

STUDYING THE IMPACT OF PERSONALIZATION AND SOCIAL MEDIA USAGE ON BEHAVIORAL INTENTION OF INSTAGRAM USERS

Dr. Shilpa Bhakar

Associate Professor, ITM University, Gwalior, India

Gaura Chauhan

Ph.D Scholar, ITM University, Gwalior, India

Abstract

The study attends to the influence of personalization and social media usage on behavior intention of 400 Instagram users for developing a personalized relation to make purchase from social networking sites mainly Instagram. An online questionnaire was prepared to collect data from 400 respondent's pan India based on Random Sampling. The present analysis depicts by presenting the factors Personalization, social media usage and behavior intention which contributes customer's attention to make a purchase. Further this study also provides knowledge to the marketers when advertising on Instagram. Data of the study has been analyzed using Cronbach's Alpha Reliability Test, Exploratory Factor Analysis, Multivariate analysis of variance MANOVA and PLS SEM Partial least square structural equation modelling.

Introduction

Personalization is a compound phenomenon. Several studies have been carried out to examine and analyze its mechanism, (Carrol, 2007 & Yang, 2013). Past studies showcase the factors which influence the consumer attitude towards the personalization (Ducoffe, 1995). Personalization has provided the scope of keeping the access limited. Personalization shows positive impact towards consumers and is less intrusive as compared to other forms of advertising (Retie, Grandcolas & Deakins, 2005). Personalization helps in developing consumer attitude which is the main attribute of personalization. It focuses on providing the characteristics for customers which is applicability and enlarge Return on Investment, as specific target audience. Consumer belief for advertising is formed by providing the experience for users and advertisers. Customization based on the choices and preferences helps in tracking the activities of customers digitally. Online personalized marketing is

leading and influencing customers to make more purchases. Customers develop choices to purchase from the need hence personalization leads by forming or providing potential purchase. Customer's perception has created marketing in several ways by providing satisfying consumer needs. Personalized marketing is formed when relevant data of consumers is combined with technology to form interaction between the company and individual consumers (Dawn, 2014). The concept is formed from the communication medium which is directed towards the individual consumer based on personal data, such as age, sex, needs, preferences & ethnicity (White, Zahay, Heldge & Shavitt, 2007). Specific product details is derived from the personal data of consumers which gives them personalized data relevant to their search (Dawn 2014). Marketing has become personalized due to technological and personal data of consumers (White et al 2007). Dawn (2014) mentioned internet usage makes easier for the business to have direct communication with the consumers. Personal data helps enable company (small or large), regardless of industry provides competitive advantage that targets individual consumers (Lewis & Ling, 2015). To identify the needs, communicate the offer with relative cost efficient price and to increase the perceived advertising value of the consumers, such database marketing is used (Paulo Rita, 2003 as cited in Dawn, 2014 Kumar & Reinartz 2012). Personalized marketing is developed on the basis of two aspects; Personalization and customization which targets customer based on likes and dislikes. Surfing or performing any online operation by the customers help organization to develop leads digitally which creates individual profile of the customers. Trail list include demographic information, Current location, name and list of contacts associated. Accurate information about the specific consumer is derived from the enormous database and collection of digital trails about consumer habits and behavior (Toch, Wang & Cranor, 2012). Understanding of habits and needs create long term relationship which provides accurate communication (Luarn & Lin, 2003).

