Effect of Social Media Personalization on Brand Strength:
A Study of the Brand Advertised on Facebook

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ABSTRACT

Personalization is now used at every corner and position of social media sites. Using personalization in marketing communication is an effective communication strategy for many businesses to improve customer satisfaction and increase sales in a reduced advertising budget. This research is an attempt to measure the impact of personalized advertisement on customers' social media account. This empirical research develops and tests a conceptual model using the structural modeling technique of the data collected from Facebook users, who have seen personalized advertisements of the preferred brand on their Facebook account. Results suggest that personalized advertisement of the brand in customers' social media accounts is positively related to brand experience. Brand experience is also positively related to brand equity and mediates the relationship between perceived personalization and customer-based brand equity. Both brand experience and brand equity collectively enhance the brand strength of the brand advertised on Facebook.

KEYWORDS

Brand Equity, Brand Experience, Facebook Advertisement, Personalization, Social Media Advertisement

INTRODUCTION

The progressive growth of technology, digital devices, and communication channels has provided businesses so many opportunities. By the strategical utilization of changing, technology firms can provide more value to their customers, increase experiences, satisfaction, and loyalty (Villarejo-Ramos & Sanchez-Franco, 2005). Many businesses use social media sites for personalized marketing to create a more tailored customer brand experience and encourage impulse buying by offering products for individual needs aligned with their tastes and preferences. Personalized advertisement is a technique to provide endless customer experience and an effective way to strengthen brand trust (Chinomona, 2013).

Social media has revolutionized marketing communication; it is a significant and rising area of research that attracts both practitioners and academicians. Personalized advertisements on social media sites with Facebook have gotten much consideration over the previous studies. Despite broad exploration on the use of individual personal information in online marketing activities (Tran et

al., 2020), recent studies show that more understanding is required to know how personalized advertisements are well aligned with customer interest. This includes enhance customer experience and limit advertisement evasion (Tran et al., 2020), (Boerman et al., 2017), (Stojanovic & Andrreu, 2017). There is also an absence of studies in the Indian context which investigates the outcome of social media personalization (Yadav and Rahman, 2018). Providing personalization in e-shopping is the most popular marketing trend, and social media consistently stays in vogue because of its highly interactive nature (Shanahan, Tran, & Taylor, 2018), (Blasco-Lorena et al., 2016). So, it is necessary to study personalization in the social media context (Growth from Knowledge, 2019), (Khan et al.,2017).

Customers in social media no longer behave as passive recipients of entire marketing activities like conventional media; instead, they assume an active user in creating and sharing brand-related content. This content-sharing opportunity motivates social media users to share information online to get the word out about the characteristics, experiences, and reasons they support the brand (Schivinski and Dabrowski,2015). Facebook advertising is being used in this work since it is a popular social media advertising channel. Facebook surpassed 1 billion registered accounts and currently has 2.45 billion monthly and 1.49 billion daily active users (Aboulhosn,2020). Facebook gives a chance to users to make their accounts where they can post their personal information like pictures, educational & job history, interests, and hobbies. Each user spends nearly 20 mins per visit, making Facebook quite popular among users and companies uses social media for communication purposes (Dehghani and Tumer,2015), (Yadav et al. 2017b). According to the survey results, millions of retail websites have integrated with Facebook, spending on digital marketing tools and platforms has increased approximately two and half times compared to the last decade (Survey CMO, 2019, (Aboulhosn,2020). Social media increases the visibility of the brand through its high accessibility and reachability as compared to traditional media like television, indoor, and outdoor display (Romaniuk, 2013)

