gains importance. Because it is seen that the participants who evaluate themselves as low, low middle, and middle are financially affected by personalized ads that filter prices and include discounts.

According to the negative opinions about personalized ads, users who are frequently exposed to these ads negatively turn the point of view towards the brand. Because users do not want to see similar alternatives other than the products or services they are looking for. The sentence ‘‘I would like to see different alternatives’’ in a participant's statement was evaluated from a different point of view. Accordingly, although some users want to see ads that are not of interest, the majority want to

realize the purchasing behavior only for the product and brand they are looking for.

Table 3.8. Effected by Personalized Ads of 10 Participants Who Had In-Dept

	Personality Types	Gender	Level of Interest	Effect on Purchasing Decision
P1	Conscientiousness	Female	Positive	Positive
P2	Conscientiousness	Female	Negative	Negative
P3	Agreeableness	Male	Positive	Positive
P4	Agreeableness	Female	Negative	Negative
P5	Extraversion	Male	Positive	Positive
P6	Extraversion	Female	Positive	Positive
P7	Openness to Experience	Male	Positive	Positive
P8	Openness to Experience	Female	Neutral	Positive
P9	Neuroticism	Male	Positive	Positive
P10	Neuroticism	Female	Negative	Negative

Interviews and Their Effects on Purchase Decisions

Participants' interest in personalized advertisings and the effect of these advertisings on purchasing decisions can be seen in Table 3.8. According to the participants' answers during the interview, while 6 of 10 participants were affected when they saw personalized ads, 4 participants are not affected. Accordingly, the buying behavior of the participants towards personalized advertisings is at the same rate as their level of influence. So, when a consumer affected by personalized advertisings sees these advertisings, they can make their purchases by heading to the relevant site or social media account. According to the participants' responses, "discount advertisings" are among the factors that affect purchasing decisions.

Therefore, personalized advertisements of brands for discount announcements directly affect the purchasing decision of the consumer. When the effect of participants on personalized advertising and purchasing behavior is evaluated according to their gender, 5 of the female participants gave a positive response. 2 of the male participants gave a positive response. In this case; It has been observed that personalized ads are more effective for females compared to men.

3.8.4. Interview Findings for Personalized Ads

For this section, 10 participants were asked the following questions: ‘‘What do you think about personalized ads?’’, ‘‘Do you think it is a good thing, reliable, impressive, interesting and effective, misleading?’’, ‘‘Do you think you have access to the information?’’, ‘‘Do you use various blocking programs to block personalized ads?’’, ‘‘If you have applied, which programs did you use for which platforms?’’, ‘‘Have you ever thought that you were listened to or watched by the appearance of personalized advertisements?’’, ‘‘Are there any personalized advertisements about the products and services you mention in daily life?’’, ‘‘How does it make you feel to be exposed to personalized advertisements in your daily life?’’, ‘‘Are you uncomfortable?’’, ‘‘Are you angry?’’

Participants’ general thoughts on personalized ads are as follows:

‘‘I think personalized ads are too effective. I think financial loss. I am very impressed by personalized ads, these ads reproduce my buying behavior. I have had a lot of experience buying products with this kind of advertising. Regarding its informative aspect; Again, when I want to get detailed information about the product I will buy, I especially pay attention to user comments. This drives my purchasing decision.’’ (P1, F, Online Sales Team Executive)

It’s on personalized ads are as follows:

As stated in the discourse of the female participant whose Conscientiousness personality type is dominant; Personalized ads are highly effective for some users. With personalized advertisements expanding their domain, brands reach an advantageous position in purchasing products and services. According to the comments personalized ads are directed to the consumer’s area of interest and allow consumers to complete the purchasing process. She stated that this created a positive change in the decision-making process.

‘‘Since the digital platform receives the information from me, it doesn’t do anything extra anyway. It just makes a mirror effect. Therefore, I don’t think it

guides me or gives me information. Because it collects information from my clicks and navigation within the site. How can I think this is not directive. I'm against personalized ads like popups; I don't like it." (P2, M, Business Development and Export Executive)

Personification is the adaptation of advertising messages to the wishes of consumers. These messages can be compatible with many variables such as gender, income level, hobbies, and brand name, which are the product or demographic characteristics that consumers can choose. (Saadeghvaziri and Hosseini, 2011) For this reason, personalized ads show a "mirror effect" for the consumer's area of interest, as the participant also stated. And again in this context, it offers similar alternatives to the user. Another participant expressed his thoughts on personalized ads as follows;