ATB (Attitude towards the advertisement) is the mechanism through which consumers encounter details about the product and services. It is driven as effective and influential factor which guides in molding general behavior and attitude of the customers in large number. Endorsers of the product or brand and services use advertising as the medium to get in the knowledge of the customers with the help of cartoon characters, identifiable and unidentifiable and inanimate figures (Stout and Moon, 1990). Company marketing goods (products) spend more on advertising in comparison of service providers (Herrington and Henley, 2000). Credible, amusing, bright and intriguing are the factors which make an advertising likeable (Leather et al 1994). Advertisement on the basis of social cause are leading the mindset of the customers and enlightening customers mind for Nobel cause which includes welfare, relevant information on nicotine consumption, and violation of human rights. This focuses on the fact that every individual customer pays interest on an advertisement. Government and non-government agencies form several forms of social advertisement based on customers benefit. Intention of advertising is to set the concept of product which is newly launched by the brand and to know the usage of the products, this further leads towards the specifications of the product (Bloom and Novelli, 1981). Internal behavior of the individual to make a purchase is influenced by the social advertising (Kotler 2005). For developing an advertisement it requires more strategies in the formulation stage and opting for the advertising medium in the second stage to obtain more familiarity

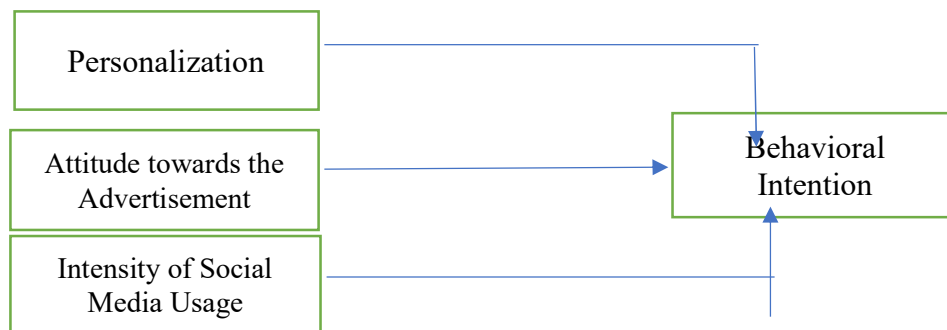
and customer focus of the target market. Advertising focuses on precise information in certain time. It should not focus on any social illness which brings investigation from audience point. In a recent study it was found that Americans were mostly favorable towards the advertising as it allows more knowledge of the different products in the marketing and it is easy to draw the comparison (Mittal 1994 and Zanot 2005). Advertising is the major dominant factor which influence customer minds and boosts economic development. Attitude, behavior and values are the norms which reinforce towards the society for making the purchase (Pollay, 1986). An influential advertising in terms of positive and negative has gained outburst in American society. Social and economic factors have been affected by numerous cross-cultural attitudes towards the advertising. The data gathered from the student samples shows how advertising plays a crucial role in identifying the best product from customer's front (Andrews, Lysonski and Dhruvasula 1991). Customer response towards advertising is driven by experience gained from advertisement.

Social media has been the influencer for different advertising agencies and new upcoming brands from several years however there's been a spike in major contribution from social networking sites in promoting products and brand at a larger scale. To gain consumers familiarity business organizations are outrageously growing and investing time on social media platforms for promoting and gathering consumer awareness. It's been essential element for the need caters to have different options before purchasing anything as social media provides variety of options (Business management degrees). The expansion of social media explains the time given by customers on specific platforms and the time duration they spend on social networking sites explains customer's behavior and attitude. Impulse buying, materialism and conspicuous consumption gives more emphasis on consumer behavior as researcher's interest is about analyzing customer's pattern for social media activities. To gain more of customers base many companies are now focusing on social media which includes tourism. Traditional marketing and public relation practices are preferred as the most interactive marketing strategies (Amersdorffer et al., & Khan 2012). Social media is a subsequent tool which is prominently used by the organization to have the proper feedback of the consumers which indirectly helps in promoting products and services (Wang, Yu & Wei, 2012). Social media is one of the most reliable source of information used by the customers in accordance with the information which one gets diversely in comparison with promotional literature (Chu & Kim 2011). Internet is an essential and cost effective propagation for several products and services. Intensity of social media is an effective marketing tool. Importance of social media is termed as an effective marketing tool. Trust play an important factor in identifying products and services as social media lacks physical identity, difficulty in evaluation of intangible products prior to consumption and lacks consumer protection (Bregman & Karimov, 2012). There are numerous social networking sites and content creating sites which provides essential and relevant information related all the products and services for the customers. Content creating has developed different pages for blogs which gives information and assistance related to travel. (Sin, Nor & Al-agaga, 2012).