Using personalization in marketing communication is an effective communication strategy for many firms to increase customer interest and sales in a reduced advertising budget (Ansari & Mela, 2003). Previous studies on personalization have shown that addressing people by their names increases response rate and helping behaviour both in an online and offline environment (Maslowska et al., 2016), (Fatkin,2017). (Heerwegh, 2005) confirmed that personalizing messages in traditional media, for example, e-mails make individuals more special, unique, and valued; consequently, they are bound to conform to the request. Personalization effects are defined in two ways., first, is perceived personalization which occurs when a sender of a message intentionally modifies and delivers the message to recipients that were design based on previously collected data from them. Moreover, the recipient perceives that a particular message fits their need, whereas the second is actual personalization. The recipients receive the messages from the sender looks very general common for all, and the customers may or may not show interest in that message (Li, 2016). Today, the firms use personalized advertisements in social media based on consumer online behaviour, recent searches, and purchase histories on the internet (Li, 2016). These advertisements on social media account create interest and curiosity in consumers. The attractive images and video of the brand are advertised in consumer's social media account to increase their experiences and interest in shopping online (Ho & Bodoff, 2014). Some research work on personalization also says that personalized advertisement reduces customers, ad avoidance raises brand awareness, increases brand credibility and sales (Baek and Morimoto, 2012), (Oberoi, Patel, & Haon, 2017).

Several researchers have given their views on the effectiveness of personalized advertisements on traditional media are well documented such as direct mail (Baek & Morimoto, 2012), telemarketing (Yu & Cude, 2009), mobile messaging (Xu, 2006), and website ad personalization. However, the effect of personalization (Awad & Krishnan, 2010) on social media accounts like Facebook and Twitter is very few may be due to its recent disruptiveness, and emergence is still under observation (Tran et al., 2020), (Khan et al.,2017), (Shanahan, Tran, & Taylor, 2018). This research attempts to measure the outcome of a personalized advertisement on a customer's social media account (Oberoi, Patel, & Haon, 2017). In this study, the researcher tries to develop and test a conceptual model measuring

the effect of the personalized ad on consumer-based brand equity, which further develops the brand strength of the band advertised on customer social media account (Facebook). This study also examines the mediation effect of consumer brand experience, which has not been discussed in previous studies. The study considers the three forces of brand equity: brand awareness, perceived quality, and perceived value, which play a major role in developing brand strength. The model proposed in the study will be helpful for the firms dealing with online business using social media environment and want to strengthen their brands with having resource constraints. This analysis will guide to find out the differences in the use of personalization in social media. In this study, Facebook is being used as a social media platform because it provides the most economical and targeted form of advertising to small businesses.

The rest of the paper discussed the theoretical background of the research followed by hypotheses development, methodology verifies both measurement and structural model and at the end, the study concluded with theoretical and managerial implications.

THEORETICAL BACKGROUND

Perceived Personalization

Personalization considers as a very important psychological component in developing social media marketing strategies. Personalized advertisement delivered to customers depends on their individual preferences. That exclusive preference is captured by many firms to create personalized offers and to retain their customers (Montgomery & Smith, 2009). Personalization is an effective marketing strategy in terms of identity and delivering marketing mix to the individual based on their preferences (Khan, Lewis, & Singh, 2009). Previous studies on personalization (Li, 2016) suggested that personalization is of two types: pull personalization generally deliver personalized service when customer request it and can customize in terms of pre-determined or pre-specified product/service characteristics, on the contrary, push personalization provide all the information to the customer of their preferred based on their past activities, past preferences, and purchases and recommend the product of services related to their past searches (Maslowska et al., 2016). Perceived personalization has persuasive power. It increases the user's attention and motivates them towards the content of the message; it exerts persuasive effects by being recognized as "for me" and evoking the feeling of "me-ness" (Kalyanaraman & Sundar, 2006), (De Keyzer et al., 2015).