"I cannot say completely reliable because there are too many fraudsters on this subject. People are being defrauded. People do not need it, but even though they do not need it, they make such advertising that you want to buy it. I am not interested if it is a personalized advertising for a brand that I do not know. The brand is all-important to me. I think it's a good thing. This is all about artificial intelligence. We are talking about something right now, for example, an advertising appears on the phone about the thing we are talking about, a site comes up and directs us. When we write something on social media, on Google, we can come across many things about it. For example, we entered Trendyol and we are looking for shoes. You say, "I'll see it tomorrow, I'll see it in half an hour" but you forget You are active during the day, different things intervene in your social life. An ad popped up when you forgot your phone again or when you look at it tomorrow. It means; "I wanted to buy this, let me see again". So it's a good and useful thing. I can say neither good nor bad, but I cannot say that it is bad. There are too many reliable or unreliable sites on the internet. This all depends on research. If I am looking for something related to my goal, I will use what the internet, phone, artificial intelligence has to offer. I get what I need." (P3, F, Student)

"Frankly, I think the advertisings I see on websites are related to fraud. Doesn't seem very reliable to me. So maybe I'm not interested. Generally, I never take into consideration the images that appear as advertisings. Even if I see an ad for a site where I shop before, I cannot trust it. I don't think these ads provide the information I need, like I don't go and look at personalized ads." (P4, M, Private Driver)

The common point of the expressions of the male and female participant whose agreeableness personality type is dominant focuses on issues such as ‘‘fraud, loss of trust’’. According to the comments, unknown advertising, never experienced before, makes negative connotations of the mind of the consumers. Unlike the female participant, the male participant used the statement ‘‘I do not trust even if I see an advertising for a site where I shop before.’’ In this direction, it is seen that the status of being affected by personalized advertisings is directly related to the trust level of individuals in that ad. According to the opinions of other female and male participants;

‘‘I don’t think personalized ads are misleading. In general I think it was successful. It turns out to be of interest to everyone. But the ambient listening feature is annoying. For example, I am researching something, after searching for it, it comes out saying ‘‘You have already searched for this, look you are looking for this’’. But since I just talk without typing anything, clicking anywhere on my phone, or liking it, it annoys me when the advertising comes out. Maybe I can say that advertisings about personal development support me in reaching the information I need. In meditation ads, for example, I can look at what this position is, what this program is.’’ (P5, F, Human Resources Assistant)

‘‘I do not think negatively about personalized ads. I think it helps. Personalized ads offer multiple options. I do not see or receive anything directly. I see and evaluate different options and find the one that will be most useful to me. That’s why I think it is useful. If I am looking for a product, I do not think that I will buy it from the X brand. First of all, I do research, I also examine and evaluate the personalized advertisings I come across. I tend to buy by making a budget and feature-performance comparison. I think personalized ads offer us useful content. We see something on the Internet and learn about it. For example, right now I don’t need any; knife set. But if I need this knife set in the future, I would say; ‘‘I saw the advertising of brand A here, let me look at that brand A’’. So I can evaluate an ad I’ve seen before.’’ (P6, M, Agricultural Machinery Sales Executive)

From this point of view, according to the answers given by the participants, it is seen that the advertisings encountered regarding the interests of the participants guide successful purchasing behaviors. In the statements of the female participants; ‘‘I can say that he is supportive in reaching the information I need.’’ And the male participant, ‘‘I do not need it, but if I need it in the future, I will evaluate the

advertising I see.’’ Expressions highlight the informative and reminder functions of personalized ads. According to the opinions of the other female participant who defines personalized ads as a ‘‘complementary’’ function;

‘‘The reliability part is discussed. First of all, to understand that it is a reliable advertising, I have to go to that site and check it out. My orientation to purchasing is a situation that develops later. But when I first see the ad, I don’t trust it at all. If I find a more practical and alternative site at that time, that advertising is not interesting for me. However, if I cannot find an alternative, I go to the site that the advertising directs and look at it. It can be misleading sometimes. Even if there is nothing like fraud, they can reflect the product differently. Therefore, it is more advantageous to enter the advertisements of the brands I know and have tried. I think personalized ads provide complementary information. If I am looking for a product and it has various by-products, these ads may be complementary. Or it gives a different perspective. It teaches a new knowledge.’’ (P7, F, Ph.D. Student)

‘‘It feels like you are being followed, but on the one hand, it provides a good advantage as it serves as a reminder. I generally prefer not to be exposed to personalized ads. I minimize these ads with various blocking applications whenever possible. At the same time, I do not think I have access to the information I need because I have already searched for that product on Google or other search platforms. The data about the products or services I searched for is stored and presented to me again. However, in some cases, advertisements about the by-products of any product I have searched for can enable me to get new information. These ads are products that I have never bought or researched before.’’ (P8, M, Warranty and Service Representative)

Underlining the reminder function of personalized ads, the male participant states that it is advantageous even if it blocks personalized ads as much as possible. Especially when they are in search of a product or service, other products that may be of interest to them as an alternative may not be seen. Similar products and services offered by personalized ads to users vary in their orientation to that ad.