Behavioral Intention in advertising is forming and gaining more customer attention from the brands for acquiring more repeated purchase. Intention is a feasible way of purchasing a commodity again. This is formed repeated times as it gives satisfaction to the customers. This is because the behavior is

curated over and over again to form a purchase which provides better satisfaction value to the customers. It also focuses that customer will make repeated purchases as the products offered by the brand gives them utmost satisfaction and it gives them right to spend their income on that one product (Clark & Horstman, 2003). Behavioral intention is seen for those products which are high in price production and have huge customer base. Behavioral intention focuses on the products which are more in demand in the market referring to large customer base. Behavior Intentions are often influenced by ethical, religious, moral and environmental factors. CSR (Corporate social responsibility) develops an effect on the behavioral intention. Consciousness, brand image, choices, effective branding, provides major impact on behavioral intention (Shwu- lng and Chen –lien, 2009). Behavioral intention occurs when customers draw product specifications, quality and the major attributes of the product. Customer loyalty and customer interest are the two factors of behavioral intention (Spears 2004). Social media is driven by behavioral intention as it provides guidelines in encouraging customers to form a purchase which is of their numerous benefit. Behavioral intention as it is increased when customer have trust on the concerned brands (Du 2014).

Conceptual Model



Literature Review

Personalization, Attitude towards the advertisement

Personalization has broadened the aspect of marketing. Forming the relation between customers and promoters has huge effect on personalization. Past researchers have pointed out the various activities that influence personalization through advertising in customer needs (Fishbein Martin and Ajzen I 1975), Customers show positive impact towards the personalization in comparison of their medium of advertisements, the reason behind the positivity is that personalization keeps the information limited and does not allow rough usage of the data gathered through customers. Personalization is the new horizon of advertising which is customer oriented (Hoffman, D.L. and T.P. Novak, 2009). Ads are shown to customers based on their past searches which gives them more reliability towards the personalization (Aral, S. and D. Walker, 2011). Customer behavior is determined by the personalized advertising. Customer's response towards the personalization has significant impact on attitude towards the advertisement (Eastin, M.S., 2008).

H1 Personalization has significant attitude towards the advertisement

Personalization, Behavioral intention

Behavioral intention is procured when customer have an interest to buy or use a commodity based on the advertisement offered. In focus to that customers make repeated purchase based on their intentions (Robins, 2003). Advertising is one of the main attributes why consumer spend part of their income on products and services which are offered to them. Internal as well as external factors influence customers to buy a commodity which showcases major impact on behavioral intention. Marketers cater the needs of the customers from different segment by forming numerous ways of branding. It has found that there should be more prominent ways for advertisers which should pay more focus on the society (Varshney & Vetter 2003). Thus, above model discusses how significantly behavioral intention is influenced by brand and advertising which are role players for the customers. This show the specifications a brand has and advertising guides in showcasing the difference of behavior for the brands.

H2 Personalization has significant impact on behavioral intention

Social media usage, Attitude towards the advertisement and Behavioral intention

Personalization a basic phenomenon on how customers are keen to keep the information more private and within themselves without passing out the information to any other person (Dholakia, Bagozzi and Pearo, 2004). It gives the advantages for many advertising companies to keep the information more secure and customer centric without letting other people know about it. The advantage here moves towards the advertising companies which cater customer needs and provides data which is relevant and useful (Truong, Y. and G. Simmons, 2010). Thus it tends to put direct emphasis on the behavioral intention of customers which gets mold accordingly the way they make theory purchase decision based on their individual taste and preferences.

H3: Social media usage mediates the relationship between attitude towards the advertisement and behavioral intention

OBJECTIVES OF THE STUDY

To evaluate the impact of personalization and Social media usage on behavioral intention.

