Personalized marketing

A qualitative study on tailored marketing online from a consumer's perspective

AUTHORS

Kajsa Påhlman
Emilia Waldenskiöld

SUPERVISIORS

Jens Hultman
Katie Sullivan

Abstract

When consumers today navigate and shop online they meet different types of advertisements, both directly on the e-commerce website and through other channels. Many companies use personalized marketing as a way to create relationships with consumers. However, personalization today is a sensitive area and often twinned with privacy issues. Many consumers feel as they are being stalked. The purpose of this thesis is to investigate how consumers perceive personalized marketing in purchasing situations online when it is used as a customer relationship management-tool. The result should be of great use for practitioners that deal with retailing online in order to maximize the effect of their marketing efforts. Through qualitative interviews we intend to investigate consumers' sensitivity concerning e-retailers data gathering on the Internet. Our main findings concern the degree of personalization in marketing messages, when personalization strengthens the consumer-company relationship and when it is seen as an intrusion on privacy.

Keywords: E-commerce, CRM, personalized marketing, consumer culture theory, privacy concerns.

Thank you…

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Kajsa Påhlman

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Emilia Waldenskiöld

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Introduction

The Internet has been in a tremendous expansion phase the last couple of years, and still is. Sweden is one of the leading countries in the world regarding Internet penetration, the rate was as high as 92.7 percent by the end of 2012. (Internet world stats, 2013) The convenience and access from everywhere and at any time is unbeatable and the variety of goods that can be purchased online is almost unlimited. Due to the increasing use of the Internet more and more people report that they have used it as a shopping channel and e-commerce continues to grow in popularity each day. In 2012 almost 75 percent of the Swedes had purchased something online, and nine of ten had shopped online at least once in their lifetime. Experts in the area report that the year of 2012 was the year online shopping really took off in Sweden. The growth of Swedish e-commerce actually beat the growth of the rest of the retail sector last year and the overall turnover for Swedish e-commerce was 31.6 million SEK in 2012. All different industries grew, but the most popular ones are still consumer electronics and clothes that have had a steady place on top of the list for several years. (HUI research, 2012)

The Internet has changed a lot during the last ten years towards becoming more commercial. Advertising and commercials are only a small part of the features on the Internet that demand good technology. There are many other areas that are fairly technological and the technicalities online can sometimes be hard to understand for the average consumer. When consumers today are searching the web they meet lots of advertisements, logos, banners and pop-up windows, and advertisers constantly find new ways to get their message out to consumers. With today's advanced technology every mouse click can be traced down and behavioral and purchasing patterns can be established. The technology attached to this has developed through the years of Internet's existence and can easily determine what preferences a certain consumer has regarding products and services based on their click stream history. (Sipior, Ward & Mendoza, 2011) In 2010 Google's ad-remarketing became very popular. Let's say that a customer looks at a product at Amazon.com and later that day a banner with that same product appears on another website. This is typical ad-remarketing, also called re-targeting, that tries to attract the consumers to return to the other website. (Becker, 2012)

Customer relationship management, CRM, is a term for the work that companies do in order to create relationships with their customers and keep them satisfied. This strategy has become much easier in an online setting due to all these technicalities at hand since companies can

target advertising to each individual customer depending on their interests. By doing so each customer receives personalized advertising with their own preferences. (Gummesson, 2002) The use of this sort of customized advertising that is based on personal information about the customers and also goes beyond the browsing history is becoming more and more common. From a consumer perspective, customized advertising have the advantage of high relevance and may have a positive impact on purchasing intentions, where low fit and relevance often create irritation. (van Doorn & Hoekstra, 2013)

But, there are two sides of the story. By identifying the online behavior of consumers companies gain a lot of information about them, and even more if they complete a purchase where personal data must be filled in. Consumers can easily get sorted into different groups depending on their demographics such as age, gender, yearly income, family relations and place of living and their purchasing and behavioral patterns. Many feel that this is a sort of public surveillance activity and do not like being tracked down in this manner (Nissenbaum, 1998). E-commerce consumers are also afraid that the information about them will spread online even though they report that they feel a lot safer with shopping online now than for only two years ago, but as much as every other consumer still have safety issues regarding online shopping. (HUI research, 2012)

In a survey from 2012 done on the behalf of Post- och telestyrelsen the biggest fear Swedish consumers have online is that their personal data gets in the wrong hands. (Nellevad, 2012) Ethical issues arise regarding every individual's right to privacy when information about them gets collected, and in many cases even without them knowing about it. The discussion about if data collection is right or wrong, or if there is an answer to it at all, have gained a lot of attention the last couple of years and there is still little research regarding consumers feelings about this. Knowledge gaps in this area are present and studies related to customization of online ads have failed to examine the balance between the relevance of the message and the feeling of intrusiveness that customization of ads may trigger. (van Doorn & Hoekstra, 2013) Other researchers point to different recently conducted surveys that have described an increasing concern about privacy within the context of personalization. Regarding privacy concerns for personalization on websites they see a significant growth between 2002 and 2008, and this concern is consistent over different age groups and gender. (Antón, Earp and Young, 2010; Toch, Wang and Cranor, 2012) Another issue is that most research done within the field of marketing is conducted with quantitative methods (Svensson, 2006), where we

intend to conduct a qualitative study to broaden the view within the field. Since there is little research done in this area and in Sweden, we want to investigate Swedish consumers' feelings towards privacy online relating to personalized direct marketing. We believe that Sweden is an interesting country to investigate due to its high Internet penetration and experienced online-consumers. According to E-barometern (HUI research, 2012) the most common online consumer in Sweden is in the age group of 18-29, and we have therefore decided to conduct our research on these consumers.

1.1 Purpose

The purpose of this thesis is to investigate how consumers perceive personalized marketing in purchasing situations online, when it is used as a customer relationship management-tool. The research will have a consumer perspective and will therefore not primary take into account the underlying reasons for e-retailers to use customized marketing. The study aims to focus on consumers' perceptions, responds and sense making when being exposed to it. We also intend to investigate consumers' sensitivity concerning e-retailers data gathering on the Internet.

1.2 Research questions

- How do consumers perceive personalized direct marketing as a customer relationship management-activity online?

- How does the use of personalized marketing affect the consumers purchasing behavior online?

~ Review of literature ~

Since we have chosen to take a consumer perspective in this thesis it is important to describe the theories attached to research regarding consumers. Consumer Culture Theory and consumer behavior online both play important roles in our research since it is devoted to investigate how consumers perceive personalized direct marketing online. We also aim to see how this might affect their purchasing decisions and behavior online. To become successful as a company it is important to know consumer culture and be able to spot emerging trends, since innovation many times builds upon consumer insights. Since consumers behave, feel, react and perceive in different ways we will also present the two most used consumer orientations online and then use these orientation during our analysis part. We will then continue with a review of the relevant CRM literature, explain the concept of personalized marketing and then end with theory about privacy concerns online.

2.1 Consumer culture theory

Within the field of consumer research there is two dominant perspectives, Behavior Decision Theory and Consumer Culture Theory. The central research areas in BDT are judgment and choice. In this thesis we will focus on Consumer Culture Theory. CCT focuses on the cultural meanings, socio-historical and the social dynamics that influence a consumer. CCT believes that consumers' lives are constructed around multiple identities and that consumption plays an important role in order to create an identity. (Ekström, 2010) Consumption is also a way to communicate with others and to make and maintain relationships. Products and consumption work as a cultural system of signals that people respond to in different ways. (Douglas and Isherwood, 1979, cited in Corrigan, 2011) Within the CCT-perspective the culture is center to a person's behavior, norms and values are developed to serve as guidelines. Values can be social or personal, where social values define a desired behavior for a special group or society and the personal values are on an individual level. These two should not be seen as independent when these values combined could be a reflection of a consumer's lifestyle. The consumer may also modify his personal values in order to fit a desired group. (Hansen, 2010) Ekström (2010) states that consumers are often influenced by other people. Family, friends and colleagues all act as different reference groups depending on the situation.

We live in a world where people are overwhelmed with visual information. Peoples' attention capacity is limited and can only process few of all objects that they encounter during a day. For advertisers a challenge arises. They must find a way to break through the clutter and design advertisements that are likely to capture the interest of the chosen target group. (Scholderer, 2010) Consumer Culture Theory also tries to explain how consumers actively adapt and change the meanings that can be found in advertisements, products, and brands in order to manifest their identity and ultimately their goal in life. The marketplace can be seen as a large and inexhaustible ocean of resources where consumers can consume the goods that they want to construct their identity with. (Arnould & Thompson, 2005)

The nature of the consumption experience is changing. Campbell describes the modern consumer as with these words: "The crucial feature of the role of the modern consumer is the primary obligation to want to want under all circumstances and at all times irrespective of what goods and services are actually acquired or consumed." (1983, p. 282). For the new consumers, called post-consumers, are consumption no longer an activity of necessity. The

post-consumers seek meaningful experiences in their consumption lives and many young consumers in the west world think that the time they spend at work is a necessity in order to accomplish their consumption goals in life. (Firat, 1997)

2.2 Consumer behavior online

The strong competition online makes it more important than ever to determine consumer behavior and figure out how consumers think and act in a virtual setting. This is crucial for effective marketing and for the retention of customers. (Stranahan & Kosiel, 2007; Wang, Minor & Wei, 2011) Research on consumer behavior indicates that consumers act quite similar offline and online, but there are differences that needs to be considered.

There are some general ideas regarding how different demographic groups act online and studies have proved them to be right. Some examples are that women, older people or less educated are more risk-averse and prefer to shop at familiar e-retailers or from known brands, whereas men, the younger population, college graduates and high-income earners tend to be more willing to buy from new e-retailers. Heavy Internet users also tend to be more willing to purchase from a, to them, new e-retailer. Regarding frequency, seem the ones that are risk-averse to buy less frequent online than the others. Consumers living in rural areas are not that surprisingly inclined to purchase online more often than consumers living in urban areas. This is probably because of the limited choices and supply of products in rural areas. (Stranahan & Kosiel, 2007; Hannah & Lybecker, 2010)

2.2.1 Hedonism and utilitarianism online

Many researchers suggest that there are two big orientations of consumers online based on their purchasing behaviors, hedonism and utilitarianism. These orientations exist offline as well, but much research has been done on them regarding online consumer behavior. Hedonic shoppers like the aesthetics and atmospherics of a page and want it to be beautiful and appealing to the eye and senses, not only as a platform to perform a transaction on. These factors have significant influence on the behavior of the consumer. (Wang et al, 2011; Bui & Kemp, 2012) Hedonism refers to the type of consumer that likes to shop, enjoys it, and sees it as an amusement and almost like an escape from reality. They are also the ones that have a

more positive attitude towards e-tailing and are controlled by their emotions and feelings, so called gratification shopping. They like browsing around several websites and are more frequent online buyers than utilitarians since they often buy in the spur of the moment. They often buy less expensive things on multiple websites in order to maximize their pleasure. The higher overall spending also comes from the hedonic buyer, although utilitarians may spend more per transaction. When hedonic consumers are aroused during their shopping spree they like it even more, when utilitarians dislike being exited during their shopping since it delays the completion of the task and weakens concentration. (Wang et al, 2011; Scarpi, 2012)

Utilitarians are rational buyers that are task-oriented and basically see shopping as a task that must be completed. Both hedonic and utilitarian consumers are price conscious even though they express it in different ways. Hedonic consumers like to browse around for the product with the lowest price and utilitarian consumers like value for money since they are economic and rational in their character. Hedonic consumers have higher requirements concerning amusement and playfulness from a website but they tend to be more loyal and return to the same site to a higher degree than utilitarians that do not show any particular feature of returning in the future. Both the orientations have the same expertise regarding the online technology, so this cannot be a factor of difference regarding why hedonic consumers find higher amusement and gratification regarding online shopping than the utilitarians do. (Scarpi, 2012)

2.3 Customer relationship management

Customer relationship management, CRM, is a term for the area of business regarding all the work a company does concerning maintaining customers, creating relationships and keeping the customers satisfied. Payne and Frow explain that ”the purpose of CRM is to efficiently and effectively increase the acquisition and retention of profitable customers by selectively initiating, building and maintaining appropriate relationships with them” (2005, p. 136). This is a rather broad definition, but the concept itself is broad and contains a lot of different actions, approaches and processes. It can also be explained as relationship marketing combined with IT processes to create long term and profitable relationships with customers through service. (Reichheld & Sasser, 1990; Gummesson, 2002; Payne & Frow, 2005). CRM is with other words a customer based business strategy to create a win-win situation for

companies and their customers (Gummesson, 2002). CRM focuses on maximizing the perceived value of the customer (Ryals, 2005).

2.3.1 Relationship marketing

Relationship marketing is a big area in CRM and a lot of attention has been aimed towards this topic. It enables suppliers to create relationships with their customers beyond the exchange of goods and services. The relationship between the company and customer will then add additional value for both parties. An ongoing relationship with a firm might minimize the perceived purchasing risk for the customer and offer a sense of security. To be able to deliver extra value to the customer a company needs to have information about what wishes, desires and needs the customer has in order to fulfill them. (Grönroos, 2000) For this to work the information must be shared voluntary between the parties in order for it not to be perceived as manipulating one way communication. The relationship must be thought of as a relationship dialogue where both parties participate in the communication, as a collaboration or co-creation between the company and its customer. (Grönroos, 2000; Gummesson, 2002; Finne & Grönroos, 2009)

Communication can be done through planned activities and different media in the manner of e-mails, Internet banners, newspapers, TV commercials, direct mail or sales representatives. Information attached to the product or service is also seen as parts of the interaction process. The unplanned activities can be such as word of mouth and different referrals. Even in the absence of communication messages are delivered. When a company chooses not to communicate to their customers the silence itself is seen as a message. (Grönroos, 2000; Finne & Grönroos, 2009) In relationship marketing the customer is seen more as an individual instead of just another number in the statistics. One-to-one marketing is a term that is highly used within relationship marketing and is associated with treating each customer in a way that is suitable according to their individual characteristics and desires. In relationship marketing are ads, commercials and other marketing activities personalized to fit every customer and their personal needs. IT and the Internet have made these activities a lot simpler than just a few years ago. (Gummesson, 2002)

What should be noted is that not all customers want to have a relationship with a company and see relationship marketing as an intrusion on their privacy. These consumers are not receptive to the companies' efforts of trying to establish relationships. If these consumers can be identified, which can be complicated since there still is little research done on relational preferences, it is in the companies' best interest to not waste financial resources on them. These consumers do not appreciate the effort and will most likely not make repeated transactions with the company (Finne & Grönroos 2009; Mende, Bolton & Bitner, 2013)

2.4 Loyalty

Loyalty can be defined as a customer, person or company that is willing to make an investment to strengthen a relationship. For a customer, loyalty can be to stick to a certain company even though it not might have the lowest price but offers value in the long term for that specific customer. (Reichheld, 2003) Relationship marketing advocates a long term relationship where transactions occur on repetitive basis. The return on the relationship, ROR, becomes higher for both parties when loyalty has been developed. ROR is the long term financial outcome of the relationship and covers both the expenses of the investments in the relationship and the financial gain. (Gummesson, 2002) ROR has become much easier to analyze due to the Internet and technology since companies can document how many of the visitors that buy their products, and how many of the customers that turn into repetitive buyers.

