

RE-VISITING ONLINE ADVERTISING ENGAGEMENT AS A STATE OF PRESENCE

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ABSTRACT

The aim of the study was to investigate the mediating role of online advertising engagement between perceived personalization and behavioural intention. The moderating effect of online users' mode was also tested on the relationship of perceived personalization and online advertising engagement. Survey design was adopted to validate the research model. Data from 409 complete responses were included in the analysis. Analysis was done by using SPSS 21 and Amos 23. Results revealed online advertising engagement as an important intervening factor between perceived personalization and intentions. Findings of the study also confirmed that playful mode of online users strengthen the relationship between perceived personalization and online advertising engagement. The result of moderation and mediation has practical implications for the advertisers. Furthermore, theory of presence is also used on rare basis in the context of online advertising, hence this study adds to the generalization of the theory.

Keywords: Perceived Personalization, online advertising engagement, online users' modes, intention to click, purchase intention.

INTRODUCTION

Online advertisers are aiming for real time bidding per impression. Their purpose is to target the right viewers for their ad impressions to improve the click through rates at a given point in time. Due to the declining trend in the click through rates and in revenue reported from online display advertising Behavioural finance has got popularity among the researchers and academicians in the last two decades. The area of behavioural finance is against the idea that investor is always rational during investment in the stock market, but the behavioural biases affect their investment decision making. The behavioural finance suggests that the investor's feelings, emotions, and biases can influence his decision-making process (Kahneman & Tversky, 1979b). Behavioural biases can be defined as a (IABSA, 2017) it is imperative for the advertisers and marketers to know their audience and be specific in their web placements. For this purpose, they are employing different strategies such as online behavioral advertising (OBA), to get the attention of online users and personalize the offerings. OBA is sent to online users through search engines on the basis of users' demographics, behaviors, interest and search history (Baek & Morimoto, 2012; Boerman, Kruikemeier, & Zuiderveen Borgesius, 2017). It is based on the strategy of personalization (Bleier & Eisenbeiss, 2015b; Tucker, 2014) Personalization is sending a relevant message to the right consumers at the right time that can help them to achieve their goals and favorable outcomes to the marketers (Rodgers, 2000; Tam & Ho, 2006) Perceived personalization is referred to as a message fit into receiver's preferences (Li, 2016). The effect of personalization has been assessed by various researchers on online users' perception, attitudes, intentions and behaviors (Bleier & Eisenbeiss, 2015b, 2015a; Tucker, 2014). In this line of inquiry, to understand the complex nature of OBA (Aguirre, Mahr, Grewal, de Ruyter, & Wetzels, 2015) several mediators have been analyzed by the researchers to investigate the relationship between

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personalization and behavioral intentions (Aguirre et al., 2015; Bleier & Eisenbeiss, 2015b; Summers, Smith, & Reczek, 2016; Tucker, 2014; van Doorn & Hoekstra, 2013). Online advertising engagement is an understudied construct in the online advertisement context and there is a need to assess the effect of behavioral advertisement on online advertising engagement (Kim, Ahn, Kwon, & Reid, 2017). Its importance cannot be ignored by the online sellers (Hollebeek, 2011) as it is an underlying mechanism that helps in developing consumer preferences and loyalty. In the marketing literature, it is focused by few in the context of advertising (Calder, Malthouse, & Schaedel, 2009; Kim et al., 2017; Mollen & Wilson, 2010; Wang, 2006).

Online advertising engagement is the imagination of the online users to be present and immerse with the advertisement (Witmer & Singer, 1998). It is an interlocking experience of the online user with the advertisement in the virtual environment. It gives an online user a feeling of connection and bonding due to high relevance of the brand (Kim et al., 2017; Rappaport, 2007). As highly personalized advertisement is more relevant to online users, an important research question that needs to be answered is whether perceive personalization turns into online advertising engagement and further online advertising engagement effect the behavioral intentions of online users.

Academic literature has reported the effects of personalization as inconclusive (Tucker, 2014; Van Doorn & Hoekstra, 2013; White, Zahay, Thorbjørnsen, & Shavitt, 2008).