To evaluate the mediation effect of attitude towards the advertisement on the relationship between social media usage and behavioral intention

To evaluate the effect of demographic variables (Gender, Marital status and Employment status) on all the variables of the study.

To test the conceptual model developed on the basis of literature review.

HYPOTHESIS OF THE STUDY

H1 Personalization has significant attitude towards the advertisement

H2 Personalization has significant impact on behavioral intention

H3: Social media usage mediates the relationship between attitude towards the advertisement and behavioral intention

H4 There is a significant difference on the basis of gender (male respondents / female respondents) on intensity of social media usage and attitude towards the advertisement, behavioral intention and perceived advertisement value (personalization).

H5 There is a significant difference on the basis of employment status (employed respondents/unemployed respondents) on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

H6 There is a significant difference on the basis of gender and marital status on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

H7 There is a significant difference on the basis of gender and employment status on attitude towards the advertisement, intensity of social media usage, behavioral intention and perceived advertisement value (personalization).

H8 There is a significant difference on the basis of marital status and employment status on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

H9 There is a significant difference on the basis of gender, marital status and employment status on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

RESEARCH METHODOLOGY

The study was a causal study. Survey method was used to collect the data. The population for this study was Instagram users pan India. Sampling technique used was purposive sampling for 400 Instagram users in India. The sampling element of the study was Individual Instagram users. Standardize questionnaires was used to collect data on Perceive advertisement value, lack of irritation (Edwards, 2002), informativeness (Romero-Rodriguez, Aguaded, 2016), credibility (Naylor, Lamberton, West, Reczek, 2012), Entertainment (Stead, Dermott, Mackintosh, Adamson, 2011), Intensity of social media usage (Dijkstra, Henseler, 2015), attitude towards the brand (Zeng, Huang, Dou, 2009). Exploratory Factor Analysis was applied to identify the underlying factors of Perceive advertisement value (lack of irritation, informativeness, credibility, Entertainment), intensity of social media usage, attitude towards the brand questionnaires. Cronbach's Alpha Reliability Test was applied to check the reliability of Perceive advertisement value (lack of irritation, informativeness, credibility, Entertainment), intensity of social media usage and attitude towards the brand questionnaires. MANOVA test was applied to evaluate the effect of demographic variables (Gender, employment, education and marital status) on all the variables of the study. Partial least squares structural equation modeling (SEM) tool was used to test the model.

Likert type scale was used to collect the data where 1 will indicate strongly disagree and 5 will indicate strongly agree.

FINDINGS AND DISCUSSIONS**Reliability Analysis**

As shown in table 1 below, the reliability of all variables (Perceived advertisement value (Personalization), social media usage, attitude towards the advertisement and behavioral Intention) measured using cronbach's alpha reliability test resulted as value ranging from 0.80- 0.90 and above therefore, all value are greater than the specified value of 0.70 (Shim & Kotsiopulos, 1993), indicating questionnaire is regarded as significant and adequate for further testing.

Table: 1 Reliability Analysis

S. No.	Variable Name	Cronbach's Alpha	No. of items
V1	Attitude towards the advertisement	.867	5
V2	Intensity of social media usage	.925	11
V3	Behavioral Intention	.937	6
V4	personalization	.881	3

KMO and Bartlett's Test

A KMO Bartlett's Test is a statistical measure used to determine how suited your data is for factor analysis (Ducoffe, 1995). As shown below in table 2, KMO value for attitude towards the advertisement, intensity of social media usage, behavioral intention and personalization is between .740 - .928, which is above the sig. level 0.6

Table: 2 KMO and Bartlett's Test

S. No.	Variable Name	KMO Value	Bartlett's Test (Chi square value)	Sig. Value
1	Attitude towards the advertisement	.850	899.843	.000
2	Intensity of social media usage	.928	2729.920	.000
3	Behavioral Intention	.892	1998.212	.000
4	personalization	.740	642.912	.000

In table 4, exploratory factor analysis was applied using principal component varimax rotation. It