Customer loyalty is known to reduce the marketing costs and heighten the profit since it is less expensive to maintain customers than attracting new. The share of wallet and customer share are also higher when having loyal customers. Loyal customers are said to be the most profitable for companies even though many relationships in the early stages not are profitable the first couple of years, especially not online. (Reichheld & Sasser, 1990; Reichheld & Schefter, 2000; Gummesson, 2002; Reichheld, 2003; Reinartz & Kumar, 2003) Loyal customers also tend to recommend a company to a higher degree than others. This phenomenon enhances the positive word of mouth, which can be seen as the highest sign of loyalty. The customers turn into promoters of the company and the Internet amplifies the

effect since word of mouse spreads faster than word of mouth because of e-mails and social networking. (Reichheld & Schefter, 2000; Reichheld, 2003)

Halimi, Chavosh and Choshali (2011) write about the role that communication and personalization has in relationship marketing tactics in business to consumer markets. They argue for that customer loyalty is formed by high levels of communication and personalization and that this lays the foundation to increased customer relationship satisfaction. Personalization is a tactic, and the key, to create and maintain a long-term relationship with consumers in order to fulfill their needs according to their desires. This is dependent on that the personalization is accurate and companies should highly consider what they recommend to their customers. A satisfied customer is more likely to become loyal. (Halimi et al, 2011)

Many researchers argue that definitions of customer loyalty are the same regarding an online setting as an offline one, although it often is referred to as e-loyalty in that area. (Reichheld & Schefter, 2000; Ribbink, van Riel, Liljander & Streukens, 2004) Loyalty online is extremely important, if not even more important than in the real world. Here even the best e-business model will die if customers not become loyal. Online the customer cannot see the product or the salesperson in the eye and must rely on pictures and promises. If the company does not deliver on these points they will shop somewhere else. (Reichheld & Schefter, 2000)

2.5 Personalization and customized advertising

The term personalization refers to the customized flow of communication that sends different recipients marketing tailored to their individual preferences. In order to tailor these messages organizations have to evaluate what consumer information, such as demographics, psychographics or purchase history, to use in order to be personal in their communication. (White, Zahay, Thorbjornsen & Shavitt, 2007) The digital technology has empowered companies to personalize and customize messages in order to communicate with stakeholders. This has started a development of direct marketing and reshaped the way companies target and segment markets, create dialogues and challenge the old approach to mass marketing. However, personalization today is a sensitive area and often twinned with privacy issues. (Fill, 2009)

The degree of personalization will vary over time depending on where in the customer lifecycle the customer is. The more intimate the relation is, the more positive the consumers will respond to personalization. (Fill, 2009) A benefit of customized ads is that they are tailored to the needs of the consumer and the high fit often enhances the consumer's intention to purchase. But there are two sides of the coin. A message with high fit may also reveal that the sender has used information about the consumer, which the consumer may recognize as a loss of control. (van Doorn & Hoekstra, 2013)

2.5.1 Personalization trends and privacy challenges

Toch et al (2012) write about the tension between personalization and privacy. They argue that the new ways that companies use personalization have created new privacy challenges. These trends in personalization is; social-based personalization, behavioral profiling and location-based personalization. Social-based personalization has to do with the growth of social media. Facebook, Twitter and other social media have access to lots of information about their users such as real name, demographics, personal photos and current location. This information is used in various situations like, when people search for friends, receiving targeted advertising or other personalized recommendations. These are the most used forms of social-based personalization. This form of personalization is easy to use for social networks since people are often very willing to share their information. (Toch et al, 2012)

Behavioral profiling is the practice of collecting data about users' activities online through a system. These systems track users over a long period of time using browser cookies and often have little or no permission from the users, compared to social networks. The assumption that is made when using profiling is that users will like the same things that similar users do. The system creates clusters of users who share similar characteristics, based on their past preferences. Location-based personalization on the other hand only offers personalized ads based on your location (Toch et al, 2012)

White, Zahay, Thorbjornsen and Shavitt (2007) conducted a study where they examined how consumers reacted to personalized e-mails. Their findings showed that an increased knowledge of effective personalization may help companies to increase click-through rates,

and just as important knowledge of what cause negative response. Negative response from consumers on personalized e-mails may cause much harm to the brand or company and it is important to eliminate that type of marketing. Overly restrictive marketing and other limited offerings may jeopardize future business or end an existing consumer-company relationship. To avoid this White et al recommend companies to have great knowledge about their audiences and target the right segment from the beginning so that they will find the personalization useful for them. (White et al, 2007) Like all forms of communication it is important to understand the recipient's behavior and communication via e-mail enables a high degree of personalization. (Fill, 2009)

2.6 Information privacy online

Information privacy has for a long time been an issue that has been researched in many different fields of knowledge and can be explained as the moral right to have control over the information about oneself and be left alone (Kelly & Rowland, 2000; Litman, 2000; Bélanger & Crossler, 2011; Pavlou, 2011; Hong & Thong, 2013). Personal information refers to data concerning demographics such as age, gender, wealth, family relationships, hobbies, living area, purchasing- and behavioral patterns. Information privacy has also been referred to as one of the most important ethical issues of the information society of today (Pavlou, 2011).

In the Internet era privacy concerns have mostly touched upon the information systems area, but are also commonly researched in marketing and especially e-commerce. People are most concerned with issues like improper use of personal information, identity theft and security issues like credit card fraud. In a study mostly concerning American and European Internet users Antón, Earp and Young state that "individuals have become more concerned about personalization in customized browsing experiences, monitored purchasing patterns, and targeted marketing and research" (2010, p. 25). In a Swedish survey conducted in 2012 as much as 94 percent of the Internet users admitted to have some kind of security issues related to being online, and 39 percent of them confessed that the biggest fear of them all was that personal information about them could end up in the wrong hands (Nellevad, 2012). With these statements there clearly are concerns about privacy on the Internet.

The fear a consumer might experience online is usually defined and divided into different dimensions. According to Hong and Thong (2013) there are six key dimensions that most often are used when discussing Internet privacy concerns, IPC, and these are collection, secondary use, errors, improper access, control and awareness. (Campbell, 1997; Smith, Millberg & Burk, 1996; Malhotra, Sung & Agarwal 2004; Earp, Antón, Aiman-Smith & Stufflebeam, 2005)

- *Collection* is the concern consumers have regarding the fact that websites possess individual specific information about them.
- *Secondary use* explains the fear consumers might have about websites collecting information for one purpose and then use the information for another secondary use without the consumers' knowledge.
- *Errors* is the degree of concern consumers have about that websites security efforts in collecting personal information intentionally and unintentionally are insufficient.
- *Improper access* explains to what degree people are afraid information that a website has collected will become available for unauthorized personnel that should not work with or view the data.
- *Control* is the concern individuals have about not being in control of the information websites have obtained about them.
- *Awareness* refers to the consumers' awareness regarding the websites privacy practices.

(Hong & Thong, 2013)

Research has been conducted on how consumers may react negatively to privacy threats online. Son and Kim (2008) explain these different behaviors to be refusal of giving the personal information requested, to provide the false one instead or to delete the already existing information. Customers can also choose to boycott the particular website or talk badly about it among friends both online and offline, thus creating a negative word of mouth. It is important for an e-commerce merchant to know how its' customers might react to threats regarding their privacy in order to work proactive against it and know how to handle the issues if they become reality. (Son & Kim, 2008)

2.7 Why the Internet is different

Internet privacy concerns appear differently from the physical counterparts due to many aspects. It becomes much easier to collect data from each visitor on a website regardless if it makes a purchase or not. This cannot be done in a physical store that often depends on member clubs in order to collect consumer data. Consumers in the online environment can no longer choose to stay anonymous in the same way as they can in a bricks-and-mortar store.

The research domain of Internet privacy has grown even more the last couple of years and is constantly increasing due to new technologies, virtual worlds and social networking (Hong & Thong, 2013). Such websites thrive when consumers put in a lot of personal information about themselves that basically becomes available for anyone on the web. Someone that makes research on a specific individual can by gathering information from different websites find a lot of data and reach a mosaic effect by combining it to make a profile of that specific individual without even meeting them in real life. This was not possible to this high degree just a few years ago.

For e-commerce retailers the online environment has given them the tools to excel with their marketing efforts since they can track every individual visitor's purchasing behavior and pattern. Customized marketing is done primarily by recognizing visitors' cookies. When the Internet first was developed it was promoted as a two way information flow. Therefore every single computer has its own Internet Protocol address (IP address) and by knowing the IP address it is easy to determine where the computer is localized geographically. When a website has a computer's IP address it is easy to link this to a person's purchasing habits since web browsers exchange cookies. (van Horn, 2004)

Cookies make it easy to track down patterns among Internet users, and this is often done without them even knowing about it. Cookies, which also can be seen as small pieces of information, show what websites have been looked at, where purchases have been made and can easily determine what interests and habits the Internet users have. They were originally intended to ease the usage of Internet for its users since it makes returning to a website in the state it was left less complicated. Cookies make the website recall what articles have been put in the shopping cart, for example, when revisiting an e-commerce site. (Kelly & Rowland, 2000; van Horn, 2004; Sipior et al, 2011)

Internet has in this way provided the tools to customize direct marketing to target customers with their own preferences. (Malhotra et al, 2004; Antón et al, 2010, Zalando, 2013) This can according to Malhotra et al (2004) also be thought of as a double edged sword since when used in the wrong way it can hurt the company and its customers, but when done in the right way it can be of tremendous use for marketers.

2.7.1 Ethical aspects of information collection

Information gets collected on the Internet about consumers and they get tracked down in order to create personalized marketing suited explicitly for them. Since the Internet grows larger with each day, so does the technology attached to it and companies can make more advanced profiles of their customer bases than ever before. This raises an issue concerning the information that is being gathered. The information can be of personal character in the way that the individual does not want to share it with companies, or that customers rather not share such information at all with others. Thus, consumers worry about different aspects regarding their privacy online. (Caudill & Murphy, 2000)

Many e-commerce companies have been confronted with issues regarding collection of customer information and how safe it actually is to give up this information as a customer. The individual often goes uninformed regarding the information that is gathered about her and it can be looked at as a public surveillance activity. Nissenbaum explains collection of personal information as a form of surveillance of the consumers and an intrusion on their privacy, she also states that "public surveillance constitute a genuine moral violation of privacy" (1998, p. 593). Kelly and Rowland explain privacy as "everyone has the moral right to privacy. However, if the right conflicts with another human interest that can be shown to be of equal or greater importance, the right to privacy can be limited" (2000, p. 7).

By combining these two statements conclusions can be drawn. Privacy regarding personal information and data gathering might be of conflicting nature because the information are highly beneficial for companies, even though it is a moral right to have privacy as an individual. Consumers might be more inclined to purchase when receiving personalized advertising, even though it might also enhance the feeling of surveillance and intrusiveness, which may have a negative effect on the consumers' intention to purchase (van Dorn &

Hoekstra, 2013). Therefore the use of private information must be weighed against the negative aspects of gathering it, and hopefully Internet users and companies can reach a mutually beneficial level somewhere along the way. Further research on what exactly it is that triggers privacy concerns still need to be done (Goldfarb & Tucker, 2011).

2.7.2 The power relation between company and consumers

Companies have power over their customers and therefore it is important for them to also have responsibility in order for the customers to trust them. (Lwin, Wirtz & Williams, 2007) A company-consumer relationship is with that stated asymmetrical since most of the power is on the company's side. Both parties that are involved should benefit from the relationship although one part has more power than the other. (Fournier, 1998; Gustafsson, 2005) The consumer is subordinate the company and has to trust the company's good will to be treated fair. (Gustafsson, 2005) Trust is a human trait so in order for consumers to create trust for companies they must transmit human like qualities. Companies cannot be seen as passive in a relationship since it needs to be reciprocal, therefore they must be active and communicate with the consumer. (Fournier, 1998) According to Fournier (1998) companies have no problem to contribute to the relationship with human like actions. A good theory concerning this is the power-responsibility equilibrium theory (PRE) that explains that the more powerful a part is in a relationship, the more confidence and trust should it ensure for the other part to feel safe and invest in the relationship. If the dominating part in a relationship is a company that lacks responsibility it will not last for long according to this theory since its customers will reduce its power by acting defensive. (Lwin, Wirtz & Williams, 2007) This is applicable in the virtual world where the e-commerce company is the dominating part and the consumer is the weaker part in a relationship concerning data gathering.

To summarize and once again highlight, we are aware that parts of the theory that have been reviewed are seen as belonging to the quantitative approach and parts of it is seen as strictly qualitative. We have chosen to conduct this research with a clear qualitative approach and use and interpret the existing literature accordingly. By having an absolute qualitative view we hope to get a deeper understanding about consumers' feelings, attitudes, perceptions and thoughts regarding the subject by using this approach. We believe that statistical numbers

sometimes cannot describe feelings as well as words can and we hope to contribute with new knowledge by having this perspective.

~ Method ~

In this chapter we will explain and motivate our chosen method and approach towards the research. We also highlight the benefits and possible disadvantages in order to give the reader an increased understanding of the execution of the study.