‘‘I don’t think personalized ads are misleading. I just think he’s directing well. But suddenly, I hate such popup ads that constantly occupy my page. But other than that, I find it functionally useful. I am doing scientific research at that time. I am distracted by the constant personalized advertising appearing next to me. It does not, it creates an annoying effect. It doesn’t affect me, on the contrary, I get annoyed.’’

Even if I want to buy it, I do not buy it just because of it. From time to time, I think personalized ads provide the information I need, but sometimes they can deviate because artificial intelligence comes into play. It can also offer irrelevant products. I cannot say that it is neither useful nor does it have a qualification. Medium-level. Artificial intelligence is useful when it perceives and presents what I want, but when it misperceives it, it can also annoy me when it receives what I am looking for and offers the wrong product. For example, I searched for something for my friend and I was constantly exposed to those ads. Or I accidentally clicked on something else but it is not my area of interest. Like this.” (P9, F, Public Relations Specialist)

“I think personalized ads are misleading. I am against personalized ads. Because this business is a trade and brands may also offer us personalized advertising of a non-quality product to earn more money. I prefer to identify, explore, research, and choose my own needs.” (P10, M, Musician)

Individuals may think that they are listened to and watched in some cases about personalized advertisings. In this direction, individuals can seek and apply to programs that block these advertisings. The answers to the questions asked to the participants on this subject and the feelings they felt after being exposed to these advertisings are as follows, respectively:

“I have never used any programs or apps to block personalized ads. I do not think it is necessary. If it is not interesting to me, I close the ad from X. I have never installed such programs on mobile or computer before. I don’t think an extra program is needed. We are both resting, being watched, and being read. I sometimes get nervous as a result of this situation. Still, I am not taking any measures. Ads are generally advertisings for sites where I shop before. I trust it because it is a site that has my information entered and I have shopped before. That’s why I’m not doing any blocking. I don’t feel it is an extra dangerous situation either. For example, if I looked for a product from Trendyol and later appeared ads of different brands related to the product I searched for, I close these ads. If I searched for products from Trendyol, I continue from Trendyol. I prefer to shop from places I have experienced by shopping before. If I am reading something serious there, if there is unnecessary personalized advertising, it bothers me, and sometimes I get angry. In general, my perspective on personalized ads is good. I think it is useful.” (P1, F, Online Sales Team Executive)

It is observed that all members are disturbed by the advertisings they are exposed to

frequently and by the state of thinking they are being watched and listened to. One participant became even angrier about this issue and made the following statements;

‘I didn’t feel the need to use a blocking program. I did not care much as I was already stuffed. But there is also a fact like this; When you do not allow pop-ups, you cannot use all the site information. At the bottom of the page, the options ‘I agree, I disagree’ are presented. If you click on the ‘disagree’ section, you cannot use the site. It compels you to do this. I prefer to stay away from such sites. Because this has a negative effect on me. I do not accept. I need to buy the product very rarely or if it is not available on another platform, I compulsorily accept it, it but I do not prefer it other than that. Because this bulletin directs me, I don’t like it. They’re watching us. We do not know if it is a fact that we clicked, that there is spyware instead of this ad in the site, under it, and the camera is turned on. So maybe there are no ads on the site, but there may be a system that wants to track you. We do not know if there is a command to turn on your camera when a person who has previously shopped and foresees that he will enter this site because of similar purchases, type his code under him and click ‘I allow the use of his data or cookies’. I usually get irritated. I leave the site, I am looking for other things. I am not in favor of interfering with too many people’s private lives. We allow access. Then we say; ‘Our privacy area’ or ‘our personal private space’. We allow all of them right now. Everything is clear, our entire digital footprint. We live in a system that can track directly what I do the shopping and even where I can go. This is very irritating. Except for the things you have to buy, it doesn’t make much sense to stay out of the system. I do 80.85% of my shopping online. But I prefer to think that the things I get are essential things that I need. Otherwise, for example, the system can predict that you will be traveling from the shopping I did before I went on a trip. In general, I do not like it. I don’t like their spying. I can buy what I want to buy. I don’t like their idea of watching my whole life to pursue more profit.’ (P2, M, Business Development and Export Executive)