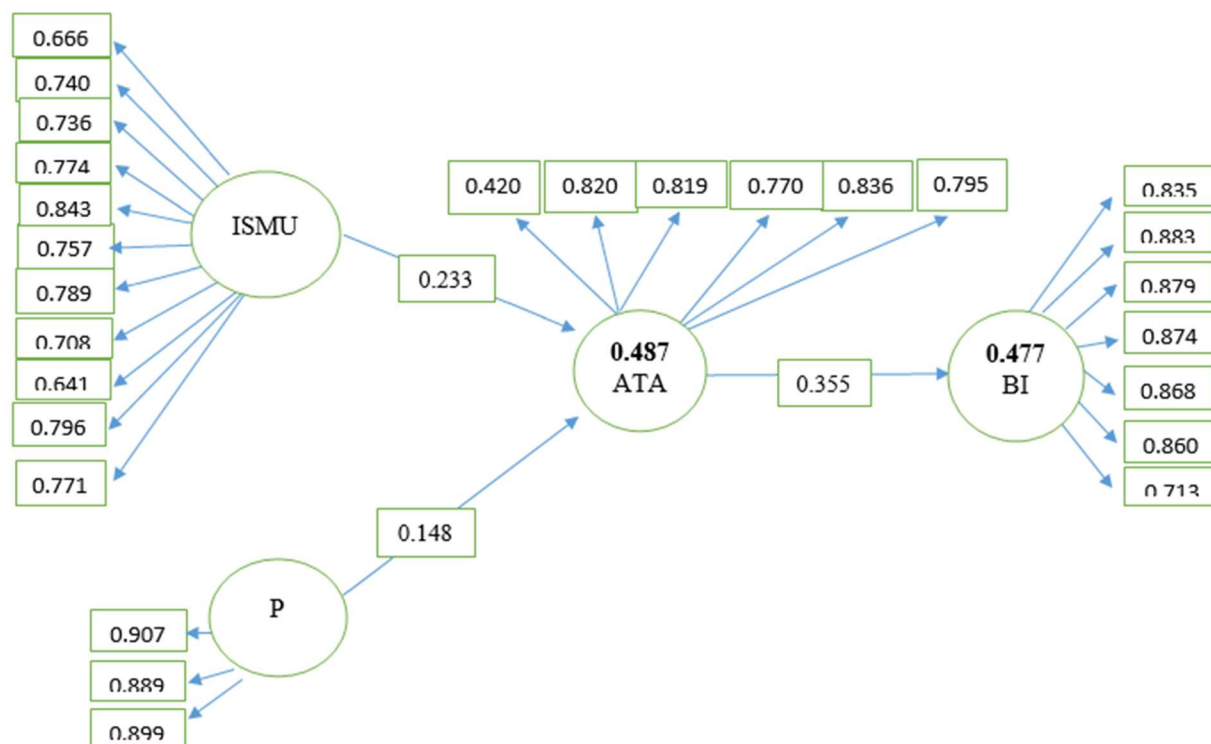
resulted in single factor for variables, attitude towards the advertisement, behavioral intention, perceived advertisement value (personalization). For intensity of social media usage, rotated factor matrix got converged into two factors relevancy and accuracy.

Table: 4 Exploratory factor analysis (intensity of social media usage)

Factor Name	Eigen Value	Item converged	Factor Loading	Variance Extracted
Relevancy	.585	I prefer to collect information related to products mainly through Instagram	4.052	32.802
	.755	I feel disconnected from world when I have not logged into my Instagram account		
	.772	Instagram plays an important role in my life		
	.777	I get upset when I cannot log on to Instagram		
	.495	I enjoy checking my Instagram account		
	.668	Using Instagram is part of my everyday routine		
Accuracy	.644	I never get irritated from Instagram	3.42	27.645
	.649	I would be disappointed if I could not use Instagram at all		
	.566	I respond to content that others share using Instagram		
	.761	Instagram is fun to use		
	.800	Instagram is more fun to use in comparison with other social networking sites		

Partial Least Square Structural Model (PLS-SEM)

A partial least square structural equation model is used for statistical evaluation of studies based on measurement and structural model.