3.1 Paradigms guiding our research

Ontology and epistemology are two concepts that always are discussed when it comes to theory and philosophy. Ontology is how we chose to see the world and epistemology is how we look upon knowledge. (Easterby-Smith, Thorpe & Jackson, 2008) The topic we have chosen for this thesis takes a clear stand in social constructionism since the purpose is to gain deeper understanding of people's meanings and attitudes that underlie their actions and decisions-making (Ekström & Larsson, 2010; Daymon & Holloway, 2010; Bryman & Bell, 2011). As researchers we will take an interpretive approach to knowledge and theory. This is in line with social constructionism where knowledge is interpreted by different individuals' subjective perspectives. (Bryman & Bell, 2005)

3.2 Qualitative method

Interviews are one of the most common ways to collect information for a qualitative study. The primary data for this study is the empirical material that was collected from the interviews and the secondary data is primarily peer-reviewed academic articles. The main advantage of interviews is that they are flexible and give the researcher the opportunity to ask follow-up questions and get more information from the interviewee. Another advantage is that the data that is collected will be analyzed within its own social context. (Daymon & Hollyway, 2011) The qualitative research is about having an interaction and exchange of views with the interviewees and understand their reality. The interviews are often unstructured or semi-structured which means that the researcher works without an exact questionnaire and instead goes through predetermined areas so that the interviewee is given freedom to steer the conversation. This provides the researcher with data that gives authentic insights to the interviewees' experiences. (Easterby-Smith et al, 2008; Kvale & Brinkmann, 2009; Ekström & Larsson, 2010)

With this in mind we have chosen to use semi-structured interviews in order to conduct our research. To be able to investigate meanings and perceptions we believe that this research design will support our purpose and give the depth we want in our research (Kvale & Brinkman, 2009; Ekström & Larsson, 2010). We have taken an inductive approach that

required us to go back and forth between theory and data in order to make sense of our findings. (Bryman & Bell, 2011)

3.2.1 Selection and interview execution

Since the purpose of our research is to investigate how consumers perceive personalized marketing in purchasing situations online, and their sensitivity concerning e-retailers data gathering about them, we found ourselves with a very large selection of possible interviewees. We established some criteria before we started to look for interviewees. These were:

- Swedish citizens
- Age between 18-29
- Purchase goods online at least four times/year

The reason why we chose these criteria is due to E-barometerns results for 2012 on what segments of people that are the most common consumers online (HUI research, 2012). We started with five interviewees and through them we engaged in a snowball selection and found more possible interviewees (Bryman & Bell, 2011). In total we interviewed fourteen persons, eight females and six males which all met our criteria. The interviewees were in all cases but two students at a higher level of education. One of these has a full-time job and the other one is studying the last year of high-school. All our interviewees are currently living in the southern parts of Sweden. They were all contacted through phone and the interviews were conducted in the interviewees' home or in a quiet café and lasted for about 20-45 minutes. We used a semi-structured interview guide (see Appendix 1 & 2) with open questions and all interviews were recorded and transcribed. The interviews were conducted in Swedish so that the interviewees would not feel limited by not being able to express themselves in their native language. This means that all the quotes we used from the interviews have been translated to English. We have done our best to not lose any subtleties of the language. All of the interviewees gave their approval of recording the interviews.

3.3 Data analysis

Analyzing the data from the interviews is about finding patterns and trying to make sense of the material and give it a deeper meaning while relating to concepts and theories. Easterby-Smith et al (2008) present grounded analysis as a more open approach to data analysis that is closely linked to grounded theory. Grounded analysis means that the data is analyzed through themes, patterns and categories that the researcher finds. When we started to analyze our data we began with coding all of our transcripts from the interviews. We search for similarities and differences in the interviews and found different overall themes, such as consumer behavior, privacy and personalization. We then re-read all of the transcripts, reflected over our findings and re-coded the transcripts with narrower themes, such as differences in behavior and degree of personalization. After this we started to search for potential connections between the empirical and theoretical data.

During all of our interviews we showed different scenarios (see Appendix 3) in order to make it easier for the interviewee to really understand what we are studying. The scenarios contain different situations when companies are using personalized marketing as a way to build a relation with the consumer. In total we presented nine different scenarios that, for example was an e-mail from a company that wishes you happy birthday or a banner containing the shoes that you just looked at on another website. These scenarios were presented through a PowerPoint presentation that we presented to the interviewees towards the end of the interview, and were followed by a few final questions.

3.4 Method discussion and reflexivity

According to Bryman and Bell (2011) it can be problematic to apply reliability and validity to qualitative studies since these criteria come from quantitative research. Qualitative researchers that take the quantitative view on these criteria have over the years considered the possibility that the meanings of the terms need to be altered. Lincon and Guba (1985, in Bryman, 2011) propose alternative terms and ways of measuring trustworthiness within qualitative research through credibility, transferability, dependability and confirmability. Credibility concerns how believable the findings are. We conducted fourteen interviews in order to get good insight and understanding of the interviewees' perceptions, which gave us a deep understanding of the

interviewees reasoning. Since we are two researchers we decrease the risk of subjective judgments as the results are evaluated by two individuals. According to Lincoln and Guba (1985, in Bryman, 2011) several authors that review the work strengthens the study's credibility.

When it comes to transferability, how well the findings apply to other contexts, and dependability, how likely the findings are to apply to other times, we like to describe our findings as a snapshot of what is going on right here and right now. In qualitative research it is typically a small group that is being studied and therefore are the findings context driven and unique to the social phenomenon that is being studied.

All of the interviews were recorded and transcribed in order to increase the dependability. Since we have conducted a research from an interpretive perspective and studied peoples' meanings and perceptions the confirmability criteria is something we have been extra careful with. Confirmability is if the researcher allows his or her values to affect the results, in the roles as researchers we have constantly been aware of that our values may affect the results. The researchers' subjective influence in qualitative research is sometimes mentioned as a disadvantage with the method. We believe that this awareness with us as researchers will strengthen our thesis credibility in combination with our decision to save all primary and secondary data, so that we can go back and ensure that our assessments are made on an accurate basis. We strongly believe that qualitative methods offer a much deeper understanding when studying people's meanings than a quantitative method could provide without jeopardizing the credibility. Our analysis is colored by our values and experiences since we, as all humans, are constantly making sense of the things that we are being exposed to and create our own reality.

~ Empirical material and analysis~

In this chapter our empirical findings will be presented together with our analysis. The fourteen interviews provided us with a lot of information and we will here present the most important findings. The chapter starts with background information on the consumers to ease the reading. We have then divided the chapter in two parts that represent our two research questions.

Background

The consumers that we interviewed are eight women and six men and all of them use Internet on a daily basis and are experienced with Internet as a whole. Almost all of them are students and in the age group of 18-29 and are with that fairly educated and aware of trends and modernities of today's society. They feel secure in an online setting and with the concept of e-commerce as well. They have purchased goods online several times the last quarter and most of them actually shop online at least once a month. Many of the consumers mention amusement and satisfaction as a reason to shop, while others are more restrictive and see it as a necessity. They are used to marketing and advertising on the Internet and most of them have given the phenomenon of personalized marketing online an extra thought and have experienced it in some form in the last couple of days. They all spend a lot of time on web shops and most of the time they are window shopping to make either a quick decision later or be able to plan their purchases later on.

Name	Age	Date of interview	Interview time
Saga	18	2013-04-25	18:44
Johanna	21	2013-04-23	30:05
Carolina	21	2013-04-25	20:16
Jacob	22	2013-04-23	25:11
Daniel	22	2013-04-24	24:20
Alexander	23	2013-04-23	37:09
Ida	23	2013-04-23	29:38
Sofia	23	2013-04-28	38:10
Miriam	24	2013-04-23	19:54
Tess	24	2013-04-24	25:30
David	24	2013-04-25	28:09
Jenny	26	2013-04-24	21:46
Gustaf	27	2013-04-25	42:58
Christofer	29	2013-04-29	26:53

Question 1: How do consumers perceive personalized direct marketing as a customer relationship management-activity online?

In this part we will present the data from the interviews on how consumers perceive different kinds of personalized direct marketing online and when they see it as a CRM-activity and service. We will then present two different camps of consumers that perceive online marketing in different ways. The chapter will end with a suggestion of a possible line between personalized marketing as a service and obtrusiveness that came into light when conducting the interviews.

4.1 The key to create a loyal relationship

> Trust is not something built by spamming consumers. It's something build
> by letting the customer decide.
> – Alexander, 23

As stated earlier is customer relationship management, CRM, a term for the strategy that companies use in order to create profitable relationships between themselves and their customers, that focuses on maximizing the perceived value of the customer (Gummesson, 2002; Ryals, 2005). We have through interviews investigated how young consumers respond to different CRM-activities in the form of personalized communication and if it can strengthen the relationship between the company and the consumer.

Relationship marketing is a big area in CRM. In order to create a win-win relationship, where the company can offer what the consumers desire, the company need information about the consumers. The exchange of information between these parties must be done voluntarily and through a dialogue so that both parties feel involved. This communication can be done through lots of different channels such as e-mails, banners, newspapers and TV-commercials. (Grönroos, 2000; Gummesson, 2002; Finne & Grönroos, 2009) Since we focus on how consumers respond to personalized direct marketing on the Internet the communication between the consumers and companies in this thesis revolve around marketing activities that

are managed online. These are mainly e-mails, banners, re-targeting banners, pop-ups and other customized marketing efforts that can be done directly on the company's website.

During our interviews we asked the interviewees if they felt like personalized marketing strengthen their relation with different companies. The response we got were about equal on answering yes or no, which could be interpreted to support Finne and Grönroos (2009) and Mende, Bolton and Bitner (2013) arguments that not all consumers want to have a relationship with companies. Building a relationship may be easier said than done and here, we see two sides of the same coin. Some of our interviewees are well aware that they have a relationship with different companies and most of them enjoy being contacted, primarily via e-mail that they have approved. One criterion for personalized marketing to been seen as positive is that the companies who work with it actually feature right products in their customized marketing, otherwise the effect is the reverse according to the consumers. Daniel, 22, replies to the question if he thinks customized marketing strengthen his relationship with a company as follows: "Psychologically for sure. So in other words... definitely."

But, there are consumers of the opposite opinion like Tess, 24, who do not like to have any communication with the companies she purchases from online after the transaction is done. When we ask her if there is any company she feels is treating her especially well she answers with this quote:

> Yes, those who leave me alone hahaha... The ones I have shopped from have worked well. And therefore, I have also been pleased and got help when I have needed it. But I cannot say that there is someone that takes extra good care of me because I try not to have so much more to do with them after I've completed my purchase. - Tess, 24.

She is a customer that not like to have a relationship with a company and do not appreciate the marketing efforts from companies that try to get her to return to their website. Therefore, it can be of great help to know which consumers this type of marketing is appealing to. This is so that the company can move its resources to develop customized communication to those consumers it actually works for.

4.1.1 Personalized e-mails

Communication via e-mail provides a high degree of personalization (Fill, 2009). During our interviews we asked questions about customized e-mails and discussed how the interviewees reacted towards e-mails in different scenarios. The result was that most preferred to receive e-mails from a customer club they were a member of, even if their attitudes were rather indifferent about it. According to White, Zahay, Thorbjornsen and Shavitt (2007), who conducted a similar study, an increased knowledge of effective personalization may help companies, but just as important is the knowledge of what cause negative response towards personalized marketing. Negative response may cause much harm for the company and jeopardize the existing, or potential, consumer relationship. (Malhotra et al, 2004; White et al, 2007) One of the interviewees highlights this important aspect:

> It may strengthen, if it's correct. If it misses the mark it's quite the contrary. It can almost be offending if you have a certain style, and you receive advertising about the world's most repulsive style. Then I would get rather offended.
> – Alexander, 23.

Here we noticed that a high fit and personalization in e-mails is appreciated. We also see tendencies towards that personalized communication can ease the identity building process for consumers. In the above quote we see that Alexander, 23, has a strong feeling about what fits his own personal identity and this is why he feels offended when targeted with a different style that for him do not go in line with his identity. Other consumers have similar thoughts and this may also be why they do not see more general communication as being as great of a service as more targeted - it does not fit as good with the consumers' identities. Consumption is a big part in the identity creation (Ekström, 2010). General communication does not help the identity building process since it features products that through consumption might not be in line with the consumers' desired identity. Carolina, 21, likes personalized marketing over more general communication "Yes, it makes you, therefore, read about stuff that probably interests you directly than when it's just general."

Other communication that is appreciated is a discount or an offer on your birthday. One interviewee talked about how he received an e-mail with an offer for a free bouquet of red

roses on his birthday. This was appreciated and it did not bother him that the company remembered his birthday, quite the contrary. Even though half of the interviewees did not feel that personalized marketing strengthen their relationship with the company, all of them still enjoyed getting offers and discounts from companies and websites they were registered members on. One of those interviewees answers:

> It's double-edged. This means that they store information about my IP address and my computer and my shopping habits and it is not always so nice. However, it is clear that if they would throw up a picture of a pair of boat shoes from Sebago & Devers for 500 kr instead of 1395 kr so of course, I'd take. And feel that I made a bargain, it would be nice. – Christofer, 29.

On the other hand, an unannounced e-mail does not receive positive feelings. The majority of the consumers think unannounced advertising e-mails are a nuisance. Jenny, 26, tells us that an unannounced advertising e-mail can disturb her so much that she does not want to buy from the company that sends it out again. She answers the question with "It's sad, and I do not want to purchase anything."

4.1.3 Personalized pop-ups and banners

The strongest negative reaction we received during the interviews comes from advertising in the style of pop-ups, where all of the interviewees have strong reactions towards them. They express themselves in the style of Christofer, 29, who expresses himself like this when it comes to the use of pop-ups:

> Pop-ups always feel frivolous. I almost get pissed off when they pop up. It's like this, they are thrown in your face and it interferes with what you are doing on the Internet. And then you will be directly hostile to the company that uses pop-ups. – Christofer, 29

Gustaf, 27, is also hostile towards pop-ups "I think they should put down everything that is called a pop-up, that's the worst thing ever." Attitudes to the pop-ups are clearly negative and

they are perceived as disruptive, intrusive and the negative feelings about them also seem to radiate over to the company that uses them.

Banners are not perceived as particularly disturbing if they fit the website they are featured on regarding layout and design, or if the product that is advertised for fit the content of the website. Some consumers say they do not even notice banners that much. Tess, 24, says she does not get disturbed at all by banners and expresses herself like this "(...) Banners do not bother me at all, I can choose not to look." A factor with these banners are apparently that consumers have developed a selective attention to this kind of marketing and normally do not take notice of them when they are located in the corners of the websites they visit. During our interviews we asked questions and described potential scenarios where the interviewees were exposed to behavioral profiling and re-targeting banners that follow consumers from one website to another. Behavioral profiling is when a system collects data about users' online activities. These systems follow users over a long period of time using browser cookies and the assumption is that users will like the same things that similar users like, based on past preferences. (Toch et al, 2012) Ida, 23, declares that she feels a bit supervised with this statement:

> They are usually based on cookies as I understand it. And I think that the concept is both good and a bit disgusting. That there are leftovers in my computer that knows where I've been before and so. But at the same time when you accept such policies you at the same time accept the use of cookies and such, so it's a bit my own fault. - Ida, 23.

4.1.4 Personalized communication on the web shop

Examples of personalized marketing on the web shop may be that a customer easily can navigate back and forth to see what he or she has looked at earlier for type of products using a "previously viewed" application. Every interviewed consumer think this is a very good service especially on large sites with many products, which also simplifies the process of comparing different products with each other. Christofer, 29, expresses himself in favor of this type of service by saying: "That's great. Especially when you're out looking for different

products and look around to compare without clicking back and without having multiple windows open at once, they are just there, I think that's smart."

Even websites that give customers tips on products in the same category are perceived as service oriented by consumers, this may involve features like "customers who bought this also bought..." The latter example is, however, consumers more indifferent to than the first, as they feel that the goods they are tipped about not quite match their preferences when they are based on other people's purchases.