The ‘intervention in private life’ and ‘personal private space’ issues that the male participant, whose conscientiousness personality type is dominant, pronounced in his statements are some of the subjects that other participants also want to express in common. Participants think in common that personalized ads serve ads directly on targeting, creating an obligation to allow users to allow their footprints on digital platforms, making it extremely disturbing. Another participant said the following

about the use of various programs to eliminate and block personalized advertisings;

“I use ‘Don’t show this message again’, ‘block cookies’ options. I did not use a blocking program. I only block when these ads come out if it’s not my interest, something I don’t like. It bothers me if it’s not my interest. At that time, something else pops up on the site where I want to visit something myself, and it fills my screen. They listen to all of us, I believe that. These kinds of advertisings come across in my daily life all the time. For example, my mother said, ‘I liked this very much, I will buy a stove.’ We talked about this on the phone. I entered Instagram, stove ad appeared. My mother is in Marmaris, I am in Izmir, and we are talking about the stove. She said I want to buy a stove; I see a stove advertising. I think we being fully watched and rested. I don’t trust any of these. I felt completely insecure. A system that I do not know about on the other side of the world now can access transcripts of everything. Generally, I think personalized ads 8 out of 10 are useful. I can say that advertisings outside of my interest are a waste of time.” (P3, F, Student)

“I haven’t used a blocking program before. With the advertisings appearing, I make an effort to close that ad with the buttons that come across at that time. For example, if I do not accept cookies when I visit some sites, the site does not offer navigation. When I come across such sites, I close and pass. I am going into different searches. Since there are too many frauds, hacking, copying of personal information, I do not use platforms that I see as a high-risk level. I always take care of myself. The idea of my personal information being recorded bothers me. For example, we are talking about an X product in an environment. After that, as soon as I enter Instagram, Trendyol, or any website, I see the advertisings of the product we talked to. I think our phone is being tapped and this makes me feel insecure by thinking that I don’t have any private life. Maybe I could turn off the audio recording features, but I don’t think we can avoid this. If I am using a web page or program, I am happy to act on what I am looking for myself. I get annoyed if someone, a site, or even a smartphone leads me. I am not against artificial intelligence applications, but I have to manage them. It shouldn’t rule me. I don’t think we need personalized ads. Now everyone can easily access everything. We have the Internet, we have a computer. Being exposed to ads distracts me from that brand or product. My perception of the brand turns negative. Whenever you point something in your eyes, it gets uncomfortable.” (P4, M, Private Driver)

While advertisings corresponding to products and services searched on a previously

visited website or social media platform are acceptable to users, advertisements that appear only after a subject mentioned in the environment raise suspicion. The other participant during the interview expressed this situation with the following words;

‘I can apply to block programs such as Adblock. For example, you are exposed to 5 different videos until you open a site. I can say that this is a waste of time. I think it takes my time. A friend of mine came from Russia. He did not speak Russian next to me. We only talked about Russia and Siberia. Russian tweet notification has arrived. This pissed me off. I even turned off the Whatsapp voice recorder permission due to media listening. I think my security is under threat. It may be against the law on the protection of personal data. Constant exposure to personalized ads does not change my feelings for the brand, but I react against the ad. It’s not nice to have ads for us to be watched. For example, I liked something about home design, and advertising appears about it. I can accept that. But it is very annoying if I haven’t done any research and on the contrary, just listening to my voice and showing ads.’ (P5, F, Human Resources Assistant)

‘I have never applied any prohibitive application before, and I do not think that I will apply. Brands keep us informed. It carries out communication studies for this. That’s why they use personalized ads and offer them to us. I don’t think such barriers are necessary, as I think they can help us in different areas of our lives because it doesn’t bother me. I think we are rested and watched. For example, we are talking about a computer mouse at home. We need a computer mouse right now. A few days after I speak, Mouse ads start appearing in front of me. This causes me to get the perception that we are resting. In this case, I don’t see myself as threatened. I’m not taking any action. I consider personalized ads positively. I look, evaluate and stay in the corner of my mind. As soon as my need arises, I can look back.’ (P6, M, Agricultural Machinery Sales Executive)

‘I think we are resting. Because whatever I talk about, that thing is advertised. But I don't feel threatened. I am just aware that I am being listened to or being watched. I did not take any action to prevent these. I am 70% bothered by personalized advertisements. Because it disturbs me, many of them do not interest me. If I am buying a product, the appearance of advertising based on the product I am looking for decreases my trust and does not interest me. If I am going to buy a product that I do not know for the remaining 30%, and if I am going to go somewhere I do not know, then it is good to have advertisements. Because I get

information about something I don't know. Apart from that, none of the advertisings that appear during a topic I search for on the computer in my daily life are not interesting to me. Or any of the sponsored ads I see on Instagram and Twitter are not interesting to me. But, for example, if I am in search of something and at that time I get information about that thing, I use them. First of all, I need to need so that I can be affected by personalized advertisings.’’ (P7, F, Ph.D. Student)