Thus, there is a need to further investigate the moderators on the key relationships of personalized advertisement. The effect of several moderators have already been analyzed to assess the impact of targeted advertisement on the outcome variables (Bleier & Eisenbeiss, 2015b; Kim et al., 2017; Schumann, Wangenheim, & Groene, 2013; Stanaland, Lwin, & Miyazaki, 2011; White et al., 2018) In this line of inquiry, investigating the online users' modes as moderators, on the relationship of perceived personalization and online advertising engagement may help to explain the mixed findings in the past studies. Mode is the extent to which a user is involved in goal directed activity and is an important precursor of processing of online advertisements (Rodgers & Thorson, 2000). Although recommended in literature but mostly ignored in the context of OBA (Bleier & Eisenbeiss, 2015b; Stanaland et al., 2011).

The theoretical framework of the present research is rooted in Stimulus-Organism-Response (SOR) model (Mehrabian & Russell, 1974). It states that an external stimulus (Stimulus) influences people's internal evaluations (Organism) which, in turn, leads to approach or avoidance responses (Response). The study will overcome the research gaps by measuring the intervening role of online advertising engagement between perceived personalization and outcomes (intention to click, purchase intention). Measuring the contingent effect of online users' modes on the relationship of perceived personalization and online advertising engagement will help to understand the mixed findings in the past studies.

LITERATURE REVIEW

Perceived Personalization, Intention to Click and Purchase Intention

Due to the relevancy of the message (Wilson & Sperber, 2002), perceived personalization (Li, 2016) results from the message and the online user shows favorable behavioral intentions. Intention is defined as a mental state of an individual that shows a commitment to carry out certain behavior in future (Fishbein & Ajzen, 1975). Based on the assumptions of the theory of relevance (Wilson & Sperber, 2002), and conceptualization in the context of online advertisement, if positive cognitive

effects are achieved by processing a message, the message is relevant to the online user at that time. Relevancy of the message turns into favorable intention towards the brand (Kim & Huh, 2017; Pavlou & Stewart, 2000). Highly personalized the advertisement, more relevant it is to online user. Literature has supported the favorable effects of personalization in the advertisement on consumers' behavioral intentions towards advertisements (Aguirre et al., 2015; Bleier & Eisenbeiss, 2015a; Kim & Huh, 2017; Tucker, 2014; Van Doorn & Hoekstra, 2013). Considering the inherent nature of OBA to have personal relevancy to online users based on past surfing behaviors (Baek & Morimoto, 2012; Bleier & Eisenbeiss, 2015b; Kim & Huh, 2017), also studies supporting the favorable effect of personalization on behavioral intentions, it is hypothesized that,

H1: Perceived personalization significantly and positively affects intention to click.

H2: Perceived personalization significantly and positively affects purchase intention.

Online advertising engagement, Intention to Click and Purchase Intention

Based on the theories of immersion and presence (Kim et al., 2017; Witmer & Singer, 1998), as the online user feels being present in the mediated environment and feel connected to the product, favorable intentions towards the brand can develop. As engagement results from users already developed interest in the product category (Vivek, 2009), it may result in the interlocking experience to an online user with the brand. Online advertising engagement is to connect the customer with a brand, brand message and its surrounding Kim et al., 2017; Rappaport, 2007). (Calder et al., 2009; Kim et al., 2017; Pansari & Kumar, 2017; Vivek, 2009; Wang, 2006).

Psychological engagement leads towards the behavioral engagement (Cheung, Lee, & Jin, 2011). Behavioral engagement is consumer's participation and connection with the organization's offerings or its organized activities or both (Vivek, 2009). Studies have found the significant direct effect of engagement on behavioral intentions (Calder et al., 2009; Cheung et al., 2011; Kim et al., 2017). In the light of above discussion and the traditional relationship of attitude towards advertisement turns into attitude towards brand that further turns into purchase intention (MacKenzie & Lutz, 1989), it is hypothesized that,

H3: Online advertising engagement significantly and positively affects intention to click.

H4: Online advertising engagement positively and significantly affects purchase intention.

Perceived Personalization and Online Advertising Engagement

Viewing the relationship between perceived personalization and online advertising engagement from the perspective of S-O-R model (Mehrabian & Russell, 1974), when online users come across a stimulus in the form of OBA, they process it cognitively and perceived certain level of personalization which in turn will generate an effective response in the form of advertising engagement. Perceived personalization is receivers' perception of the advertisement to be relevant to their interest and goal (Li, 2016).