4.2 Passive and active consumers online

During all of our interviews we discovered that the interviewees act more or less active when they engage in building a good relationship with a company. About half of the interviewees act very passively online and are very open to receiving information. These people like to receive information through various channels from many different companies and describe themselves as experienced internet users. On the contrary they also express a feeling of numbness towards the amounts of adverts they meet online. They have over time learnt to selectively observe those adverts that they feel interest them, and the adverts that do not they just filter away without having any influence on them. One of the interviewees that fit into this description is Daniel, 22. During our interview with Daniel he does not express any significant influence regarding different situations when he receives personalized marketing:

> I see it as neither good nor bad. It seems reasonable for a company to do this.
> And I do not think it violates any... Any ethical or anything. If you do not want
> these types of e-mails, it's just to go online and remove it. – Daniel, 22

Daniel, along with other interviewees in our study, shares most of his information online and feels very comfortable in doing so. Another interviewee expresses a selective attention online:

> What can I say, they have to make money and I understand it. On Facebook I
> barely see the adverts. I have noticed that I'm very selective in my viewing so I
> usually miss the ads on the side. So they do not bother me. Maybe if the ad had

been bigger, in proportion to the rest, then it would probably bother me.
– Christofer, 29.

As a contrast to these open, but slight passive, and selective-watching interviewees we have the active ones. These interviewees are very active as consumers and enjoy being the ones who make contact. More than half of our interviewees expressed themselves in a way that we perceived them as active. They are skeptic towards communication that they have not approved of, but offers from their favorite companies are more than welcome. They like to be inspired on their own and not by, for example applications with "people who bought this also bought" as this may make these active consumers feel stalked. After being asked about how he felt about an application like this Alexander, 23, said:

No, I do not like it so much since I am such an individual who would find something myself and then look it up. So this is almost only disturbing to me, but I understand that others may have their preferences. - Alexander, 23.

Another active consumer expresses much more irritation when we talk about a scenario when he received a reminding e-mail from a website that noticed that he put products in his shopping basket at their website but did not complete order:

Oh I think that it's most annoying information, actually. There is a reason that I didn't complete my order, it's not that I am stupid and forgot about it. I know that when I buy, I can go in there again in this case, there is no problem. It's like putting on a sweater when you stand in a store and then feel "Well, I do not really know. I put it back so I can come back later "and then you don't come back. Then you do not want someone calling from the store and says: "Hi, shouldn't you buy this sweater?". No, it doesn't work that way.
– Gustaf, 27.

Many of the active consumers express this energetic attitude towards companies' attempts to create a dialogue with their customers. They want an honest dialogue where they are the ones

that take the first step when a relationship starts to take form. They do not want to be dialed up by a salesperson; they want to be the one making the call. In our interviews we presented a possible purchase scenario online when the consumer is scanning the web for a new phone and suddenly a pop-up window from the website appears. The pop-up window says that they have notice that it is the second time that the consumer is looking at a particular phone and wonders if the consumer would like to get additional help from one of the salespersons, but over phone. The consumers that we regard as active responded very negatively to this. Most of them said that they would just close the pop-up window and continue the search online on their own and somewhere else. If they wanted to get information in a store or over phone, they would visit the store or just call the company by themselves. Jacob, 22, puts it: "It's like you have to be able to go into a store and just kind of look around without someone hanging over your shoulder. And this feels like someone is doing that."

How consumers perceive and make sense of CRM-activities differ from one individual to another. An important aspect for companies to keep in mind, and that Fill (2009) highlights is the degree of personalization. The closer the relation is with the company, the more positive will the consumers respond to the personalization. It is also here the dilemma arises. Personalization is twinned with privacy issues (Toch, Wang and Cranor, 2012) and how do companies take the first step without making the consumer feel like they have lost control over their personal information? According to our study, with a young target group of 18-29 year olds, the best way is to let customers take the first step. These consumers, regardless if they are passive or active, want to feel like they are the ones that take the initiative to a relationship with a company. It is when they are voluntarily sharing their information that the company can use that information in order to personalize the communication in an appreciated way. Thus, this is the best start according to our study if a company wants to build a loyal and long-term relationship with consumers. Consumer loyalty is known to reduce marketing costs and heighten the profit since it is less expensive to keep customers than attracting new. Loyal customers are more likely to recommend a company than others. (Reichheld & Sasser, 1990; Reichheld & Schefter, 2000; Gummesson, 2002; Reichheld, 2003; Reinartz & Kumar 2003) A good example of when personalization leads to a loyal relationship is a quote of one of our interviewees:

> A website where I usually purchase from always sends little handwritten notes, like "Thank you for shopping from our website Jenny, Sincerely X on Lucy Minerals". I think that is super nice! It adds value to me as a loyal customer and makes me want to continue to be a customer and purchase from them.
> – Jenny, 27.

Loyalty online may be more important than loyalty in the real world. Consumers cannot see the products or the salesperson online and must therefore rely on what the company is promising. (Reichheld & Schefter, 2000) A satisfied customer is more likely to return and personalization is the key to maintain the relationship, depending on that the personalization is accurate. (Halimi, Chavosh and Choshali, 2011)

4.2.1 Social media and the increased personalization

> I do not really like them to have it on Facebook, actually. Because then it feels so… that they are on ... on my personal page! God, what one identifies with Facebook! (…) - Jenny, 27.

Here we meet the tension between personalization and privacy once again. To tailor the marketing towards the consumers companies have to evaluate the shared information in order to be personal in the communication (White et al, 2007). The growth of social-based personalization is due to the rise of social media that has access to lots of information about its users. This information can be used when searching for friends, or by companies that want to create a dialogue with consumers. (Toch, Wang and Cranor, 2012) When we were conducting the interviews we presented a potential scenario where the interviewees received personalized marketing on their Facebook. On most social networks users are sharing much information voluntarily. A potential goldmine of information for companies that want to find consumers, both new and existing, and target them with personalized marketing. Among our interviewees we found them that had reflected over the personal ads and them that had not. During our interviews with these unaware consumers we found a strong feeling of irritation and insecurity. Saga, 18, states *"Facebook is a more private section, or it depends of course*

on what you are using it for, but I only have my friends there. It is my private-Facebook" and Alexander, 23, that is aware of the dilemma says "It is intrusive and almost unpleasant that they can register that without my permission" Even if these interviewees have accepted Facebook's agreement and share information voluntarily, they still feel betrayed by Facebook. An interesting point is made by another interviewee that has another point of view:

> You are noticing that there is tailored advertising on slightly different pages, definitely. But at the same time, I feel ... I do not know, while I feel that we take so much for granted. Like, that Facebook should be for free ... And that Aftonbladet.se should be for free when it still must be some way to finance them. There must be some way of financing on Facebook so you do not have to pay for it. So ... Maybe it's a little bit of what makes me think that it is still okay. That you pay with your attention instead of money – Daniel, 22

Daniel, 22, explains here that he believes that it is taken for granted that social media like Facebook should be free to use. He understands that they have to get income from somewhere, and in this case he recognizes it as consumers are paying with their attention and that the concept with them having personalized marketing is understandable and in order.

4.3 The line between CRM as a service and obtrusiveness

As more interviews were completed one factor of the study became clear, consumers view CRM as a service when it is done in an informative way and stays on the website, or possibly in an e-mail that needs approval in forehand in the style of a customer club. They consider personalized marketing and services that stay on the e-commerce website as positive and helpful like applications in the style of "previously viewed" or "others that bought this also looked at..." What consumers also consider a service that is highly valued by all interviewees is to get an e-mail confirmation of a completed purchase. Consumers would like them to be as informative as possible with delivery date and tracking number so that they feel they are in control of the delivery process by being able to see where their products are geographically.

The types of personalized marketing that are experienced as intrusive, annoying or in some way feel as they force the consumers to buy are disliked and are not seen as a service in any

way. All the interviewed consumers acknowledge that the purpose of visits to e-commerce sites are not always to make a purchase, but to gather information, plan purchases or to look if new products have arrived. Therefore, they experience the services that reminds them too much of buying products as annoying. One example that feels extremely annoying is to get an e-mail from a web shop that has been visited previously saying that there remain items in your shopping basket if the customer only was out window shopping. Consumers see this as a pushy sells trick used by the company, which is not appreciated. Johanna, 21, gives the same answer as most people on this issue. She answers in this way when we ask her about how she sees this kind of service:

> (...) It's a items that you are little bit interested in but which you may not want to buy just now and just want to know that they are there and maybe buy a bit later and if you wanted to buy them then you had probably done it at the first purchase. So it's a bit like being enforced, to be forced to purchase. That you can not only get to have them there, but that you also have to be pushed to continue the purchase. - Johanna, 21.

Another type of service that the consumers do not appreciate is companies that use pop-ups when they know that customers have been on their website and looked at the same product several times. For example, we confronted the interviewed consumers with a pop-up at a telecommunication operator's website where it wanted the customer to fill in it's phone number to be dialed by a telephone salesperson. The reactions to this were very negative and several customers mention that they would not visit the web store again because of the pop-up. Consumers perceive it as intrusive, especially when they say that they identify online shopping by sitting at home in peace and tranquility and gather information on products and buy when they feel like it. Gustaf, 27, puts it like:

> Oh ... but I think this is bad because if I want to talk to a salesperson, I go into a store or call them myself or whatever. I do not want any damn pop-up that appears. The reason that I'm sitting and watching online is to be able to sit and watch in peace and quiet as well. I do not want some fucking pop-ups that interfere, never in my life. - Gustaf, 27.

The same answer but in different formulations show up in other interviews, consumers are with other words not happy about this type of marketing. They express it more or less as they want to be left alone on the web shop and make their own decisions, if they need help, they do not hesitate to contact customer service or sales themselves.

Most of the consumers do not like when commercials follow them from the website they visited earlier. Re-marketing and retargeting are experienced as Internet stalking and to be scary as the advertisement follows them even though they actively have chosen to leave a page. Another word that often is mentioned is that it feels frivolous. Carolina, 21, tells us this when we ask her about how she thinks about this type of re-targeting:

> Before, I thought it was pretty awesome that they could remember what I've done ... Looked at some stuff... But nowadays I think it is quite intrusive to constantly be reminded of things I could buy. But ... As I might not afford, or that I might not want to buy right now. And then it becomes annoying to constantly be reminded and it also feels a bit uncomfortable that the Internet can remember what you look at that way and to register it but without I have said that it's okay. - Carolina, 21.

Carolina is not alone with her opinion about feeling that this type of marketing feels annoying and intrusive. Another interesting phenomenon that appeared during the interviews is that many of the consumers say they can sort out banners without thinking about it. This is in line with Christofer's statement "I have noticed that I'm very selective in my viewing. So I tend to miss these things on the side. So it is not bothering me."

Although many more consumers than Christofer say that they have learned to sort these banners out of their attention, they still feel like they are being stalked and perceive re-marketing as an intrusion on their privacy. When consumers think of the concept of re-targeting they find it to be really uncomfortable and as they are being monitored and supervised on the Internet. This is consistent with what Nissenbaum (1998) states about that gathering personal information can be seen as a public surveillance activity and that customers might feel as their privacy have been violated.

Question 2: How does the use of personalized marketing affect the consumers purchasing behavior online?

In the second part we present our findings on consumer behavior online and what triggers them to purchase from web shops. Later we will provide the findings on how personalized marketing affect the consumers purchasing behaviors online and how this affect the postmodern consumer.

4.4 Consumer behavior

4.4.1 Spontaneity and planning of online purchases

We can distinguish certain traits among the interviewed consumers and these are essentially how positive they are towards e-commerce and how spontaneous or planning they are when it comes to purchasing on the Internet. Those who describe shopping as something fun and as an interest are those who are the most spontaneous internet shoppers. Many of the interviewees say that it happens that they are spontaneous when it comes to online purchases. Carolina, 21, who is spontaneous with her online purchases expresses herself like this when we ask her what shopping means to her "It's like you get a kick out of buying new stuff and you will usually find something that you are very satisfied with that makes you happy. It feels good." What she means by this is that shopping is for her not only something that needs to be done, or to buy a necessity. For her, shopping means something extra that gives her added value. This is also true for the spontaneous shopper Miriam, 24, who responds to the same question in a similar way "I would say joy, in a way also satisfaction (...)."

When it comes to the consumers who say they are more planning on the Internet, the majority are very cautious in their description on what shopping mean to them. Johanna, 21, who plans her shopping online, responds for example in this way when we ask her about what shopping means to her "Shopping means to restock something you need." This is a more restrictive response than what we got when we asked the spontaneous internet shoppers what shopping meant for them. Although the planning consumers are more restrictive in their feelings to

shopping itself and e-commerce, they are still in favor of shopping online. They just do not express it as strongly as the spontaneous consumers do.

4.4.2 Hedonism and utilitarianism

As we mentioned in the theoretical part spontaneity and planning are major factors when analyzing consumers to see what orientation they belong to. Other important factors to look for in the consumers' behaviors are whether they are purchasing multiple times for a smaller amount of money or fewer times for a larger amount and if they have a number of specific internet stores they return to and have a certain loyalty to. (Wang et al, 2011; Scarpi, 2012) We have with these guidelines interpreted their personality traits to see if they suit one of these two fields of consumers. After a careful review of their statements and behaviors we found that the consumers were equally divided between the two orientations. An example of a typical hedonic buyer is Miriam, 24, who feels that shopping gives her joy, she often conducts many small purchases spontaneously on the Internet, is loyal to a few websites and lured by cheap prices. This is in contrast to an extreme utilitarian, Alexander, 23, who does not see shopping as something emotionally stimulating and sees shopping merely as purchasing multiple items at the same time. He plans his purchases online, and when he buys the purchases are fewer but more expensive. What attracts him to a specific purchase is the product rather than the price of the product.

4.4.3 Demographic differences

Out of the male interviewees had most of them traits of being utilitarians, which may indicate that men generally do not have so much emotion attached to shopping itself and more often buy things they really need. Women, on the contrary, often buy for emotionally stimulating reasons. Most of the men do not describe that there are any specific e-commerce sites they return to during their interviews. This is because they often are on the lookout for a certain product when going online for shopping reasons, while all women can name a number of websites they prefer over others. This reinforces the theory that men are more risk-taking than women in general when it comes to online purchasing. (Stranahan & Kosiel, 2007; Hannah & Lybecker, 2010)

When it comes to how spontaneous or planning men and women are with their online shopping, there are no clear differences between the genders. Other differences in demographics are difficult to discern because the people in our target audience are in the same age category, have similar education and live in the same city, and are with these similarities quite alike in their behaviors. Hence, they have similar social dynamics and will most likely be influenced by each other.

4.5 Security

All of the interviewed consumers report that they feel safe on the Internet. They say they are more or less comfortable online, and almost all say that they feel comfortable with the e-commerce concept. This means that we cannot draw any conclusions about how they think or behave online considering if they feel unsafe on the Internet and with e-commerce since they do not experience any significant fears or insecurities with neither of these concepts in general.