‘‘I used the Adblocker blocker program. This kind of use on my computer, not on my phone. It is very useful for me. It prevents ads from running. I prefer to block ads rather than be exposed to them. We are absolutely resting. For example, when I search for something on online platforms, I constantly see advertisings. I had this situation last weekend. I was looking for shoes. Later, while I spent time on the internet, I came across advertisings for white shoes. These ads bothered me. Being exposed to personalized ads makes me feel like I am being followed. I find these ads useless. I do not think it is necessary. Because we are exposed to too much advertising in our daily life. I'm blocking it so that it won't appear again.’’ (P8, M, Warranty and Service Representative)

The participant, whose Neuroticism personality type is dominant, answered questions with a different perspective regarding personalized advertisings offered to users on digital platforms. According to the participant’s comments who have participated in the works in the communication and advertising sector, targeting advertising has become a part of our lives in the digital world we live in and with the contribution of technological developments. Unlike other users, the participant considers the personalized ads he encounters daily as a time saver. The participant, who cannot find the opportunity to research products and services in his daily life, business, or social environment, is happy with personalized advertisings of interest. Stating that there is no need for extra research in this way, the participant continues as follows;

‘‘I did not apply for prohibitive programs, I wish. But I always forget. It should neither be completely removed from our lives nor be permanent. I press X and get rid of it the most. It doesn't bother me too much. I just get angry from time to time.

As I am in the advertising industry, I know that we are watched and listened to. This was mentioned in many pieces of training I received. Brands are already using these kinds of activities and collecting data to capture people and create a commercial element. I don't see it as a bad side. They learn what we like, what we need, and it is

done accordingly. We can think of it as ‘‘User Generated Content’’. It is not very reliable, but it is very normal and inevitable in 2021. Long ago I was worried. I was even experimenting with ‘‘Let’s talk about this, now what will come out’’. But right now I am not too surprised. I am not worried as I know the background, I know how it works, so it doesn’t feel scary anymore. In 2018-2019, we said let’s talk about villas with my friend, and after a while, sponsored ads in Urla started to appear on Instagram. A personalized ad appeared today, too. Since I use my phone very actively, I am constantly exposed; it takes up half of my screen. I need to find the text I want to see in the background and click on the cross button, or I see the whole product and press the exit button. It bothers. I hate it when popup ads distract me.

For example, a mascara ad appeared before me. It shows and lengthens the lashes a well-known brand. The appearance of such advertising makes me happy; I am happy. Because why; work because I spend my daily activities during the day, etc. I do not have much time to research because it passes intensely. And I feel happy when it comes across me. Because I don’t need to do any extra research. So I like it very much and find it useful. But apart from that, for example, when there is nothing for my gender, when there are products that I am not interested in, I get extremely annoyed. I do not visit that site again. This affects the image of the site in my eyes. Whichever site this ad appeared on, if I can’t get rid of that ad and that message, it causes me to redirect to another site.’’ (P9, F, Public Relations Specialist)

‘‘I have not downloaded or used programs to block personalized advertisings, I do not know if there are such programs. But if it came across I would use it. If that platform offers me ads to be displayed on a paid or free basis, I will evaluate them and purchase ad-free platforms. If I cannot buy to turn off ads, I turn to alternative sites. I think we are being watched. For example, in an environment we are talking about the X shoe brand, we see the advertising of its shoes. But I do not believe this much. I think that the voice recording on my phone is constantly being listened to and accordingly, the technology to be advertised has not been made yet. What I find realistic is that Instagram and Twitter offer ‘‘turn on / turn off personalized ads’’ because people have been rebelling a lot lately. Continuous exposure to these on the internet does not bother me as far as I can see it. For example, if I need that shoe badly, I don’t feel uncomfortable. But even though I bought that shoe or my interest in shoes has decreased, it disturbs me that the ads continue to appear over and over. I do not experience any emotional state. I do not

get angry, nor be happy. If the ad harms my main purpose on the site, I always try to turn off the ad. ‘‘ (P10, M, Musician)

The male participant, whose neuroticism personality type is dominant, made a different point during the interview from the other participants. The participant stated that he did not know the ‘‘accept/reject cookies’’ button on the website and social media accounts. The effect of cookies on the formation of the algorithm and digital footprint was explained to the participant. As a result, I have now learned about this situation regarding participant cookies. ‘‘When I came across this I didn't know what it meant. I generally accepted. But after that I won't.’’ Whenever possible, when a participant visits a site, he wants to minimize the recording of his data and monitor his movements. For this, it avoids advertisings by paying a fee if necessary.