Latent variable Intensity of social media usage (ISMU) the coefficient of determination, R^2 0.233 and for latent variable Personalization (P) the coefficient of determination, R^2 is 0.148 The coefficient of determination R^2 is 0.487 for Attitude towards the Advertisement (ATA) endogenous latent variable. It further interprets the two latent variables intensity of social media usage (ISMU) and Personalization (P) explains 48.7% of the variance in ATA. The hypothesized path mediating the relation between intensity of social media usage (0.233) and behavioral intention (0.477) is statistically significant. The hypothesized path mediating the relation between Personalization (0.148) and behavioral intention (0.477) is statistically significant. The Cronbach's alpha and composite reliability, the "rho A" coefficient (Theo K.Dijkstra and Jörg Henseler, 2015) is applied to check the reliability of PLS construct scores to show the composite reliability, a "rho A" value 0.7 or above is desired. However, a "rho A" value greater than 1 is abnormal and should not exist in the model. AVE (Average Variance Extracted) is applied to measure the convergent validity, which should be more than 0.50 (Henseler et al., 2014). The Convergent validity for all constructs is considerable because the AVE values are greater than 0.50, for ISMU (0.573), Personalization (0.807), ATA (0.654) and BI (0.716). The Fornell and Larcker criterion suggests that the square root of the AVE should be larger. Fornell Larcker criteria completely satisfies as per the results for ISMU (0.757), Personalization (0.898), ATA (0.808) and BI (0.846). The (Heterotrait - Monotrait Ratio) HTMT Validity checks the similarity of latent variables. Values of the ratio close to 1 indicates a lack of discriminant validity. Values close to 0.9 indicates high discriminant validity. For variables ISMU (0.632), Personalization (0.862), and BI (0.730). The t- statistics help to determine if the inner model path coefficients are significant or not, all values in the findings were larger than 1.96 and are considered significant.

MANOVA

Multivariate analysis of variance (MANOVA), helps in identifying multiple levels of independent variables on their own or in combination one another which have an impact on all the dependent variables (Brett, Wentzel & Tomczak, 2008). MANOVA was used to measure the effect of demographic variables (gender, marital status, and employment status) on personalization, intensity of social media usage, attitude towards the advertisement and behavioral intention.

Box's M is a multivariate statistical test used to check the equality of multiple variance- covariance matrices. As shown below in table 7, boxes test of equality of variances show the significant value .001 (which is less than .05), hence the variances are not equal (Ducoffe, 1995).

Table: 7 Box's M**Box's Test of Equality of Covariance Matrices^a**

Box's	268.313
M	
F	1.379
df1	165
df2	7403.662
Sig.	.001

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Gender + Maritalstatus + Employmentstatus + Gender * Maritalstatus + Gender * Employmentstatus + Maritalstatus * Employmentstatus + Gender * Maritalstatus * Employmentstatus

Levene's test should be non-significant for all the dependent variables is the assumption of homogeneity of variance has been met (Richins and Bloch, 1991). From the table 6 below, we can see the results have met the significant value.

Table: 6 Levene's Test

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Attitudetowardsbrand	1.729	18	381	.032
Attitudetowardsadvertisement	1.739	18	381	.031
Intensityofsocialmediausage	1.843	18	381	.019
Behaviouralintention	1.821	18	381	.021
percievedadvertisemntvalue	1.577	18	381	.063

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + Maritalstatus + Employmentstatus + Gender * Maritalstatus + Gender * Employmentstatus + Maritalstatus * Employmentstatus + Gender * Maritalstatus * Employmentstatus

H4 There is a significant difference on the basis of gender (malerespondents / femalerespondents) on intensity of social media usage and attitude towards the advertisement, behavioral intention and perceived advertisement value (personalization).