4.5.1 Layout and design

The first striking observation is regarding how consumers think about what is important to them when they shop online, what it is that make them feel comfortable on web shops and what it is that would make them feel uncertainty to shop. All consumers mentioned the layout and design of the website as a significant factor at some point during the interviews. The fact that layout and appearance are important for a website is not a revolutionary discovery, but the fact that every single consumer cites this spontaneously emphasizes how important it really is for consumers to feel comfortable when making a purchase at an online store. The interviewees express that a good and stylish layout provides a professional and lavish impression. They say that a great looking website gives an impression of being safer to conduct a purchase from than a not so neat-looking, as a sham company would not afford to make the website attractive for its customers in the same degree as a serious one. Daniel, 22, responds like this when asked what he thinks may create uncertainty for a website he surfs on:

(...) I think it has much to do with the layout. I think it sounds really weird to just say so because it's not so neat to say, really. But it's probably what many draw conclusions from. If it looks like... The reasoning might be in that if it looks like someone put a lot of time and money on it, it's probably a much more serious business, more often than not. - Daniel, 22.

Miriam, 24, also states that the website and its layout is a big part of why she returns to a website when she answers the question with these words "Good graphics. Easy-oriented website (...)." Based on the consumers' perceptions, feelings and thoughts regarding the layout and design on a web shop the intention to shop is higher when a company has put in effort to make the site as attractive as possible.

4.5.2 Presentation of products

The presentation of products in an online shop is very important for consumers to feel safe and want to buy from the company behind the website. With the presentation of the product, we mean informational data, pictures and videos all of which play a big role when it comes to whether a purchase is realized or not. In fact, all the interviewed consumers do not just say it is important, but very important to them when it comes to their buying process. Ida, 23, responds with this statement when we ask her how important the presentation of the products is for her on a website:

It is very important with the presentation of the products, I believe that you as a consumer can look up what you want to buy yourself. Because if you click around you probably look for something. But that's rather if it is tedious, bad pictures, bad information, bad size guide or pictures just from the front or just from one angle on a shoe or so, it becomes just a bit like "No I do not really get the thing here" and do not really manage to be passed around and cannot cope with it. - Ida, 23.

Ida states with this that if the product is presented in a less informative manner with few pictures and only some information she may discontinue the purchase process. This demonstrates how important it really is that the consumers can get a true picture of the product, even if they cannot see or feel it before the actual purchase. In accordance with Reichheld and Schefter (2000) the customers must rely on promises and pictures when shopping online since they cannot see the salesperson in the eye or touch the physical product, therefore it is extremely important to present the products well so the consumer not decides to shop somewhere else. The presentation of the product, in other words, should be as realistic as possible using the website as a starting point instead of a physical store. Sofia, 23, explains why she thinks it is important to have good presentations of the products in this way:

> If you look at a bag for example, you want to know how big it is, how long it is, the depth of it, how wide it is and you would like to see as many pictures as possible to be able to know exactly what it is you are buying but without actually feeling it, look at it and hold it in your hand. - Sofia, 23.

When it comes to clothing, this is even more important since several of the interviewees address that videos make them feel a greater confidence in a website where they can see how the product actually moves in reality.

Having an aesthetically pleasing, attractive and layout wise good website with informative descriptions of the products for sale, therefore, reflects the company's expertise. It provides a safer impression and helps to create trust for the homepage as well as the customers will be more comfortable to perform purchases from an e-commerce site with these characteristics. An appealing website with an easy navigation thus heightens the intention to shop from it. Hence, the customers will not be deterred because of inadequate information.

4.5.3 Payment solutions

Good and secure payment solutions on a website with recognized credit institutions and applications such as Vertified by VISA, MasterCard SecureCode, Klarna and Paypal recur in the discussions about what makes a trustworthy impression. A secure payment system also makes the customers wanting to return to that specific web store. It is also the most common

answer to the question about what the consumers think is the most important security precaution that an internet based company should have in order for the consumers to feel comfortable enough to conduct a purchase from them.

All but one of the interviewees mentioned that partnerships with these payment solutions make them feel a greater confidence and greater security in online shops. Jacob, 22, answers the question of what is the most important security precaution an e-commerce company can have with this statement:

> Well, I think it's pretty soft when you can get the invoice sent to your home so you do not pay until you have received it. Otherwise, when dealing with like VISA or MasterCard, it may come up such a secure buy-thingy. That is good.
> - Jacob, 22.

Collaborations with other known companies that deal with the delivery of the products such as Posten and DHL do also make consumers feel more comfortable with shopping. Sofia, 23, says that "(...) It can be sort of good to like see that they have a partnership with like VISA, Paypal and ... I do not know ... Posten, maybe... DHL or some company you recognize."
A summarizing quote of what creates trust for an e-store comes from Alexander, 23, "Trust building is obviously a great looking website. I want them to have cooperation with credit companies and so on (...)." Hence, great payment solutions and co-operations raise the feeling of safety for the consumers and also make them trust the company enough to purchase from them.

4.5.4 Large and reputable company

> I never reflect if I pay by card on SAS's website, it's not even an issue (...).
> - Ida, 23

What creates a feeling of safety for consumers is if the company is large and well known. Almost all of the interviewees admitted that it felt better if the company was well known and proven. Even on the Internet a well known name is the basis for a sense of security. Ida, 23, answers the question if it matters to her how large and well known the company is she is planning to purchase from with the quote above. Here we clearly see that the name gives a

certain authority and creates trust. The opposite appears when Johanna, 21, responds with this quote on the same question:

> Yes, it probably does. Because I work in the way that I want to know what it is before I shop online, so I'm a little afraid of small businesses. Because I feel a little bit like a guinea pig ... As if they have not really established themselves yet. - Johanna, 21.

This proves that there obviously is an uncertainty regarding smaller companies on the Internet, that there is a certain fear of buying from them. Gustaf, 27, gives a vivid description which indicates that he is confident with the large and well known names on the Internet, but that he also has uncertainty for less known companies even if he thinks it is a shame that it is like that:

> (...) Then there are those big sites where you really can trust the established names and that's a disadvantage with the net, you would like to have more small shops because it is no longer possible for small shops to be in the city center and so on. However, they could exist online but the problem then is that they cannot build up any real reputation, which makes you feel a certain uncertainty to shop from them. - Gustaf, 27

A reputable company creates a sense of security and trust and increases the chance that the consumer makes a purchase on the website. Hence, our results show that a large and well-known company creates a feeling of safety that makes the consumers more likely to purchase from them.

4.5.5 Reviews, recommendations and search engines

> Somehow it's reassuring if you see the site high up in the search results of search engines. Because it is in some way a sort of guarantee that this company wants to access customers by paying these engines. So it's pretty important. - Alexander, 23.

During our interviews we noticed that consumers often mention the importance of being able to obtain information about the products or the company that sells the products from a third party. Being able to see that others have had good experiences with the company and its products makes it feel safer. This can be done in a number of ways. There may be reviews directly on the website from other customers, there can be reviews about the company or products on external websites or the company can be searched for on various search engines. All these ways makes the customer feel more comfortable with the website and can in this way also create trust for it. It is also important that the reviews are true to life and that the customers that write them, directly on the company website for example, can provide both positive and negative comments without them getting deleted instantly by the company. When Tess, 24, is asked what she thinks is trust building on websites she replies "(...) That customers are free to write both praise and criticism on the website about either the product or service." David, 24, also expresses that if he can find information about a small business that could help convince him to buy from it, he would. This is even though he thinks it does matter how big and reputable a company is and would rather buy from a reputable one. He responds in this way when asked if he thinks it does matter how large and well known the company is he is going to buy from "Yes, it does matter, it does. But if I can find good information about a company I do not know that makes me persuaded, I would not say that I see the problem with smaller companies either." In other words, positive recommendations and references create a sense of safety for the consumer also for an untested site. This is a kind of word of mouth, or buzz marketing, that is one of the best and most credible marketing tools. According to Grönroos (2000) and Finne and Grönroos (2009) this is also an unplanned marketing activity. On the Internet, this kind of information spreads faster to a larger audience than in the physical world due to different forums, social media and blogs (Reichheld & Schefter, 2000; Reichheld, 2003). These kinds of reviews are important in order for consumers to feel safe when dealing with an online store and its products, especially if it is a web store that the consumer have not bought from earlier. In other words, good reviews and recommendations reinforce the propensity for a customer to purchase from a web shop.

4.6 Privacy

Being private on the Internet is in many ways more difficult than in reality because so much information can be gathered from click streams, cookies, previous purchases and demographic

facts about the specific consumer (Kelly & Rowland, 2000; van Horn, 2004; Sipior et al, 2011). As we have touched upon earlier all the interviewed consumers are at ease on the Internet and with the e-commerce concept itself.

The consumers we interviewed generally claim not to be afraid to share their private information on the Internet, even though everyone has different ideas about when they are more or less concerned about when giving their information to e-commerce companies and in what manner they are concerned. This is also in line with Caudill and Murphy (2000) who stated that consumers have different degrees of privacy concerns. We have also identified the various privacy concerns dimensions in the different fears the consumers have regarding their private information in the style of Hong and Thong (2013).

4.6.1 Sharing private information with e-retailers

Generally our interviewees feel that they are not afraid to share their personal information with e-retailers, although there are specific factors all worry about more or less. What is mentioned to be a little extra sensitive to disclose are social security number and credit card details. Alexander, 23, says it has happened that he has canceled a purchase because he experienced the security as bad and he did not want to give away his credit card information. This is a negative response to privacy threats online, refusal of giving information, which is one of the more common reactions when feelings of insecurity arises. (Son & Kim, 2008) Alexander, 23, puts it like this:

> Oh, but when it comes to payment, when it is direct payment by credit card,
> when you not are transported to your bank to complete the purchase... That gets
> me really worried and it has happened that I have stopped buying just because
> it is going through without me being transported to my online bank.
> - Alexander, 23.

This also contains a fear that failure will occur at the handover of data and is one of the privacy concern dimensions, errors. This dimension addresses that consumers are afraid that the security of the transmission of personal data is insufficient. (Hong & Thong, 2013)

Facts like names, addresses and telephone numbers are not perceived as uncomfortable to state. This seems to be due to information such as name, address and phone number is already available on several websites and is therefore not considered private information to the same degree as earlier. However, e-mail address is mentioned as a concern to leave in case it later on will cause unwanted advertising e-mails to be sent to the specified address. Tess, 24, expresses herself like this when asked how she feels about sharing her personal information online "I think that, however, is a bit harder. Above all, I think the hardest part is to give away my e-mail because I know I will be bombarded with advertising that I do not want."

Other information that feels difficult to give up is according to Johanna, 21, when websites ask customers to fill in interests and other information about personal circumstances. This is perceived as a bit strange and customers many times wonder why they need to state this information. In this issue, we also note that consumers who have hedonic features are much more with ease to disclose information about them since none of the hedonic consumers see it as a hassle to provide information about themselves on web stores. Consumers that are classified as utilitarians experience it not as a major problem either, even if they give it some more thought than the hedonic ones. In the utilitarian class of consumers we also find the two that explicitly did not like to share their personal information. Both consumers who experienced it as unnecessary pain to provide websites with their personal information were more planning with their internet purchases than the others. Gustaf, 27, does not like to share his personal information at all. He expresses himself in this way "I do not like it, that you do it. I think it ... even on larger sites, it feels insecure ... I think this is the absolute worst thing about shopping online really, to share my personal information."

The majority of the interviewed consumers say they feel safer and more comfortable with giving up information about themselves to companies they have purchased products from several times than to a company they only shopped from once or twice. This strengthens the theory about that consumers feel that it is more comfortable to share information and have a two-way communication with a company they feel as they have a relationship with. (Grönroos, 2000; Gummesson, 2002; Finne & Grönroos, 2009) They feel that they trust the larger and well known companies more than less known when it comes to taking good care of their personal information. Johanna, 21, expresses it as "You kind of know where you have them." It feels with other words better for the consumers when they give away personal

information to companies they know, because they feel as they can count on them to a greater extent.

Another consumer, Jacob, 22, expresses himself in the way that it feels better to share information with a business he has purchased from repeatedly because he sees it as an investment in their relationship and this is also why he thinks that it feels better than disclosing information to a company he only bought from once. He answers the question whether there is any difference to share his personal information with a company he bought from several times and one he bought from once or twice with this statement ″Yes, of course. So, it is often so that it's good if you have a good contact, or not a contact, but a good relationship with the company and then it feels safer." This suggests that consumers build trust for companies they know and share personal information in a more casual way with them because past transactions have worked well. This also strengthens Grönroos (2000) theory that an ongoing relationship between a customer and a company gives a sense of security that allows the customer to trust that nothing is going to happen to the information he or she provided.

4.6.2 E-retailers saving personal information

Out of the consumers we interviewed there are some who claim that they have not thought about the fact that online retailers have personal information about their customers. One consumer, Gustaf, 27, expresses himself quite the contrary "(...) Personally, I would rather have entered my data over and over again instead. Alternatively, store it on my own computer and share automatically when I need it, but I do not know..." This is a form of control concern that the consumer expresses, that he cannot have control over where, how or when the individual specific information will be used (Hong & Thong, 2013). The rest of the interviewees stated that they did not feel particularly uncomfortable with the fact that e-commerce companies have information about them, but everyone has an objection that addresses the circumstances in which they feel it is more or less good. Ida, 23, says "In a way, one might think that it is disgusting or what to call it (...)" when she thinks about that e-commerce companies have individual specific information about her, which is a form of collection concern (Hong & Thong, 2013). She expresses that she feels monitored and supervised.

The consumers say that it feels better when companies they feel secure with have information about them, such as companies where they have registered as members themselves. Some of the interviewees, among them Alexander, 23, state spontaneously that they actually think it is good that companies collect information about them. He explains it like this:

> I see it as both positive and negative as long as you are treated with integrity. But it can be good if you are a frequent shopper at a website, it can be good if they know the details. Then it can be useful for example if they add an application that can see what types of products you are interested in and it may come up identical products, that can be great. - Alexander, 23.

Other consumers support Alexander's opinion and feel positive about that the companies remember what the consumers have looked at previously or bought earlier on the web store and therefore also can provide the consumers with personalized offers. The interviewees also expressed that it only feels good as long as the information is not sold or distributed further. Hence, they express a fear that the information will be passed on to a third party. This is an example of external secondary use which is one of the most common privacy concerns. (Hong & Thong, 2013)

We see strong tendencies among the consumers to be very unaware of how companies handle their personal information. Some actually say that they do not read companies' privacy agreements at all and other say that they might skim through them sometimes. With this result, we can discern that consumers are relatively naive to how companies handle their information. The purchases are at the same time often made from large and well known e-retailers they trust.

Many of the consumers think that it is perceived as "nice" to have a privacy agreement and that it is there just for show. Sofia, 23, replies when asked if she usually reads e-commerce companies' privacy agreements with this statement "Oh, no. They are just nice and it feels good to have them there. Having to scroll through them and then thick the "ah okay, I've sort of read this" box." This also shows that customers have relatively low awareness of corporate privacy policies, which is one of the most common dimensions when internet privacy concerns are discussed (Hong & Thong, 2013). The consumers express that they rely more on

their intuition when it comes to determine if the company they plan to purchase from is secure. Here, again, we come back to that the first impression, mainly concerning the appearance and layout, says a lot about a company. Whether consumers are spontaneous, planning, hedonistic or utilitarian play little role in the matter of reading companies privacy agreements or not, in general, consumers are very bad at it.