Personalization is the opportunity for firms to lead in the current competitive online environment. Businesses have acquired a massive amount of data related to consumer shopping behaviour, web browsing, consumer preferences, consumer buying habits, etc (Lavie, Sela, Oppenheim, Inbar, & Meyer, 2010). Personalized advertisement based on customer demographic data, search patterns, and past online buying helps customers get products they may need. Hence, personalized advertisement is perceived as very significant and trustworthy positively influences customer interest for the brand (Baek and Morimoto, 2012). The potency of personalized content depends on its ability to influence consumer behaviour, such as attention, intelligence, attitude towards the advertisement, and behavioral intention. Personalized advertising is a powerful tool that improves advertising relevance for users and increases ROI for advertisers. It provides an improved experience for users and advertisers. However, the firm should comply with the ethical guidelines as per the culture and the country. When dealing with personal information firms have to be clear about the sensitivity of the information and the ethical issues. In Asian culture, people are especially sensitive about sharing data on sex, health, and finances. People are less comfortable with other people knowing it. In India collecting information from people under 13 is not considered ethical. Indian is a culturally diversified country and the advertiser has to respect religious sentiments as people are very sensitive about it. Some content is legally restricted in the country it should not be a part of customized advertising. In the country relation hardships like divorce and the customized ads targeted to that are also discouraged. Thereby

personalized advertisement should follow the personal, religious and cultural boundaries to provide a satisfying customer experience.

In their research (Dehghani & Tumer, 2015) suggested that advertising on social media, especially on Facebook, set a new platform for advertising and promotion; it provides a more personal and intimate connection with users, which ultimately enhances the brand image and brand equity. This study well defined personalized ads posted by Online retailers on Facebook based on customer previous activities and search behaviour on the internet. Personalization benefits both the firm and the customer as both can directly interact with each other and share plenty of personal information. Marketers effectively utilize those details to create customized offers for them and advertising to a great extent that increases brand awareness, customer satisfaction, and loyalty (Logan, Bright, & Gangradharbatla, 2012). (Stojanovic, Andreu, & Curras, 2017) Used multidimensional brand equity approach to analyze social media communication influences on brand image and loyalty. Previous Personalization studies generally show both positive and negative outcomes, adverse in terms because some users did not respond to the advertisement or avoid the same responses. Some Facebook users perceive the ad as credible and personally made for them and have a positive thought and favorable attitude towards it. However, some Facebook users negatively respond to advertising they see and fail to care for their personal preferences (White, Zahay, Thorjorson, & Shavitt, 2008). Marketers need to understand what personalized means for a customer and perceive the personalization process (Tran & Trang, 2017). Here, one challenge for marketers always comes to an understanding of what an individual perceives as personalized (Tam & Ho, 2006). In the study of (Shanahan, Tran, & Taylor, 2018), we have seen the impact of social media personalization on enhancing brand engagement and loyalty. Recent advances in technology personalization practices implemented in the online environment allow the marketer to extend their customer services. It is integrated and pops up to every corner of the website. Finding a relevant Place for personalized advertisement on the website where it creates maximum visibility and attracts customer attention is also the biggest challenge for the marketers (Van den Broeck et al., 2020), (Tran, 2017)

The S–O–R Model

The S–O–R model (Mehrabian and Russell, 1974) is used as a theoretical framework to justify the conceptual framework developed in the present research study. The S-O-R model follows that specific stimuli or environment cues (personalized advertisement) create consumers' experiential states both affective and cognitive (brand experience). These emotional experiential states produce behavioral responses (brand equity and brand strength) (Donovanand Rossiter, 1982). In the online retailing context, the stimuli relate to the characteristics of the online retail environment (Eroglu et al., 2003). The customer's emotional and cognitive process determines the inner states, bounding their experiences, knowledge, and evaluations (Iglesia et al.,2011), (Jiang et al., 2011). The behavioral responses or consequences in the model represent customer buying behavior and customer loyalty (Sautter et al., 2004). Many previous studies adopted this S–O–R model (Roy, et al.,2016), (Koo and Ju,2010), (Shim et al. 2001) to know the influence of atmospheric cues on customer's internal affective and cognitive experiential states and subsequent online purchase intention. Our conceptual model consists of three types of variable behavior antecedent variables, OCE component, and outcome variables. Furthermore, the structured technique adopted by the S–O–R model to test the effect of personalized ads as environmental stimuli on customer brand experience to measure consumer behavior (brand equity and brand strength) as a response.

CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

The Relationship Between Perceived Personalization and Brand Experience

The marketer uses Personalized ads as an effective marketing communication tool to reach their customers and provide them positive brand experience. Every interaction between the customer and

the brand leaves some impression, either positive or negative (Brakus, Schmitt, & Zarantonello, 2009). Customers experience the brand at every moment of contact they have with the brand. A firm should provide a seamless experience across the customer's entire journey of brand touchpoints along with pre, during, and post-purchase situations (Homburg, Danijel, & Kuehnl, 2015). Marketing Communication is pre-purchase brand stimuli anticipated through advertising and the level of value they receive from individual treatment (Alloza, 2008). Consumer experience with the brand is subjective, internal consumer responses by brand-related stimuli such as product design, identity, packaging, marketing communication, distribution, environment, etc. (Ramaseshan & Stein, 2014). (Brakus, Schmitt, and Zarantonello, 2009) conceptualized and empirically established that brand experience is a multidimensional construct consisting of four dimensions— sensory, affective, behavioral, and cognitive.

Sensory brand experience appeals to all the five senses (sight, touch, sound, smell, and taste), affective experience appeals to the sentiments and innermost feelings of a consumer, and Intellectual experience stimulates consumers analytical and imaginative thought that engage consumers creatively (Brakus, Schmitt, & Zarantonello, 2009). Companies use personalized advertising by using age, gender, location, past search behaviour, and buying history of consumers to create their interest in a brand and provide them positive brand experience (Baek and Morimoto, 2012). The customer feels happy to see the personalized advertisement of the brand they love and searches a lot on the internet. Social media provides a unique and focused environment for marketers to perform various marketing activities. Online marketers can more effectively approach and attract their target audience by using personalization activities on social media. An online marketer can give value to their customers by treating personally individual users and their requirements, reducing their efforts to search for products, and feeling them a special and valued customer. Companies are now boosting their advertising budget to customize the offer to their customers and give them a good brand experience. The personalized ad should be interesting and beautifully designed; it also considers customers' personal preferences. The more personalized consumers perceive an ad, the more they feel a good experience with the brand.

H1: Consumer Perceived Personalized ad has a positive impact on their brand experience.

The Relationship Between Brand Experience and Consumer Based Brand Equity

Experiential communication is a medium to pass a brand value to their target customers. It delivers required and relevant information and gives effective pleasure and attachment of a brand to consumers (Schmitt B., 2003). Research on experience suggested that good experience always determines brand choices and can create brand Equity (Blasco & Velazquez, 2017). (Keller K., 1993) defines brand equity as consumer reaction to the brand's marketing, focusing on the two components of brand knowledge: brand awareness and image. The study of (Aaker D., 1996) provides the most accepted brand equity or brand value phenomena. A set of assets and liabilities linked to the brand. It provides an opportunity for online marketers to directly interact with their customers, strengthen their communication, and provide extreme values to their customers. Social media provide prompt and regular, instant value and increase brand equity (Yadav and Rahman, 2018). Three forces of brand equity brand awareness, value, and quality are used to determine the effectiveness of personalization on social media.

The construct of brand awareness comes from a consumer's knowledge about the brand and "the ability to recognize/identify or recall a brand to its product category" (Yoo, Donthu, & N, 2000). (Aaker D., 1996) describe "brand awareness as the strength of brand presence in the consumer minds". Personalization is helpful for the firm if it successfully provides knowledge to customers about all the customized offers related to their preferred brand. Social media provides a rich platform for advertisers and customers to make a direct personal connection. Both can share a vast amount of information to enhance knowledge. The marketer uses this knowledge to make a more personalized marketing mix for customers, and customers receive this knowledge to more study the brand. Customers having a