Relevance is defined as the extent to which a person perceives an object to be self-related and helpful for achieving values and goals (Celsi & Olson, 1988). Relevant advertisement is considered useful and valuable (Baek & Morimoto, 2012). it is more likely to be processed by the online user as less cognitive effort is required by the user to process the information (Calder et al., 2009; Kim & Huh, 2017; Kim et al., 2017; Wang, 2006; Wang & Calder, 2009; Wilson & Sperber, 2002). As personalization creates favorable response of consumers (Baek & Morimoto, 2012; Bleier &

Eisenbeiss, 2015b, 2015a; Kim & Huh, 2017), there are more chances that it will give an online user an interlocking experience of being present and immerse with the brand. Therefore, it is hypothesized,

H5: Perceived personalization significantly and positively affects online advertising engagement.

Mediating Role of Online Advertising Engagement

Users' engagement is a positive attitude can turn into actions or behaviors due to repeated interaction and emotional connection with a brand (Cheung et al., 2011; Ferreira, 2017; Kim et al., 2017; Rappaport, 2007; Wang, 2006). According to S-O-R model, a stimulus creates response only after being processed cognitively (Bleier & Eisenbeiss, 2015b; Jai, Burns, & King, 2013; Mehrabian & Russell, 1974). Applying the same underpinning explanation to the current research model, engagement will act as a mediator between perceived personalization and behavioral intentions.

In the context of advertising, mediating role of engagement between contextual relevancy and advertisement effectiveness has been examined by Wang (2006), Calder et al., (2009) and Kim et al., (2017). From these studies, it is clear that relevancy plays important role to develop engagement. On the basis of above discussion and taking into account a strong mediating role of engagement (Calder et al., 2009; Kim et al., 2017; Wang, 2006) and a high relevance of a brand to the consumer, it is hypothesized,

H6: Online advertising engagement mediates the relationship between perceived personalization and intention to click.

H7: Online advertising engagement mediates the relationship between perceived personalization and purchase intention.

Moderating Role of Online Users' Modes

According to Interactive Model of Advertisement (Rodgers, 2000), online users is placed somewhere on the continuum of serious to playful mode. The cognitive tools an online user uses depends on the mode which defines that how much a person is serious about achieving a particular goal. Individual with high goal directedness are serious minded and focus on future where as low goal directed behavior is related to playful mode orienting to present rather than future (Jung, Hui, Min, & Martin, 2014; Li & Bukovac, 1999).

(Rodgers & Thorson, 2000) proposed that there are more chances that playful mode people will click on advertisements found on internet during any of their online activity.

Hupfer and Grey (2005) proved that attitude and site focus is positive in the playful mode user when interacted with online advertisement. Entertainment value in the advertisement also positively affect the attitude and purchase intention of the users who are in playful mode and do not have exact shopping goals in minds (Jung et al., 2014). Serious mode user forms positive attitude towards low interactive advertisement whereas, playful mode form positive attitude towards high interactive advertisement. Serious mode online users usually avoid the online advertisement (Fan, Lu, & Avoidance, 2017).

From the above discussion, it can be argued that the modes of online users will interact with perceived personalization differently depending on the goal directedness of an online user. Serious mode users are more likely to be focused on their current motive and therefore may not pay attention to any type of online advertisements (Fan et al., 2017; Hupfer & Grey, 2005; Jung et al., 2014; Seyedghorban,

Tahernejad, & Matanda, 2016). Therefore, it is hypothesized that,

H8: Online users' mode moderates the relationship between perceived personalization and online advertising engagement such that playful mode online users will strengthen the relationship.