4.6.3 The power-responsibility relationship

The consumers state that they are more inclined to share information with a large and reputable company, even if they have not tried out the company themselves. A large and well-known company is in the consumers' eyes an authority that they trust not will take advantage of their private information. The consumers must trust the companies' good will to treat them fairly since they are in a subordinate position (Gustafsson, 2005). This fact becomes even clearer when the majority of the consumers do not read the companies' privacy agreement on how they handle their personal data. The relationship between the companies and the consumers is asymmetrical since most of the power is with the companies that have personal information about their consumers. (Fournier, 1998) This also goes in line with the power-responsibility equilibrium theory where a company that does not take responsibility will not survive for long in the marketplace. Their power over the consumers will disappear if they do not take responsibility since the power then switches over to the consumers that have the power to boycott the company or create a bad reputation about it which both are normal responses to privacy intrusion (Lwin, Wirtz & Williams, 2007; Son & Kim, 2008). Several consumers actually mentioned that they would not return to an e-commerce store that they feel have treated their information in the wrong way, for example if they receive several unannounced advertising e-mails. Companies that have large collections of private information need to treat it with precaution and dignity and only for the cause it first was gathered in order to take responsibility and maintain in a power position.

4.7 To strengthen the relationship through personalized marketing

The majority of the consumers are receptive to personalized marketing but they want to choose for themselves when and how they will receive it. In other words, they want to

approve before companies do marketing in this way. They do not want the personalized marketing to be too general, because if it is said to be customized, it should also be so. Saga, 18, is in favor of receiving personalized marketing according to her preferences and responds like this when we ask her what she thinks of personalized direct marketing "It's what you are looking for, that they recognize your style a bit, what this person likes. Matches well." Gustaf, 27, thinks the personalized marketing should be even more customized to attract him. He responds in this way to the same question:

> Yes, but then you ask yourself how personalized it really is. It is in a way kind of good to get personalized marketing. I think that's quite right really, it's a bit like going into a store for tips on this would also suit you and so on and so on ... But ... Or as many websites do now "if you buy this other people who bought this also looked at that," or "this would also fit with that" and so on. Funny, I think, but it is seldom personalized marketing is customized. It is often very general, of course. - Gustaf, 27.

With the above statements we can conclude that personalized marketing that is more targeted attract the consumer more than general marketing that is perhaps individualized only from being in a particular demographic group, such as gender or age. Consumers are very different in their preferences and therefore the marketing efforts should also be personalized according to that to increase the likeliness to be spot on and influence the purchasing behavior in a positive way. A message that is highly fitted and tailored gets stronger positive feelings than a general one. As discussed earlier personalized marketing may also help the identity creation process since it features products that hopefully fit the desired identity of the consumer, this has most likely also a positive effect on the urge to purchase. This is also reinforced by that several more of the consumers expressed this mindset towards personalized communication in their interviews. It is also important that the marketing effort targets right when it is so called personalized, otherwise it can go so far that, according to Alexander, 23, it can be seen as an insult if the personalized marketing shows things that do not fit with his personal style and taste. In accordance with Malhotra et al (2004) customized marketing can hurt more than it does well if it is done in the wrong way, just as in the above example. Other consumers do not like the idea of personalized marketing and want to decide for themselves what type of products they want to look at. Tess, 24, said this when asked what she thinks of personalized marketing "Overall I would say that I'm adverse to it because I want to choose myself." With

this, we see that there are consumers of both mindsets, but the majority are positive about it and see it as a great service that they can receive marketing after their preferences which also can raise the willingness to purchase. Since if consumers are confronted with products of their own taste that they normally would look at in a store or on a web store, the chance of them liking what they see is a lot higher than in a standardized advertising message. Therefore the click through rate and the likelihood of them buying the items featured in a personalized message are predicted to be a lot higher than for a standardized one. But, if it is done wrong, with a low customization or with the wrong products, it can have the opposite effect.

The best way to influence the consumers to purchase is to send out e-mails to customers that have approved it by for example being a member of a customer club. E-mails offer as previously mentioned a high degree of personalization and are with that perceived as a good tool to transmit tailored messages to consumers (van Doorn & Hoekstra, 2013). E-mails with generous discounts also heighten the urge for consumers to shop. Communication that stays on the web shop is also highly appreciated since it helps the customer to find what he or she is looking for. The services featured on the web store can be applications that recognize what the consumer has looked at previously, what would fit the product the consumer is looking at or what other consumers bought when they were looking at the same product.

Communications that affect the purchasing behavior in a negative way are pop-ups. Consumers even said that they would stop buying from a site that makes use of such irritating elements which really reflects that pop-ups lead to a lower intention to shop. Daniel, 22, expresses himself like this when confronted with a pop-up "I think that is so annoying! That is borderline for it is like ... No, I just think that mostly is annoying."

Banners on the other hand are hard to predict if they have a positive or negative effect on purchasing behavior, this is because many consumers, as noted earlier, have developed a selective attention towards these. They act quite indifferent about having banners or not on websites so we cannot see any strong impact on the intention to purchase or not. But, when confronted with re-targeting banners that follows consumers around from different websites they experience it as scary and as they were being supervised which could lower the intention to purchase. On the other hand, that is if they have notice the banner or not in the first place. Many of the interviewees also declare that the use of re-targeting advertisements might affect them in the way that they not want to shop from the website that uses them again. Sofia, 23,

expresses herself like this when confronted with a re-targeting advertisement "Yes, I understand that they want me to buy from their site because they have put up their concept in that way, but it's not something that had attracted me to buy, perhaps the contrary..."

We see a tendency that personalized marketing actually strengthens the relationship between the consumers and the company that makes use of personalized marketing. If consumers feel like they have a relationship with the company that sends out the personalized marketing it is perceived as positive in a way that they feel extra inclined to buy which affects purchasing behavior favorably. This also supports the theory about customers in a more intimate relationship with a company react more positive to personalization (Fill, 2009). It is also in line with that the return on the relationship, ROR, becomes higher when customers are loyal, they are then more inclined to buy from that specific web shop before others. (Gummesson, 2002; Reichheld, 2003) Jacob, 22, responds to the question of whether he thinks personalized marketing strengthens his relationship with the company "Yes. Well, it makes me interested in more of their products." He expresses here that this type of marketing allowed him to become more interested in the company's other products than before he received the marketing message, in other words, personalized marketing attracts the consumers that are willing to have a relationship with a company to purchase more. Hence, personalized marketing heighten the willingness to consume, especially when involved in an intimate relationship with the company.

4.8 Personalized marketing influence on the postmodern consumer

We have now presented the interviewed consumers thoughts and feelings about e-commerce and personalized direct marketing on the Internet. The behavioral intentions depend much on what values and influences that the society support towards a specific behavior. If the individual consumer has positive values towards a desired behavior, that also the society and the near surrounding is in favor for, it will most likely enhance the chance of turning that behavior into action. The culture surrounding the consumer is extremely important, if not central, to a person's behavior. Hansen (2010) talks about values that can be social or personal, where social values define a desired behavior for a special group or society and the personal values are on an individual level. Since the personal values to personalized direct marketing online are positive among our interviewees, together with the social values of the

society, the overall attitude to online shopping is positive. How positive depends on what medium that is used to send out the personalized marketing message as we discussed previously. But, the general approach among the interviewed consumers are positive and they state that it also heighten their willingness to shop. The social values of the society are positive to consumption as a whole, whether it is to create an identity, communicate, maintain a certain lifestyle or for pure amusement purposes. Personalized marketing would also be a way to ease the process of finding products that fit consumers' identities or identity creation. Since human actions are mostly volitional a positive intention to behave in a certain way is a strong sign of it turning into action.

Given that it can be hard to establish behavioral patterns of friends and family to all the interviewed consumers it is hard to comprehend the influence they have. But, since the consumers are in the same age group and almost all are students their friends are most likely to have similar habits, attitudes and behaviors. The society as a whole is also a huge influence on the individual consumer. We live in a consumer society today where young people are working to be able to consume (Firat, 1997). Consumption is a big part in the identity building process and is a way to communicate with other people. It is also a way to fit into a desired group of people that the consumer identifies him or herself with. Consumers are easily influenced by each other and the social and cultural norms of the society. (Arnould & Thompson, 2005; Ekström, 2010) We do believe that personalized marketing therefore would ease the process of finding the right products for creating an identity, whether it is individual or collective. The marketplace is so big that it can be hard to find products that suit a specific consumer's identity. There is today so much noise coming from all directions regarding companies that try to communicate their offers to the public that it becomes hard to sort out what products that should be consumed in order to construct the individual identity. (Arnould & Thompson, 2005; Scholderer, 2010) We argue for that the way to break through the clutter would be to target the consumers with their own preferences.

If the personal and social values are linked together we find that the intentions should be positive, which points towards an actual action of purchasing when exposed to personalized direct marketing. Thus, we believe that personalized direct marketing done in the right way is most likely to turn the intentions to purchase into actions and actual purchasing.

~ Discussion ~

We will in this chapter present the most important and interesting findings in line with the purpose of our study, together with a quick summary of the analysis. We have chosen to present our two research questions and the findings combined in order to reach a deeper understanding of how they interact. The section will end with limitations of our study, suggestions for further research and recommendations for practitioners and scholars.

We live in a world where we constantly are being exposed to different types of visual information and where consumption is no longer only seen as an activity of necessity. Today's consumers seek meaningful experiences in their consumption lives and it is through consumption that we create our identity. With this in mind, combined with the endless possibilities to advertise online and the increasing interest of online purchasing, we started our research.

With a clear stand in the social constructionism perspective our research has aimed to investigate how consumers perceive personalized marketing in purchasing situations online, when it is used as a customer relationship management tool. We also investigated consumers' sensitivity concerning e-retailers data gathering on the Internet. Based on our purpose we have sought answers to our research questions and have found results that we strongly believe help the understanding of consumers' behavior online. We conducted semi-structured interviews with fourteen different consumers within the age range of 18-29 that shared their feelings and opinions with us regarding personalized marketing online.

We took an inductive approach on the study that required us to go back and forth between our collected data and theory in order to make sense of our findings. To use a qualitative approach on our study instead of a quantitative one, we have hopefully broadened the view of consumer behavior and e-commerce. Our first research question addresses how consumers perceive personalized direct marketing as a customer relationship management activity online, and the second research question addresses how the use of personalized marketing affect consumers' purchasing behavior online. Through these questions we believe that we have filled a theoretical gap within the field of CCT, CRM and personalized marketing and made a theoretical contribution on how consumers perceive different personalized marketing activities.

5.1 Study findings

We will here present the three most important findings of our study:

- It is of high importance to assemble the personalized communication in a correct way according to the consumers' own preferences.

- The likelihood of getting positive reactions from consumers is higher when having approval to gather the information before any tailored messages are sent out.
- Personalized marketing done in a pushy way with information gathered without the consumer knowing of it is not seen as a service or a way of creating a long term relationship with the consumer.

Our study revealed that consumers do not want tailored communication to be too general, if it is said to be personalized it should be assembled according to their preferences and individual tastes - not based on consumers being a member of a certain demographic group. When done in the wrong way, featuring products that do not fit the individual's taste, the message can have the opposite effect and actually harm the willingness to purchase from that company. Companies need to have gathered background information in advance on these consumers in order to spot their individual tastes correct. When done right, consumers report personalized marketing to be a useful service that is highly appreciated and perceived as a great CRM activity. This is in line with previous research that claims that a high fit of the customized communication strengthen the intention to purchase (van Doorn & Hoekstra, 2013).

We have added knowledge about what lowers the intentions to purchase and that too generalized personalized communication is not seen as such a great service. Tailored communication might ease the identity creation process of the consumer in our belief. This might also be why consumers do not like too general communication because it does not help them to create their desired identity.

What we also have contributed with is how consumers react emotionally to personalized marketing efforts. Even if companies recognize the behavioral patterns of their customers, they do not really know them and what triggers them. This could not have been done with a quantitative approach since it does not take the individual's interpretation of the world into account. The conclusion is that it is of high importance to assemble the personalized communication in a correct way according to the consumers' own preferences and try to decrease the chance of sending out any communication featuring products of the wrong kind.

In order to get the most positive reactions as possible from the personalized marketing efforts it is important for the companies to have approval to use the consumers' information when assembling tailored communication. Otherwise it can give the consumer a feeling of being supervised, which easily can translate into consumers perceiving it as an intrusion on their privacy. If that is the case, the consumers will not hesitate to stop purchasing from the company in question. Unannounced personalization can therefore affect the intention to purchase in a negative way.

Consumers feel more comfortable to share their personal information with a well known company they have purchased from several times before. They even see it as an investment in their relationship with the company. With this we see how extremely important it is to have a two-way communication and let consumers feel like they are involved in the relationship. This in order for it to be beneficial for both parts as a co-creation between the company and consumer. Hence, the more intimate the relationship is the more secure do the consumers feel to share their private information. Personalized communications is experienced as a greater service and enhance the willingness to shop if the consumers feel as they are in an intimate relationship with the company in question. The conclusion is that the likelihood of getting positive reactions from consumers is higher when having approval to gather the information before any tailored messages are sent out.

The perception of personalized communication is in other words more positive for consumers who are engaged in a relationship. This supports what Grönroos (2000), Gummesson (2002) and Finne and Grönroos (2009) state about consumers engaged in relationships voluntarily share information to a higher extent than others, and that ongoing relationships offer a sense of security. Fill (2009) has also right with his statement that consumers in intimate relationships see personalized marketing as extra positive. What we can contribute with in addition to existing theory, is that the information used in personalized communication should be approved by the consumers in advance. After this consumers are more willing to share their information with well known companies. We believe that one reason to why consumers do not like to get targeted with information they have not approved of, can be as easy as that the companies have not asked and therefore they feel less important. A consumer is a human being with feelings and need to be treated as one, not just as a possible object to enhance the revenue of a company.

As noted earlier the most positive way to receive personalized communication is in an informative way. What the consumers do not like on the other hand are services or messages that remind them too much of purchasing. They are perceived as being pushy, intrusive and as they are forcing the consumers to purchase.

Malhotra et al (2004) state that personalized communication may cause harm when done in the wrong way. We support this statement and provide further knowledge of what ways are seen as more negative or positive than others. We have also provided the emotions attached to certain activities in hope of providing further understanding of how consumers interpret the tailored communication. This can be of great use for companies since they do not have information beyond the purchasing behavior and product preferences of their customers. They do not know them as persons- only as customers that contribute to their income. The conclusion is that personalized marketing can be seen as intrusive and have a negative effect on purchasing behavior when done in a pushy way with information gathered from the web that the consumer do not know of. In other words, personalized marketing done in these ways are not seen as a service or a way of creating relationships with the receiving consumers.