Table 3.9. The Opinions, Blocking Situations and Emotions of 10 Participants with In-depth Interviews about Personalized Ads

	Personality Types	Gender	Thoughts	Block request	The state of thining of being listened to and being watched	The feeling it makes (If it is not of interest)
P1	Conscientiousness	Female	Informative	Not using	Thinks	To be uncomfortable, to be angry
P2	Conscientiousness	Male	Mirror effect	Not using	Thinks	To be uncomfortable
P3	Agreeableness	Female	Reminder	Not using	Thinks	Feeling insecure
P4	Agreeableness	Male	Unreliable	Not using	Thinks	To be uncomfortable

P5	Extraversion	Female	Supporting	Partly using	Thinks	Feeling angry & threatened
P6	Extraversion	Male	Helper	Not using	Thinks	Positive
P7	Openness to Experience	Female	Complementary, instructive	Not using	Thinks	Positive
P8	Openness to Experience	Male	Reminder	Using	Thinks	To be uncomfortable
P9	Neuroticism	Female	Router	Does not prefer	Thinks	Positive
P10	Neuroticism	Male	Misleading	Does not prefer	Thinks	Neutral

During the in-depth interview, the questions asked to each participant; the use of various blocking programs to reveal personalized advertisings, the state of thinking that they are being watched/listened to as a result of exposure to these advertisings, and what they feel accordingly, and what they generally think about personalized advertisings are shown in Table 3.9.

When the expressions of the participants are evaluated; while personalized advertisings are evaluated in different functions such as informative, reminder, supportive, helpful, supplementary, instructive, and guide; it is also seen as unreliable, misleading. While answering the questions, the participants especially emphasized words such as ‘my area of interest, what I need’. Advertisings that are out of need do not attract the attention of users. Participants are generally positive about personalized ads. Knows the purpose and functions of personalized advertisings. However, encountering these advertisings at an unnecessary time disturbs users. The time and the number of times the ad is shown draw the attention of the users. In this respect, advertising that has not been visited or clicked before appears to the consumer only after speaking out loud. Participants think that they are listened to and watched only when they encounter the advertisings of the things they talked about in the environment. Accordingly, the participants stated that they were uncomfortable, worried, threatened, and angry. 3 participants stated that this situation was inevitable in the age of technology, they knew that their past movements were followed, but they did not develop negative feelings. Although all participants knew that their footprints on digital platforms are followed, very few participants applied to the blocking program. Participants turn off these advertisings or search for

different data-based sites instead of using a blocking program.

When the questions asked to the participants were evaluated in general, the research questions were answered successfully. According to the research, it is seen that there is a relationship between the level of exposure of individuals to personalized ads according to their personality type. 10 people in the research came up with different opinions according to the dominant personality type. It is observed that participants with different and the same personality types also exhibit different attitudes between the genders. As can be seen in Tables 3.7., 3.8. and 3.9., participants with different personality types show different attitudes when they encounter personalized advertisings, while participants with the same personality type also exhibit different attitudes depending on gender. Depending on the personality type and gender, the opinions of the respondents for personalized ads vary. The participant who shows a positive and relevant behavior regarding personalized advertisings can perform a negative and non-influential behavior unlike the participant with other personality types. Based on the answers given by the participants, it is determined that the rate of exposure to personalized advertisings, positive or negative attitudes, and differences of opinion vary depending on personality types and gender.

CHAPTER 4

CONCLUSIONS AND FUTURE RESEARCH

In this section, the results obtained based on the findings of the in-depth interview process, the deficiencies observed in the process of reaching the main results of the study, and recommendations based on the statements of the participants during the in-depth interview process are presented. Thus research rather than being generalizable; It guides by providing personalized advertisings according to participant evaluations and the opportunity to observe and evaluate according to the attitudes and behaviors of consumers among personality types.

4.1. Conclusion And Evaluation

In this study, in which the Five-Factor Personality Inventory was used to determine the personality types of individuals and was conducted with a participant group of 10 individuals in total, with one female and one male selected from each personality type, an in-depth study of the relationship between dominant personality types and personalized ads was conducted as a result of the Five-Factor Personality Inventory. During the in-depth interview, the relationship between the degree to which the participants were influenced by personalized ads in terms of dominant personality types, the differences in their attitudes, and the results of changes in their views about these ads were guided. In this regard, the Factor Personality Inventory was first used to correctly identify the participants' personality types.