Conceptual Framework Online Users' Mode (playful to serious) network

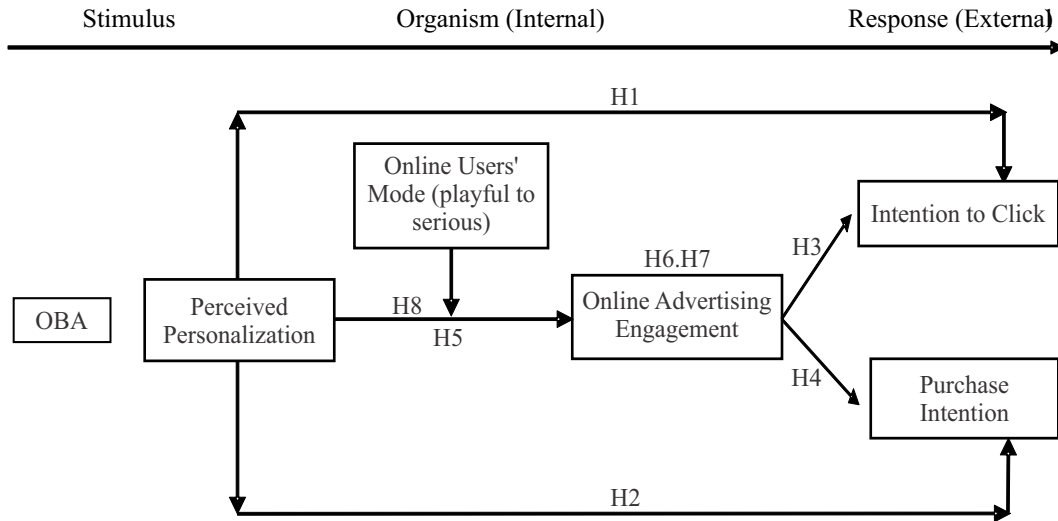


Figure 1: Conceptual Model

METHODOLOGY

Survey design was used to measure the effect of OBA on perception, attitude and intention of internet users. Online Behavioral Advertisement was manipulated in the lab settings. Respondents performed an activity and data was collected through structured questionnaire for all of the study variables. On the five points Likert scale (strongly disagree = 1 to strongly agree = 5), five latent variables were measured in the present study. Perceived personalization was measured with four items scale derived from Dijkstra (2005). Online advertising engagement was measured with four items scale adapted from Kim et al., (2017). Modes were measured with four items scale adapted from Novak, Hoffman and Duhachek (2003). Intention to click was measured with one item scale used by Rodgers and Thorson (2000a) and Aguirre et al.,(2015). Purchase intention was measured with three items scale given by Grewal, Krishnan, Baker and Borin (1998). Few of the items used in the study were slightly modified to fit the context of the study.

The procedural controls include screening question, attention check and time spent during the activity. The screening question asked from the respondents before they became eligible for the study was whether they use internet. The convenience sampling was employed to obtain the data from the internet users living in the geographical area of Rawalpindi and Islamabad. A sample size of 385 is appropriate to generalize the results of the study Krejcie and Morgan (1970). However, minimum 600 respondents were included in the study, so that after the procedural controls, at least 385 complete responses can be retained. There were 409 usable responses and the response rate is 68%.

Among respondents, 53% were males whereas 47% were females. Age of the respondents ranged from 18 to 52 years. Demographic variables were statistically controlled during the regression.

Data Collection Procedure

For the present study, cell phone is selected as a product in the advertisement because consumers are aware of this product regardless of their ages (Cui, Wang, & Xu, 2010). The activity was very close to reality as real online store and their OBA was manipulated. The interactive element helped to increase the realism of the study (Bleier & Eisenbeiss, 2015b) and contributed to external validity (Calder et al., 2009). To avoid the decay effect, scenario based activity was done in two consecutive days (Berman, Jonides, & Lewis, 2009). Respondents were presented with a scenario on the first day. Daraz.pk was chosen for the present study. They performed the activity mentioned in the scenario. Questionnaire was filled by the respondents on the second day after they completed the activity.

Scenario (The following scenario was read by the respondents)

“Suppose you have decided to replace your mobile phone. For this purpose, you have searched on Google and from different options available; you went to a website (Daraz.pk). You have inquired about a mobile phone and left the website.”

Activity

The next day respondents were instructed to use the internet for 10 minutes (Li, Edwards, & Lee, 2002). The participants who used the internet for less than 6 minutes to complete the entire activity were removed from the further analysis (as done by Bleier & Eisenbeiss, 2015b). Attention check was done same as done by Aguirre et al., (2015). For this purpose, participants were to answer an open ended question, by indicating which website featured the advertisement. These two methods are frequently used to detect and remove participants that make insufficient effort to answer questions in survey research (Stenstrom, 2012). While respondents were busy online, OBA from daraz.pk for the same product that they had inquired about a day ago appeared on their search engine. This is a normal practice of Daraz.pk and its advertiser to send OBA to the online users showing the exact product and brand category.