Our contribution to the field of personalized marketing online is only a small piece in a larger context of understanding consumer behavior as a whole. It is important to collect knowledge about consumer insights in order to spot future trends since innovation often is driven by consumers. The retailing sector is driven to become more technological due to the advancements in this area that maks it possible to gather a lot of information about the consumers. What is important to remember is that consumers also are human beings and cannot merely be looked at as numbers in the statistics. They have feelings and opinions that need to be taken into consideration in order for companies to advance to another level of enlightenment regarding consumer knowledge. They need to be treated with integrity.

5.2 Suggestions for further research and limitations of our study

One limitation of our study is that we have targeted a group of consumers in the age of 18-29. Since almost all of them are students, most of them have a fairly restricted budget which will not let them spend that much money on shopping for products that not are basic necessities. If they had an increased disposable income, they might have bought more on the Internet and

have stronger opinions about purchasing online and what kind of personalized marketing they like or dislike the most. Another limitation regarding the age category we have chosen to focus on is that it contains the ones that are most used to use the Internet as a shopping tool. Therefore the result of the study cannot be projected on the public mass and generalizations cannot be done for others than the consumers that fit our chosen target group.

We have chosen not to limit our study to a specific industry, which may be seen as a limitation since there might be differences between the industries. A suggestion for further research is to conduct a comparative study between specific industries to investigate if there are any differences between them.

The interviewed consumers for this study are both men and women, therefore it could be interesting to see if there are any differences between the genders concerning how they perceive personalized marketing online and what increases or decreases their purchasing intentions when confronted with tailored communication on the Internet. Another suggestion for further research in the area is then to study differences between the genders.

A last suggestion for further research is to investigate if there are any geographical differences, depending on where in Sweden, or in the world, the consumers live since this research is mainly done on consumers from the southern parts of Sweden. There might also be interesting to see if the results would be different depending on what country the consumers live in, since Sweden is a country with very high Internet penetration compared to the rest of the world.

5.3 Recommendations for practitioners and scholars

As mentioned in the introduction is most of the research within the field of marketing done by using quantitative methods. The results from our study contribute with a qualitative awareness around consumer behavior online and therefore broaden the field. As our results show, in order to succeed with the marketing strategies a company must have great knowledge about its customers. The noise of all advertisements is so high today that companies need to figure out how to get through to consumers. The area of personalized communication online has started to grow tremendously since it targets consumers with their own preferences which

would instantly attract the consumers more than marketing for the general public in hope of getting through to them. More knowledge must be provided in order for companies to excel with their marketing efforts, though. We therefore recommend that practitioners take notice of the above contributions to make their tailored communication as attractive as possible for consumers and in the same way know where to put in effort and capital to maximize their revenue. The results from this study are therefore of high relevance for practitioners working in the field of marketing, just as for scholars who may have this study as a basis for future research.

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Appendix 1

Interview guide (translated from Swedish)

A. Presentation of our study

1. Is it okay if we record the interview?
2. Present ourselves.
3. Presentation of the Master's program Globalization, brands and consumption
4. Study objectives: to study how consumers perceive and respond to personal marketing.
5. Want to be anonymous? Discuss confidentiality.

B. Presentation of the interviewee
1. Can you start by telling us a little about yourself?
2. What are your interests?
3. What does shopping mean to you?
4. Do you planning your purchases? When and when not?
5. How often do you shop in town?
6. How much do you use the internet?

C. Shopping online
1. How often do you purchase online?
2. What is important for you when you purchase online?
3. Which websites do you usually purchase from?
4. How often do you visit different web shops?
5. Does all your shopping sessions led to purchase?
6. What do you say is the benefits from purchasing online?
7. What do you say is the disadvantages from purchasing online?
8. Do you plan for what to purchase when you are online?
9. What makes you return to a website and purchase again?

D. Confidence
1. Do you have confidence for online purchase?

2. What makes you feel confident in a website when you purchase?

3. Can you specify what make you feel uncertain towards a e-store?

4. Are there any websites you purchase more from than others? Why?

5. Is there any website you would never purchase from? Why?

6. What do you think is plausible on websites where you purchase?

E. Personal information

1. How do you feel about sharing your personal information when you shop? Like, name, phone number, social security number and more.

2. Are you on any social network?

3. What do you think about that web shops stores data about you?

4. Is a there any difference between an online stores that you usually buy from you vs. someone acted from occasionally (when it comes to storing you info)?

5. How do you feel about your personal information that you have on the Internet in any way to come out? If you are worried about this, what kind of information do you worry about most and why?

6. Are you worried that your personal information will leak? If you are worried about this, what kind of information do you worry about most and why?

F. Marketing online

The Internet offers a variety of ways to market themselves, how your general opinion is on /any type you prefer to get information from:

- Advertising-mail from a customer club where you are a member?
- An unannounced advertising message?
- Banners on websites?
- Pop-ups?

G. Scenarios

We will now show 9 different scenarios where the consumer gets targeted advertising. We want you to talk freely about how you feel in different situations and why you do it.

1. Slide 1. (Starts the powerpoint and shows slide 2) Let's say that you want to buy a new dress. You log on to Asos.com. After a while the same dresses is shown as "Previously viewed". How do you feel? What do you think?

2. Slide 2. Next slide. You buy a book from bokus.com and a banner appears with "people who bought the same book also bought these books: XX" How do you feel? What do you think about that?

3. Slide 3rd You receive a confirmation e-mail "Thanks for your purchase X! Your goods will be delivered ... "4 days later delivered everything without problems. How do you feel? What do you think?

4. Slide 4. Mail "We have noted that there remain items in your shopping cart, do you want to complete the purchase?" How do you feel? What do you think?

5. Slide 5. You receive an e-mail that the company misses you. How do you feel & think?

6. Slide 6. It's your birthday and a company sends you an e-mail and gives you a coupon for 50 kr. How do you feel?

7. Slide 7. You are planning to buy a new phone. Browsing around and a pop-up comes. How do you feel?

8. Slide 8. You are browsing around. Previously you visit Zalando because you were interested in buying new Converse. Now, once you get Aftonbladet.se and a banner will pop up. How do you feel?

9. Slide 9. You then surf on to your Facebook and meet the following ad. How do you feel?

H. Reflections

All scenarios show any kind of situation where the company has made use of personal information by such cookies to tailor their communications to you as a customer. How do you feel about the above scenarios as a whole?

1. Is this something you've reflected over earlier? That company's may use your information like this?

2. Was there any scenario that had helped you in your buying process? Why/Why not?

3. Was there any scenario that would do that you would not choose to shop there again?

4. Was it in any scenario you felt the company made use of too much of your personal information?

I. Closure

1. Now we feel that we have set our questions. Is there anything you would like to add that you think are important, that we have not touched on?

2. Is it okay if we come back if we come to any further question?

3. Thank you so much for all your help and for that you wanted to set up.

Appendix 2

Interview guide in Swedish

A. Presentation av studien

1. Är det okej om vi spelar in intervjun?
2. Presentera oss själva.
3. Presentation av masterprogrammet Globalization, brands and consumption
5. Syfte med studien: undersöka vad konsumenter tycker om reklam och skräddarsyd kommunikation på internet
6. Vill du vara anonym? Diskutera konfidentialitet.

B. Shopping på nätet/ Consumer behavior

1. Vad betyder shopping för dig?
2. Hur ofta brukar du handla på internet? (Ex, en gång i veckan)
3. Brukar du planera dina inköp online? Berätta! När, när inte? Spontanitet?
4. Vad är viktigt för dig när du handlar på internet?
5. Vilka hemsidor brukar du handla från?
7. Genomför du många mindre köp eller färre dyra?
8. Vad anser du är fördelarna med internetshopping?
9. Vad anser du är nackdelarna med internetshopping?
10. Brukar alla dina "shopping sessioner" leda till köp? Varför/Varför inte?
11. Vad får dig att återkomma till en hemsida och handla igen?
12. Hur viktigt är utseende och presentationen (information, bilder, video) av produkterna på en hemsida? På vilket sätt?
13. Anser du att produkten eller priset är det viktigaste när du shoppar online?

C. Säkerhet

1. Hur bekväm skulle du säga att du är i online miljö?
2. Känner du dig komfortabel med e-handeln?
3. Vad får dig att känna dig bekväm med en hemsida när du handlar?
4. Spelar det någon roll hur stort & välkänt företaget är?

5. Kan du specificera vad som gör att du känner osäkerhet för vissa e-handles sidor (om du gör det)?

6. Vad tycker du är förtroendeingivande på hemsidor?

7. Finns det någon webbshop du aldrig skulle handla från ur ett säkerhetsperspektiv?

8. Vad är, enligt dig, den viktigaste säkerhetsåtgärden ett företag måste ha/göra för att du ska känna dig bekväm som kund hos dem?

D. Integritet

1. Hur känner du för att dela med dig av din personliga information när du handlar? Tex namn, personnummer, telefonnummer mm.

2. Hur känner du för att dela med dig av personlig information på sociala nätverk? Varför?

3. Brukar du läsa sociala nätverks privacy agreement?

4. Brukar du läsa e-butikers agreement om hur dem hanterar privat data?

5. Vad tycker du om att webbutiker innehar data om dig?

6. Känner du att det är någon skillnad på de e-butiker som du brukar handla från vs någon du handlat från någon enstaka gång när det kommer till att dela med sig av sina privata uppgifter?

7. Är du orolig att din personliga information ska komma ut? Om du blir orolig över detta, vilken typ av information oroar du dig om mest och varför?

E. Marknadsföring online & CRM

Internet erbjuder en mängd sätt att marknadsföra sig på, hur ser du generellt på/någon typ du föredrar att få information ifrån:

- reklam-mail från en kundklubb där du är medlem?

- ett oanmält reklammail?

- banners på hemsidor?

- pop-ups?

1. Gillar du att få skräddarsyd reklam som är anpassad efter dina preferenser? (Med skräddarsyd reklam menar vi att företaget tex sparat info om dina tidigare köp för att kunna bilda sig en uppfattning om hur du är som konsument)

2. Känner du att personlig skräddarsydd reklam stärker din relation till företaget i fråga?

3. Finns det någon hemsida du handlar mer ifrån än andra? Varför? Tar de extra väl hand om dig?

4. Finns det någon hemsida du absolut inte skulle handla ifrån? Varför?

F. Scenarion

Vi ska nu visa 9 olika scenarion där man som konsument får riktad reklam mot sig. Vi vill att du pratar fritt om hur du känner i de olika situationerna och varför du gör det.

1. Slide 1. Du är intresserad av att köpa klänning och surfar runt på Asos.com. Efter ett tag dyker samma klänningar upp igen som "previously viewed". Vad tycker du om detta? Gillar du det? Varför, varför inte?

2. Slide 2. Du genomför ett bokköp på Bokus och efteråt kommer det upp "Kunder som köpte boken köpte även dessa böcker" Vad tycker du om detta? Gillar du det? Varför, varför inte?

3. Slide 3. Du mottager ett bekräftelse-mail "Tack för ditt köp X! Dina varor kommer att levereras efter X antal dagar." Vad tycker du om detta?

4. Slide 4. Du mottager ett mail om att företaget saknar dig. Vad tycker du om detta? Gillar du det? Varför, varför inte?

5. Slide 5. Mail- "Vi har noterat att det ligger kvar varor i din kundvagn, vill du slutföra köpet?" Vad tycker du om detta? Gillar du det? Varför, varför inte?

6. Slide 6. Du fyller år och mottager ett mail om rabatt från CDON. Hur känner du då? Vad tycker du om detta? Gillar du det?

7. Slide 7. Du planerar att köpa en ny telefon. Du Surfar runt och ett pop-up fönster kommer. Vad tycker du om detta?

8. Slide 8. Du slö-surfar runt. Tidigare har du besök Zalando för att du var intresserad av att köpa nya Converse. Nu hamnar du på Aftonbladet.se och en banner dyker upp. Vad tycker du om detta?

9. Slide 9. Du surfar därefter in på din Facebook och möter följande annons. Vad tycker du om detta?

**G. Reflektioner för CRM-scenario**

1. Alla scenarion visar någon form av situation där företaget har använt sig av personlig information, genom tex cookies, för att skräddarsy sin kommunikation mot dig som kund. Hur känner du för ovanstående scenarion som helhet?

2. Är detta någonting du har reflekterat över tidigare? Att företag kan använda din information såhär?

3. Var det något scenario som hade hjälpt dig i din köpprocess?

4. Var det något scenario som skulle göra att du inte skulle välja att handla där igen?

5. Var det i något scenario du kände att företaget använt sig av för mycket av din personliga information?

6. Hur känner du om att bli insorterad i fack efter dina uppgifter för kommersiellt syfte av företag?

H. Tillägg

1. Nu känner vi att vi har ställt våra frågor. Är det något du vill tillägga som du tycker är viktigt, som vi inte har berört?

2. Är det okej om vi återkommer om vi kommer på någon ytterligare fråga?

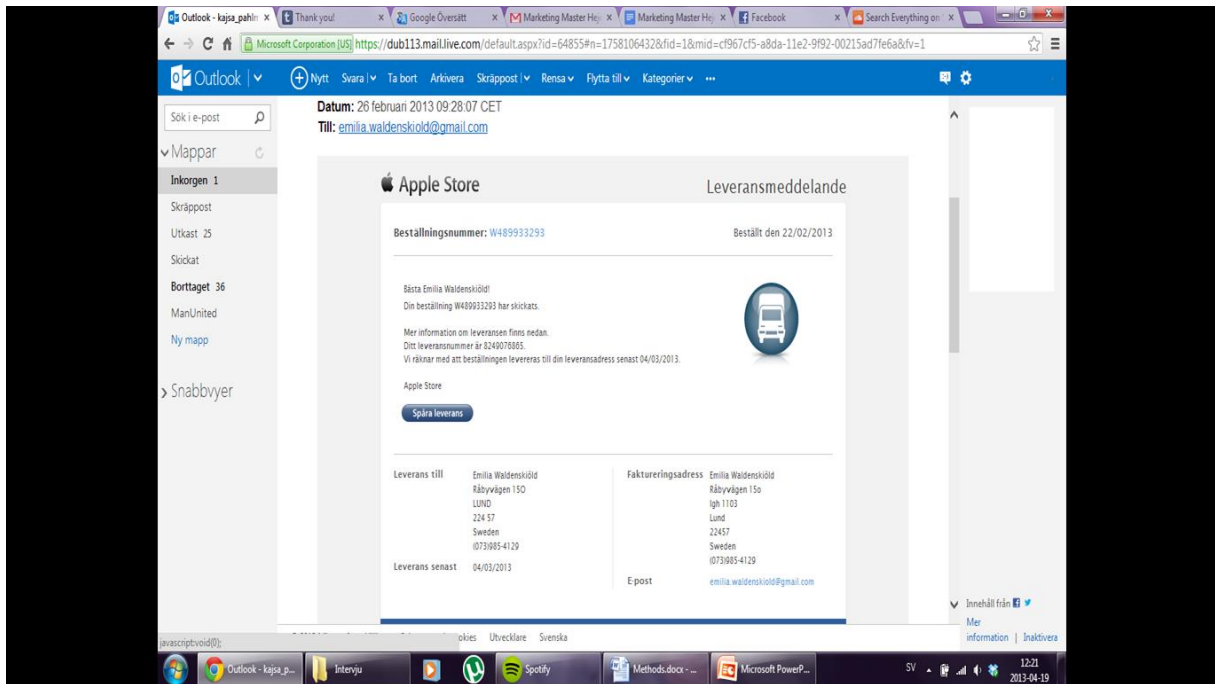3. Tack så jättemycket för all hjälp och för att du ville ställa upp.