At the end of the in-depth interview process, it was found that there were differences in the individual expressions of the participants. It was observed that male and female participants with different personality types and the same personality type were informed about personalized advertising. Participants are aware of the differences and limitations of personalized ads compared to other ads in the advertising industry.

Participants are informed about the logic of these ads, how they appear and in what ways. The answers given by the participants are considered as the results of the research. In addition, participants' experiences in the process, especially at the points related to their purchase decisions and behaviors, represent important points during the in-depth interview. Each individual contains a certain proportion of different personality types. These personality parts vary within themselves. Conscientiousness, agreeableness, extraversion, openness to experience, and neuroticism are personality types that are dominant or less dominant in individuals in the Five-Factor Personality Inventory, which was developed to assess the basic factors of personality in modern psychology. Therefore, the evaluation of personalized advertising according to the personality types of the subjects will show different results. According to the results, it is observed that there is a relationship between the levels of exposure to personalized advertising based on the predominant personality types of the participants. When the effects of internet advertising were evaluated by male and female participants with the same personality types, it was observed that mostly the same responses were given. Considering the gender distinction in this direction, the

rate of occurring differences in the results is high. When this situation is evaluated in personalized advertising, the effect of involvement through personalized advertising is very similar depending on the gender distribution. In this case, looking at the general picture from this particular site, the data obtained shows that the gender difference is also quite effective, as well as explaining the relationship between the personalized ads and the degree to which people are influenced. It can be seen that the participants spend most of their time on internet-based digital platforms in their daily lives. Accordingly, individuals are frequently exposed to internet advertisements. In particular, the introduction of artificial intelligence that records users' footprints and delivers personalized advertisements in this direction shows that users are frequently exposed to advertisements. Depending on the presence of digital footprints in databases, the activation of certain algorithms in digital environments affects the attitudes and behavior of individuals.

Most of the participants participating in the in-depth interview react positively when faced with personalized ads, especially when they see an advertisement that is within their interests. According to this situation; When personalized advertisements are presented to the user, the platform is very important in generating the request and motivating the consumer. While consumers are examining the ads they see within their areas of interest, when they see an advertisement out of their area of interest, they take negative action and to close the advertisement. During the in-depth interview process, it was observed that the participants' interest increased in the highly relevant advertisements that were especially in search of and in line with their needs. At this point, the point indicated by individuals in parentheses is related to the "area of interest". This area of interest includes "now". The research reveals the effects of personalized advertisements that appear when participants decide to purchase a product, on their purchasing decision. In this context, individuals gave different answers according to personality types and touched on various points. Male and female individuals with the same personality type also presented different ideas within themselves. In this direction, the gender factor, which is among the variables, carries the evaluations to different dimensions. Most of the participants state that personalized ads have a positive effect on their purchasing behavior. Within the scope of developing attitudes regarding the effect of purchasing decisions, users show positive attitudes by seeing various alternatives, especially in terms of price, quality, and performance evaluation. On the contrary, the participants who developed

a negative attitude stated that they did not like to be guided and stated that they developed a negative perspective towards the brand due to being frequently exposed to personalized advertising about the product they were looking for.

Another dimension examined within the scope of the research is the changes in their views on personalized ads according to personality types. The reason for including this dimension in the scope of the study is to reveal the thoughts of individuals who are frequently exposed to advertisements on digital platforms in their daily lives regarding online click movements in terms of watching, resting, and recording. For this reason, besides the psychological effects, the effect of ideas on behavior has been determined. Participants' views on personalized ads also differ based on their personality types. All of the participants think that their digital footprints are being followed and are uncomfortable with the situation. Offering personalized advertising of a product or service that has been spoken in environments other than digital platforms causes consumers to feel insecure and threatened. In the technology age we are in, the participants who think that user movements are followed in every field and accept this, expressed a different opinion and stated that they are not disturbed. According to personality types, the answers are given by the participants mostly resulted in the same opinion. Personalized advertisements are mostly evaluated with informative, reminder, supportive, helpful, supplementary, instructive, and guiding functions in reaching alternative information. If it is within the contrary opinions; It is thought to be misleading, unreliable, and mirror effect without any extra function by detecting user data already.

To mention the strengths and original aspects of the study, the most specific aspect of this study evaluates the attitudinal relationships directly against personalized advertisements by determining the personality types of the individuals. Focusing on the thoughts and behaviors of individuals towards this goal is to have worked with a group of participants. Although there have been previous studies on personalized advertisements and personality types, this study reflects more comprehensive consumer views regarding the general framework. In this respect, it is thought that the evaluation of the dominant personality types by taking a holistic perspective as well as many variables such as gender, belief, and attitudes that directly affect the purchasing behavior of consumers will make a significant contribution to the sector. In the scope of the study, the in-depth interview included comprehensive explanatory information, and accordingly, the questions and their impact areas were carried out in

detail. Therefore, it is thought to set an example for similar studies.