RESULTS

Before executing the measurement model, validity and reliability of the model is tested. To measure the discriminant and convergent validity of the variables, confirmatory factor analysis was performed using AMOS. 23.0. Result shows a good model fit with all the values in acceptable ranges (CMIN/DF=2.75, CFI=0.94, RMSEA=0.06). All the factor loadings are statistically significant (>.05) indicating the convergent validity (Fig.2) (Hair et al., 1998). Being one item scale, intention to click was not included while performing CFA. However, it is a valid scale as it has been repeatedly used by different researchers (Aguirre et al., 2015; Rodgers, 2000).

Table 1: Model Fit

Measurement	CMIN/D	CFI	GFI	AGFI	RMSEA
4 Factor Model	2.75	0.94	0.93	0.9	0.06
Acceptable		>.95	>.95	>.80	<.05 good; .05 - .10
Range	<3 good	great	great	great	moderate

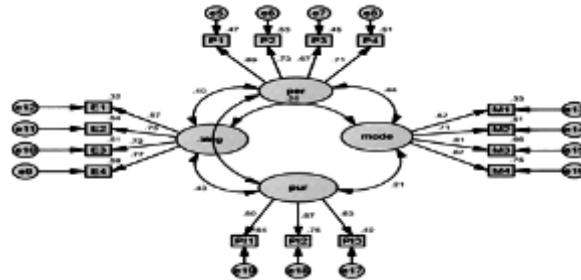


Figure 2: Measurement Model

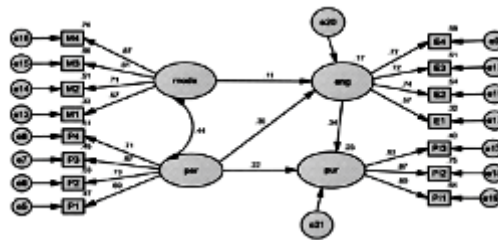


Figure 3: Structure Model

Note. Slight difference in the coefficient and R2 values of structure model from the results of analysis performed in process (SPSS) is attributed to the difference in methodology.

The correlation values show the association between the variables and are supporting the hypotheses. Cronbach's α reliability of all the variables is above the acceptable level of 0.70. It shows that internal reliability of all the constructs. The values of descriptive statistics show that data is inclined towards agree. The values of Skewness and Kurtosis are within the range of -1 to +1 that shows the normality of data. Further Tolerance Level (>0.01) and VIF (<10) statistics show Linear Collinearity.

Table 2: Correlation, Reliability, Normality, Descriptive and Collinearity Statistic

Construct	PP	ENG	ITC	PI	M
PP	1(0.79)				
ENG	.309**	1(0.79)			
ITC	.329**	.419**	1(1-item)		
PI	.295**	.383**	.334**	1(0.80)	
M	.367**	.234**	.107*	.212**	1(0.83)
Skewness	-0.32	-1.01	-0.57	-.514	-.174

Kurtosis	-0.06	1.76	-0.02	-.351	-.533
Mean	3.5	3.5	3.4	3.3	3.2
St. Deviation	0.69	0.69	0.94	0.76	0.89
Tolerance	0.76	0.74	0.83	0.84	0.85
VIF	1.31	1.34	1.22	1.19	1.17

Note. n=409, PP=Perceived Personalization, ENG=Online Advertising Engagement, ITC=Intention to Click, PI=Purchase Intention, M=Mode. **. P<0.01, * .P<0.05

HYPOTHESES TESTING

Direct Effects and Mediation Analysis

The study has applied Process Macro 2.04 installed in SPSS 21. It uses latest bootstrapping and 95% confidence interval along with the opportunity to test the mediation through normal theory test. As per hypothesis 1 and 2, there is direct significant and positive relationship between perceived personalization and behavioral intentions (intention to click and purchase intention). The direct effects are significant ($\beta = .28, p < .001, \beta = .21, p < .001$). Therefore, H1 and H2 are accepted. Moreover, direct effect of online advertising engagement on intention to click ($\beta = .47, p < .001$) and purchase intention is also significant and positive ($\beta = .35, p < .001$). Thus, H3 and H4 are also accepted. Result also confirms the significant and positive effect of perceived personalization on online advertising engagement ($\beta = .30, p < .001$). Therefore, H5 is also accepted.