Appendix 3

Here are the nine scenarios that were presented during our interviews.
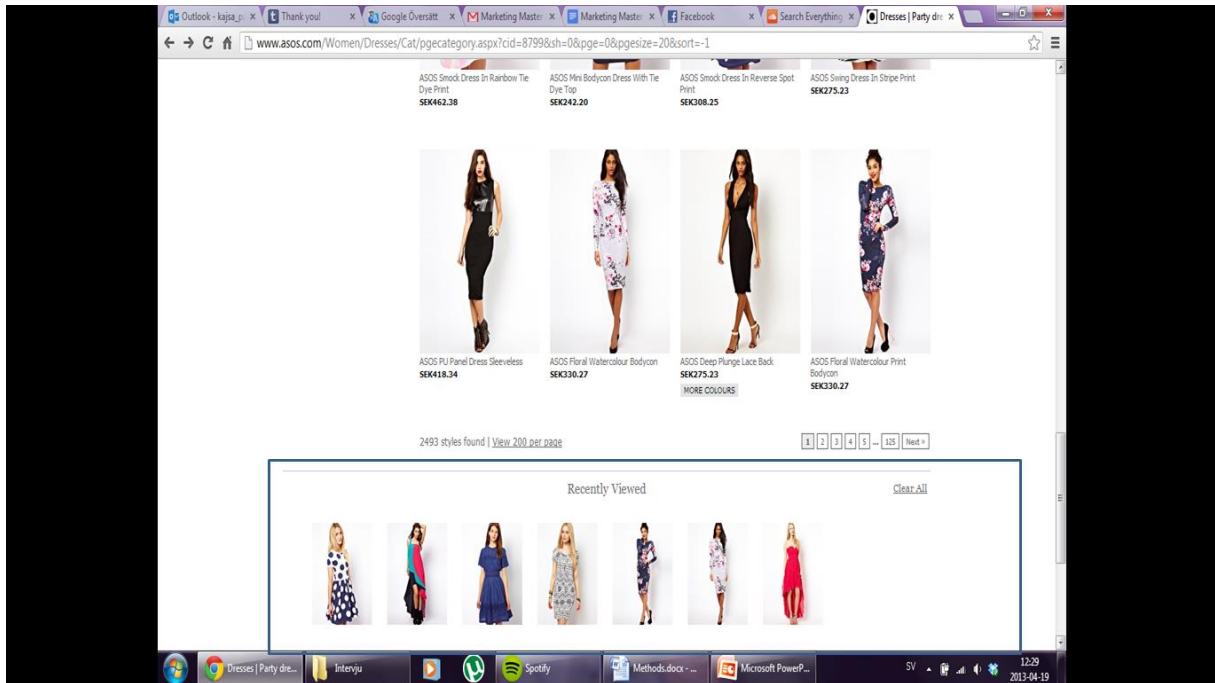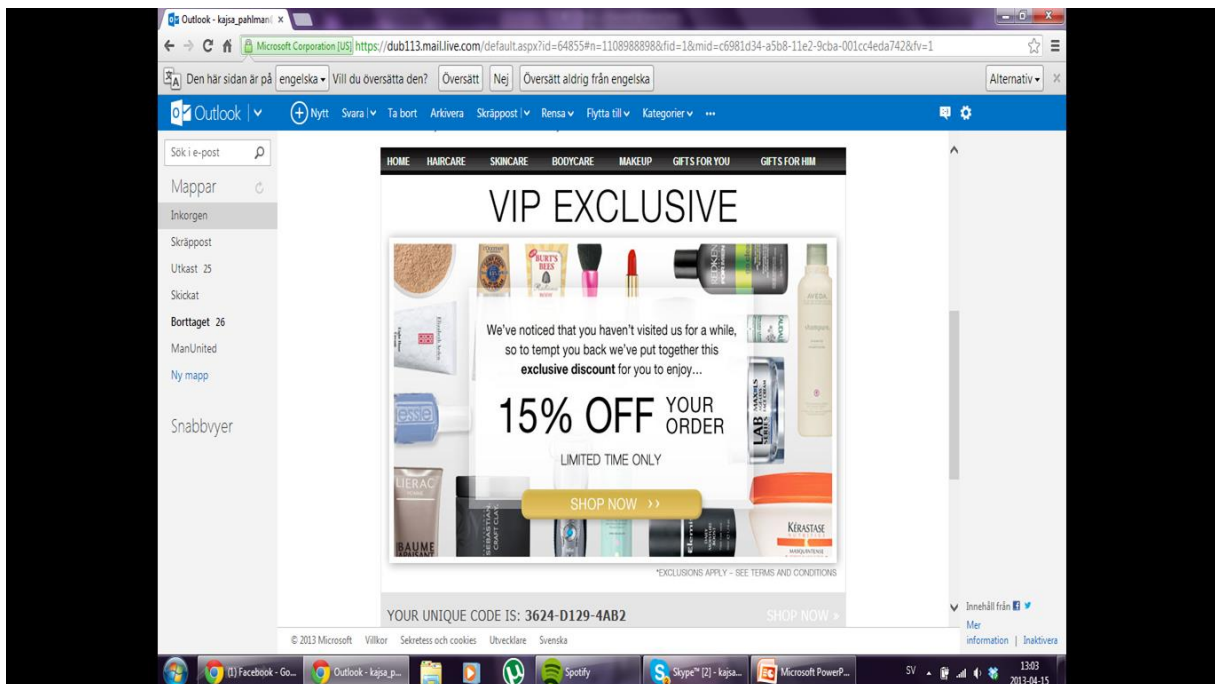

Scenario 1: "Recently viewed".

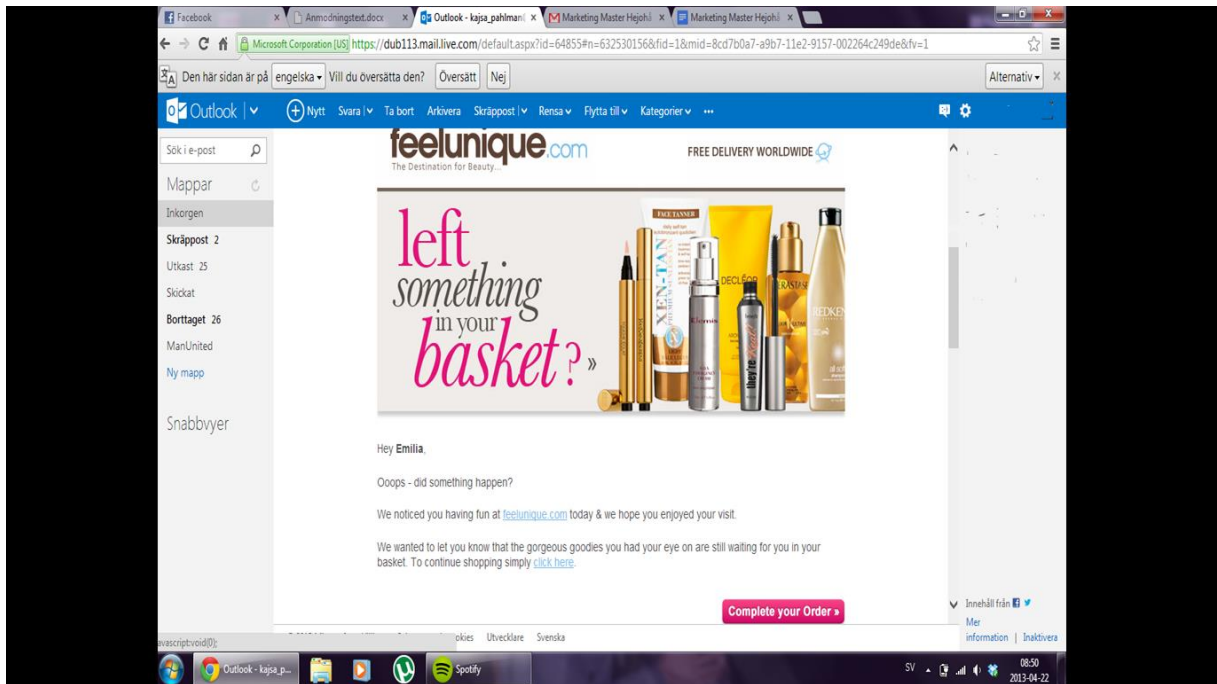Scenario 2 : "Customers that bought this book also bought…".

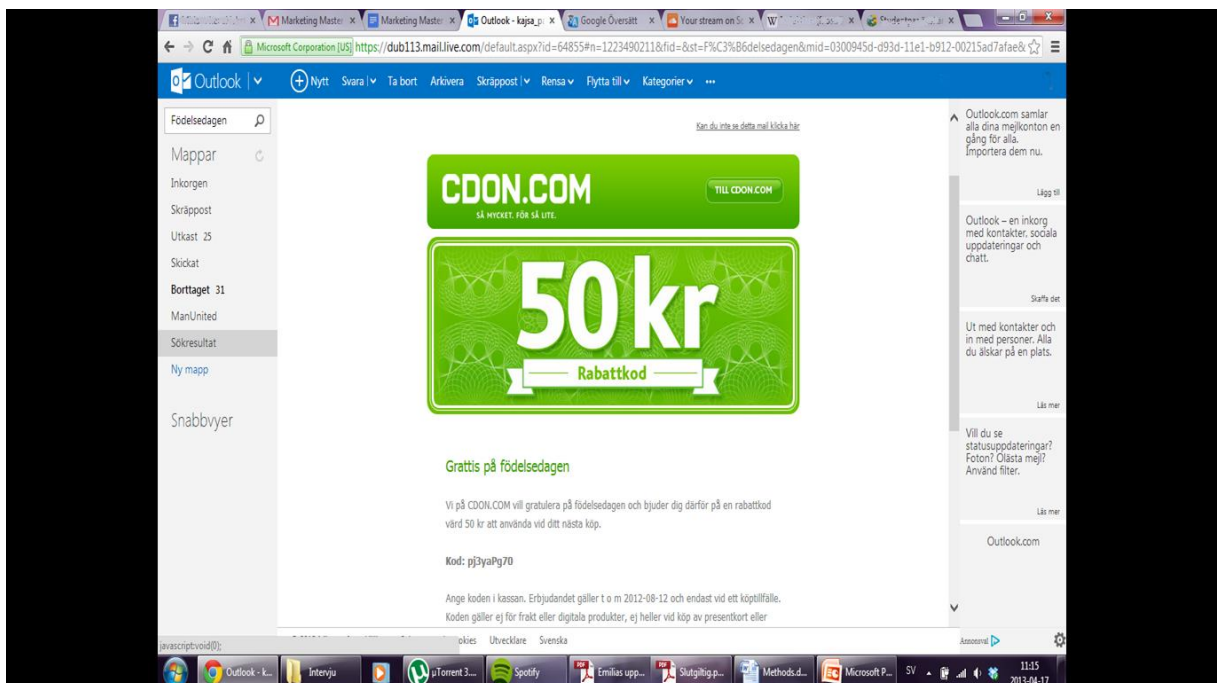Scenario 3: A confirming e-mail of your order.

Scenario 4: A reminding e-mail from a company that has registered that you haven't visit them for a while and offers 15% on you next order.
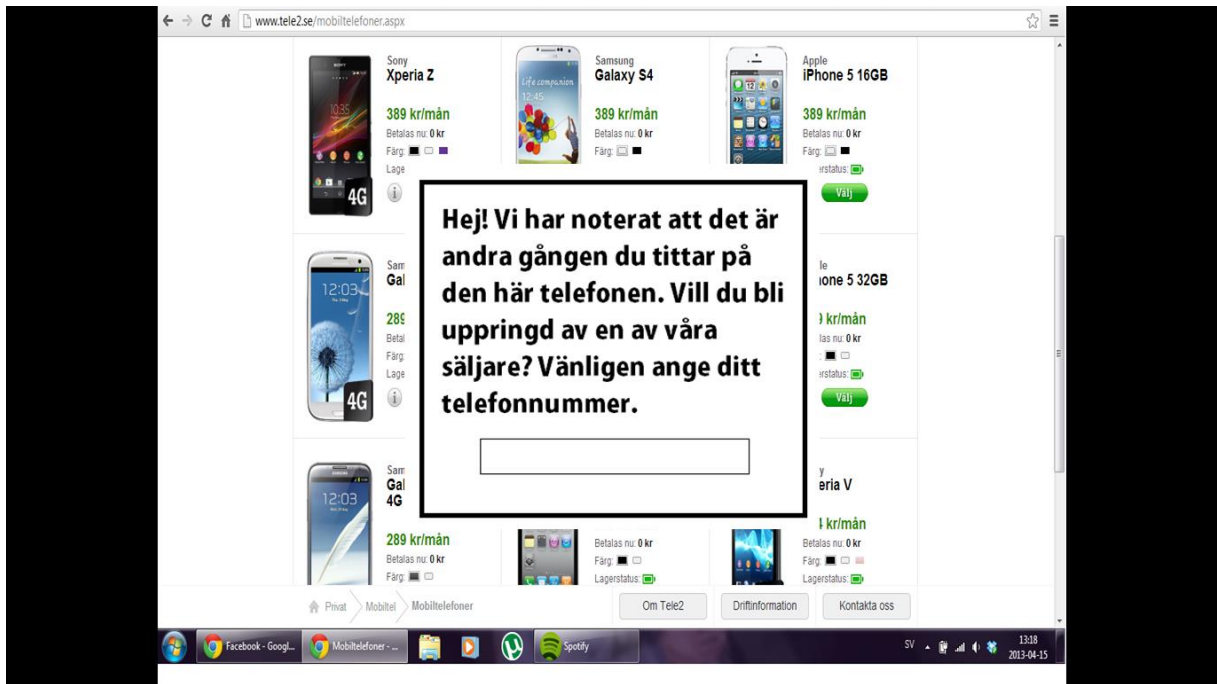
Scenario 5: An e-mail from a company that has registered that you left something in your basket.

Scenario 6: "Happy Birthday" says this company and offers you 50 SEK.

Scenario 7: A pop-up window that has noticed that it is the second time that you are viewing this particular phone and offers to put you in contact with a sales person.

Scenario 8: A re-targeting banner from Zalando on Aftonbladet.se.

Scenario 9: The same function as in scenario 8 but on Facebook.