There is significant difference between both the genders (malerespondents / femalerespondents) on intensity of social media usage (F value .856 at sig. level .057) and attitude toward the advertisement (F value 7.790 at sig. level .006). Thus, hypothesis is accepted as sig. value is < 0.

There is no significant difference between perceived advertisement value(personalization) and behavioral intention as sig. value is > 0.5. Therefore, hypothesis is rejected.

There is significant difference between marital status (marriedrespondents/ unmarriedrespondents) respondents on intensity of social media usage (F value 6.383 at sig. level .012) and behavioral intention (F value 5.674 at sig. level .018) Thus, hypothesis is accepted as sig. value is < 0.5

There is no significant difference between perceived advertisement value and attitude towards the advertisement as sig. value is > 0.5. Therefore, hypothesis is rejected.

H5 There is a significant difference on the basis of employment status (employedrespondents /unemployedrespondents) on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

There is no significant difference between intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization) as sig. value is > 0.5. Thus, hypothesis is rejected.

H6 There is a significant difference on the basis of gender and marital status on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

Due to intercept of gender and marital status the difference is not significant between intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement

value (personalization) as sig. value is > 0.5 . Thus, hypothesis is rejected.

H7 There is a significant difference on the basis of gender and employment status on attitude towards the advertisement, intensity of social media usage, behavioral intention and perceived advertisement value (personalization).

Due to intercept of gender and employment status the difference is significant between attitude towards the advertisement (F value 2.415 at sig. level .048) Thus, hypothesis is accepted as sig. value is < 0.5

There is no significant difference on the basis of intercept between intensity of social media usage, behavioral intention and perceived advertisement value (personalization) as sig. value is > 0.5 . Thus, hypothesis is rejected.

H8 There is a significant difference on the basis of marital status and employment status on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

Due to intercept of marital status and employment status the difference is not significant between intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization) as sig. value is > 0.5 . Thus, hypothesis is rejected.

H9 There is a significant difference on the basis of gender, marital status and employment status on intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization).

Due to intercept of gender, marital status and employment status the difference is not significant between intensity of social media usage, behavioral intention, attitude towards the advertisement and perceived advertisement value (personalization) as sig. value is > 0.5 . Thus, hypothesis is rejected.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type II Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Attitudetowards brand	268.538 ^a	18	14.919	1.289	.191	.057
	Attitudetowards advertisement	482.362 ^b	18	26.798	1.478	.094	.065
	Intensityofsocial mediausage	3469.672 ^c	18	192.760	1.638	.048	.072
	Behaviouralintention	1193.917 ^d	18	66.329	1.087	.363	.049
	percievedadvertisementvalue	4697.115 ^e	18	260.951	.902	.576	.041
Intercept	Attitudetowards brand	81054.090	1	81054.090	7003.630	.000	.948
	Attitudetowards advertisement	141188.062	1	141188.062	7788.615	.000	.953
	Intensityofsocial mediausage	463420.562	1	463420.562	3939.142	.000	.912
	Behaviouralintention	167321.902	1	167321.902	2742.725	.000	.878
	percievedadvertisementvalue	1532396.410	1	1532396.410	5298.201	.000	.933
Gender	Attitudetowards brand	9.907	1	9.907	.856	.355	.002
	Attitudetowards advertisement	141.222	1	141.222	7.790	.006	.020
	Intensityofsocial mediausage	430.330	1	430.330	3.658	.057	.010
	Behaviouralintention	196.753	1	196.753	3.225	.073	.008
	percievedadvertisementvalue	993.910	1	993.910	3.436	.065	.009
Maritalstatus	Attitudetowards brand	9.550	1	9.550	.825	.364	.002
	Attitudetowards advertisement	15.543	1	15.543	.857	.355	.002