The study's main limitation is that it takes place online with the participants due to the pandemic period. For this reason, one-on-one interviews were done with the participants in the in-depth interview, and no discussion environment was created between personality types with similar personality types. According to the Five-Factor Personality Inventory results, the number of men with a neurotic personality type is very low. For this reason, the number of participants was not increased, as it was assumed to choose a man and a Female from each personality type.

To summarize, there is a positive relationship between the personality types of the individuals and their level of being affected by personalized advertisements in this study. The in-depth interview process was carried out within the framework of personality types determined by using the Five-Factor Personality Inventory. The level of this relationship is directly proportional to the users' existing interests, pursuits, and needs. Particularly, individuals who are suitable for evaluating alternatives are increasing the rate of comparison through personalized ads. This situation is very low in individuals who do not want to be guided. Even if it does not directly affect the purchasing behavior of the consumers, it indirectly provides interaction with the users in functions such as directing, supplementary information provider, supplementary. Consumer views are divided into two at this point. First users are disturbed when they think that they are generally watched and listened to on digital platforms. For this reason, the acceptability of personalized ads is negative as user preference. The personality types of the users differ according to their answers. While the views on the advertisements are the factors that affect the click-through rate, the status of visiting the site, the rate of reading the ad, and the purchasing behavior, they reveal the successful and unsuccessful effects of the personalized ad.

4.2. Suggestions

The following recommendations have been developed in light of the research findings and the observations made during the in-depth interview process. These suggestions have been evaluated in terms of the user and advertising sector. Suggestions that can be presented as a result of the evaluations:

Users who are active on online platforms in daily life feel the "exposure" feeling intensely. Especially when evaluated within the framework of needs, the

effectiveness level of the advertising encountered varies in parallel. Re-exposure of individuals to the advertisements of the same product after purchasing a product or service negatively affects their perspective towards the brand. In addition, the continuous effort of a brand's advertising to direct the user also changes the perspective towards the brand. According to consumer psychology, trying to be guided by artificial intelligence does not always lead to successful purchasing behavior. Consumers trying to cope with algorithms in digital environments are in different searches. For this reason, the keywords determined by the brands should be presented by evaluating the proximity and distance to the purchase when the algorithm is introduced to the consumer. In this case, advertising agencies must do a significant amount of analysis. The identity created by the user on online platforms does not always indicate that his area of interest is in that direction. As the participant who took part in the in-depth interview highlighted; Being a psychiatrist does not mean that he is directly involved in psychology seminars. For this reason, exposure to advertisements in the light of the information contained in the individual identity has a negative effect. In this direction, advertising agencies and institutions should handle the advertisements they offer to individuals holistically. Thus, brand positioning will strengthen the relationship between the consumer and the institution within the changing and constantly developing sector. The brand must know the consumer. For this reason, for brands and advertising agents, consumer behavior analysis should be done in more detail.

It is thought that researching this study, which guides the research by using the Five-Factor Personality Inventory, on a sectoral basis will be a valuable study and will make an important contribution to obtaining information about the impact area of the sector advertisements. This study is not generalized since the number of participants is kept within a certain limit. The study provides basic insights into the relationship of personalized ads to personality types. From this point of view, spatial measurement can be achieved by using techniques to determine personality types based on different sectors. This study, which can be carried out in many fields such as agriculture, education, tourism, and food, will contribute to institutions in a sectoral sense.

As the study's limitations, female and male representative individuals with every personality type can be measured in the next studies within the scope of "generation". The "age" factor, which is among the variables that affect the

relationship between personalized ads and personality types of users, may occur in research topics in the future. In this context, comparison in X, Y, and Z generations will provide measured ideas for personalized ad impressions.

The evaluation of the research from a neuromarketing perspective is thought to contribute to the psychological and cognitive framework. Advertising works selected in various sectors can be evaluated by showing participants whose personality types are determined individually and in groups. At the same time, the brain fluctuations and feelings that occur when consumers see the advertisements can be measured within the scope of neuromarketing. This dimension of the research will reveal important results in analyzing consumer psychology.

In light of the recommendations, this research provides clues to brands, institutions, and advertising agencies to closely know the consumer. For academics, it is recommended to develop online surveys for future research. Thanks to the survey analysis, high success will be achieved in both academic and sectoral terms.

4.3. References

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