A path analysis was performed to test the mediating effect of online advertising engagement between perceived personalization and intentions (intention to click and purchase intention). The results of model 4 of process using 5000 bootstrap sample revealed that indirect effect of perceived personalization on intention to click is significant ($\beta = .14, SE = .032$) with 95% confidence interval (ULCI=0.086, LLCI=0.215). Normal Theory Test for indirect effect is also significant ($\beta = .14, p < .000$). It gives support to H6. Indirect effect of perceived personalization is also significant on purchase intention ($\beta = .11, SE = .027$) with 95% confidence interval (ULCI=0.0607, LLCI=.1681). Normal Theory Test for indirect effect is also significant ($\beta = .11, p < .000$). Thus, H7 is also accepted.

Table 3: Mediating Role of Online Advertising Engagement between Perceived Personalization and Intentions

Sr.	Variables	β	SE	t	P
H1.	Direct effects of PP on ITC	.2801	.0626	4.481	.001
H2.	Direct effect of PP on PI	.2089	.0511	4.087	.001
H3.	Direct effects of ENG on ITC	.4697	.0630	7.456	.001
H4.	Direct effect of ENG on PI	.3476	.0519	6.704	.001
H5.	Direct effect of PP on ENG	.2981	.0472	6.321	.001
Indirect Effect and Significance using normal distribution					
	Sobel Test	Effect	SE	Z	P
	For ENG	0.140	0.29	4.79	.001
Bootstrap results for indirect effects					
		Effect	SE	LLCI	ULCI
H6.	For ENG	0.140	0.032	0.086	0.215
	Sobel Test	Effect	SE	Z	P
	For ENG	0.105	0.023	4.64	.001

Bootstrap results for indirect effects

	Effect	SE	LLCI	ULCI
H7. For ENG	0.105	0.027	0.0607	0.1681

Note. n=409, Controls for ITC=Marital Status, Income, Education. Controls for PI=Gender, Income

MODERATION ANALYSIS

According to the hypothesis 8, online users' mode moderates the relationship in such a way that the interactive effect of perceived personalization and mode strengthen the relationship if the user is in playful mode. The result of model 1 of process 2.04 using 5000 bootstrap samples and 95% confidence interval revealed that interactive effect of perceived personalization and mode is significant (LLCI=-.248, ULCI=.056). Conditional effect decreases from low (effect=0.376, p<0.05) to medium (effect=.239, p<0.05) to high (effect=.103, p<0.05) values of mode. Moreover, the result is significant for the low (LLCI=.250, ULCI=.501) and medium (LLCI=.143, ULCI=.336) values of mode whereas it is insignificant at the high values of mode (LLCI=-.297, ULCI=.236). Low values of mode indicate an online user being in a playful mode whereas as the high value of mode indicates an online user to be in a serious mode. The decrease in effect size (β) shows that the relationship between perceived personalization and online advertising engagement weakens and becomes insignificant with the increase in seriousness of online user. Hence, hypothesis 8 is supported. Moderation graph in figure 3 also depicts the same result i.e., at the low level of mode, users' online advertising engagement is high.

Table 4: Conditional Effect of Mode between Perceived Personalization and Online Advertising Engagement

Parameters	Dependent	R²	F	P	Coefficient	SE	t	LLCI	ULCI
Constant					3.351	0.179	18.73	2.998	3.702
PP					0.239	0.049	4.888	0.143	0.336
	ENG	.1481	11.65	.000					
M					.1343	0.039	3.469	0.058	0.211
PP*M					-.1518	0.049	-3.117	-.248	-.056

Conditional Effect from X to Y at values of moderator						
	M	β	SE	t	LLCI	ULCI
	-0.898	0.376	0.064	5.89	0.250	0.501
	0.000	0.239	0.490	4.88	0.143	0.336
	0.898	0.103	0.068	1.53	-0.297	0.236