	Intensityofsocial mediausage	750.905	1	750.905	6.383	.012	.016
	Behaviouralinte ntion	346.127	1	346.127	5.674	.018	.015
	percievedadverti sementvalue	778.794	1	778.794	2.693	.102	.007
Employmentstat us	Attitudetowards brand	73.758	4	18.440	1.593	.175	.016
	Attitudetowards advertisement	25.854	4	6.463	.357	.839	.004
	Intensityofsocial mediausage	217.222	4	54.305	.462	.764	.005
	Behaviouralinte ntion	118.112	4	29.528	.484	.747	.005
	percievedadverti sementvalue	690.812	4	172.703	.597	.665	.006
Gender * Maritalstatus	Attitudetowards brand	22.435	1	22.435	1.939	.165	.005
	Attitudetowards advertisement	27.925	1	27.925	1.541	.215	.004
	Intensityofsocial mediausage	115.628	1	115.628	.983	.322	.003
	Behaviouralinte ntion	55.451	1	55.451	.909	.341	.002
	percievedadverti sementvalue	281.958	1	281.958	.975	.324	.003
Gender * Employmentstat us	Attitudetowards brand	105.133	4	26.283	2.271	.061	.023
	Attitudetowards advertisement	175.127	4	43.782	2.415	.048	.025
	Intensityofsocial mediausage	491.886	4	122.971	1.045	.384	.011
	Behaviouralinte ntion	133.701	4	33.425	.548	.701	.006
	percievedadverti sementvalue	1367.026	4	341.756	1.182	.318	.012
Maritalstatus * Employmentstat	Attitudetowards brand	25.698	4	6.425	.555	.695	.006

us	Attitudetowards advertisement	29.301	4	7.325	.404	.806	.004
	Intensityofsocial mediausage	526.811	4	131.703	1.119	.347	.012
	Behaviouralinte ntion	207.403	4	51.851	.850	.494	.009
	percievedadverti sumentvalue	407.286	4	101.821	.352	.843	.004
Gender *	Attitudetowards brand	16.111	3	5.370	.464	.708	.004
Maritalstatus *	Attitudetowards advertisement	48.249	3	16.083	.887	.448	.007
Employmentstat us	Intensityofsocial mediausage	194.690	3	64.897	.552	.647	.004
	Behaviouralinte ntion	83.745	3	27.915	.458	.712	.004
	percievedadverti sumentvalue	399.975	3	133.325	.461	.710	.004
Error	Attitudetowards brand	4409.372	381	11.573			
	Attitudetowards advertisement	6906.575	381	18.127			
	Intensityofsocial mediausage	44822.76 5	381	117.645			
	Behaviouralinte ntion	23243.18 0	381	61.006			
	percievedadverti sumentvalue	110196.4 75	381	289.230			
Total	Attitudetowards brand	85732.00 0	400				
	Attitudetowards advertisement	148577.0 00	400				
	Intensityofsocial mediausage	511713.0 00	400				
	Behaviouralinte ntion	191759.0 00	400				
	percievedadverti sumentvalue	1647290. 000	400				

Corrected Total	Attitudetowards brand	4677.910	399				
	Attitudetowards advertisement	7388.937	399				
	Intensityofsocial mediausage	48292.438	399				
	Behaviouralinte ntion	24437.098	399				
	percieveadvertismentvalue	114893.590	399				

- a. R Squared = .057 (Adjusted R Squared = .013)
- b. R Squared = .065 (Adjusted R Squared = .021)
- c. R Squared = .072 (Adjusted R Squared = .028)
- d. R Squared = .049 (Adjusted R Squared = .004)
- e. R Squared = .041 (Adjusted R Squared = -.004)

CONCLUSION

This paper has reviewed developing personalization and social media for creating behavioral intention for the customer. It showcases how personalization has broadened the aspect of dealing with customer's likes and dislikes and providing them relevant information. Behavioral intention is formed by influential approaches of social media. This paper is has tested and resulted how demographic factors influence the variables of the study. However, it's been resulted marital status has impact on personalization, behavioral intentional and social media usage. Partial Least square structural equation model has been used for brief statistical studies which showcases the path coefficient of endogenous variables in relation to the other alternative variables. Furthermore, approaches have been found how personalization provides direct relevancy on social media and behavioral intention.

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