Note. n=409, Controls=Marital Status, Income, occupation

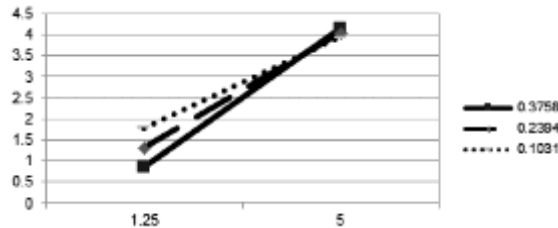


Figure 4: Moderation Graph

DISCUSSION

Presence is the psychological state in which virtual objects are experienced as actual products in a sensory or non-sensory way (Lee, 2004). The present study theorized online advertising engagement as a state of presence. As perceived personalization is online users' perception of relevancy of the object to their goal, more relevant the object, more likely it is to be cognitively processed by the online users and engage them effectively (Calder et al., 2009; H. Kim & Huh, 2017; A. Wang, 2006; Wilson & Sperber, 2002). Personalization proved to be an effective strategy to develop online advertising engagement among online users.

Literature has supported playful mode online users to be more responsive towards online advertisement (Fan et al., 2017; Hupfer & Grey, 2005; Jung et al., 2014). The results of the present study are in the same direction as playful mode has strengthened the relationship between perceived personalization and online advertising engagement, whereas, serious mode have shown no effect on this relationship. One possible explanation for insignificant result at the higher values of mode is the avoidance behavior of serious mode online users towards the online advertisement (Fan et al., 2017). Further, online advertising engagement proved to be an important underlying mechanism to develop the connection and bonding of playful online users with an online brand. First online users feels an interlocking experience with an online offering because of the highly relevant brand to their interest, which help them to show positive behavioral responses (Kim et al., 2017).

IMPLICATIONS

The study result has instant implications for online retailers and marketers. Personalized advertisement has the ability to establish a virtual experience for the online users. By creating a compelling online virtual experience through the personalized ads, advertisers can definitely increase the value of the product information for the online customers. It can engage online customers in a lively shopping experience. Further, it can also contribute to increase in repeat traffic for the site and will result in online competitive advantage. The underlying reason for virtual experiences allow for vicarious consumption because consumers are actively engaged in the inspecting a relevant product in highly personalized advertising rather than an irrelevant generic advertisement. Thus creating an interlocking experience of online customers through personalized ads can form their favorable attitude and enhance the advertising effectiveness.

Online ads are the main source of revenue for most of the online publisher and advertiser. Knowing the right audience and the right time to send them personalized ads can be very helpful in this regard. The present study proved that perceived personalization and playful mode is an appropriate combination to develop online advertising engagement. In this respect, it is very important for advertisers to know the current mode of an online user i.e., user is in playful or serious mode. If online users are following a logical path and spends reasonable time in a particular activity, it means they are in a goal directed mode. Whereas, if they are changing the screens frequently, clicking on different pages, not using the navigational path more frequently, not book marking, shows a playful mode (Hupfer & Grey, 2005). Thus, online retailers can take advantage from the result by adopting the same level of personalization in their online advertisement and by focusing on playful mode online users.

Based on the future recommendation of Kim et al., (2017), the literature on advertising engagement has been extended in the context of social media. Online advertising engagement was theorized as an important mediator between perceived personalization due to behavioral advertisement and intention to click. Further, literature on mode is also explored and extended. Thus, presenting a new moderator and a mediator in the key relationship of perceived personalization and its outcome is a theoretical

contribution of the present study. Future research can build on the empirical findings of the present study. Especially the results of the mode as a moderator should be further explored.

Limitations and Future Directions

Despite several strengths, the present study has several weaknesses as well that discount the power of findings. First, the study has not measured the actual behaviors of the online users. Although behavioral intentions lead to actual behaviors (Fishbein & Ajzen, 1975), but can be imperfect representations of behavior some times ((Mittal & Kamakura, 2001). Time-lagged design can be adopted and extend the model by measuring actual behaviors of the online users (Chandon, Morwitz, & Reinartz, 2004; Fishbein & Ajzen, 1975). Secondly, as the actual personalization done in OBA is based on the information provided by the online users, so it is most of the time a source of concern for online users (Aguirre et al., 2015; Baek & Morimoto, 2012; Bleier & Eisenbeiss, 2015b; Tucker, 2014). Future studies may investigate the privacy concern or desire for privacy with respect to modes of Pakistani online users.

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