good experience with a brand can easily identify and become more familiar (Iglesia, Singh, & Batista-Foguet, 2011). Personalization increases customer's brand experience if the brand delivers the right message to the right customers at the right time. Experience leaves an impression in consumers' minds, which helps them in taking further brand-related decisions (Iglesia et al.,2011). Brands provide personalized services to their customers, increase their experiences, and leaves an impression, which keeps reminding them about the brand (Hutter, Hautz, et al., 2013). Brands post personalized Advertisements on social media with colorful images, well-designed videos, meaningful content that creates a sensory impression and develops a positive brand image. These visual stimuli create brand identity increases customer awareness and knowledge about the brand. The more memorable experiences provided by the brand, the more customers get aware of the brand.

H2a. Customer Brand Experience has a positive impact on brand awareness.

The researcher also reported that there is a relationship between advertising spend and perceived quality. Consumers generally use different communication tools like advertising to judge or measure the quality of the product. They perceived the brand which has high investment should be high in quality. Therefore, the consumer perceives the highly advertised brands should be high in Quality (Villarejo-Ramos & Sanchez-Franco, 2005).

Similarly, consumers judge the brand's quality (Shanahan et al.,2018) through the effectiveness and efficiency of the personalized ad. Customers generally think that advertisements in social media quickly develop a strong connection with consumers (Baird & Parasnis, 2011). It creates a positive image that provides a good experience and engages the customer's mind. User-generated content in social media like a product review, comments, suggestions, and feedback is also an important information source, enhancing consumer attraction and interest towards the brand (Stojanovic, Andreu, & Curras, 2017). The brands are trying to associate with their customers through personalized advertisement. The amount of personalization increases customer's involvement and attachment with the brand, which helps determine the quality and reliability of the brand (Shanahan, Tran, & Taylor, 2018). Personalized advertisement on users Facebook account always try to increase the customer brand experience, customer highly connected and engaged with the brand and perceived it as a quality brand (Shanahan, Tran, & Taylor, 2018).

H2b. Customer Brand Experience has a positive and impact on Perceived Quality.

In general, the term consumer perceived value (CPV) is the trade-off between the benefits consumer have from the product or services and the sacrifice made in terms of cost, effort, time paid, etc. (Zeithamal, 1988), (Dodds & Monroe, 1985). It assumes that consumers got the benefit when personalized advertisements treated them as unique and special customers (Brakus, Schmitt, & Zarantonello, 2009). Brands look valuable for customers if it provides customized offers that fit their needs, reduces efforts to search relevant offers, and saves time making a purchase decision. The researcher suggests that customer perceived value can be conceptualized along four dimensions: financial aspects such as price, discount, and value for money) (Holbrook, 2006). Functional value (quality and uniqueness) means that offers should provide functional benefits like high performance, social value (such as social recognition, status, and prestige), finally the individual value (self-assessment and self-recognition/identity). The consumer should be treated with respect and feel valuable (Verhoef et al., 2009). Brands advertised on social media try to make a personal connection with the brand by providing customize offers that increase customer experience with a brand which helps to measure the value brand provides.

H2c.The Customer Brand Experience has a positive impact on Perceived Brand Value.

The relationship Between Brand Experience And Brand Strength.

The most acceptable customer value is positively related to customer satisfaction, trust, and commitment to the brand (Bakanauskas & Jakutis, 2010). Individual commitment, trust, and satisfaction towards the brand are responsible for strengthening consumers' relationship with the brand, which further increases brand loyalty. The set of associations, affection, and love of consumers for a brand are obvious to build the strength of the brands (Srivastava & Shocker, 1991). Brand strength can be calculated by how many consumers will buy the brand after seeing the personal advertisement of the brand on their social media account and recommend it to their friends. Firms use advertisements of their brands on consumer's social media accounts by using data analytics. Companies easily get all the information about customers, their preferred brand, previous purchase, and past search results. After getting all the track records of customer internet activities, they promote their brand on their personal social media account. Seeing the advertisement of their most search brand on the internet in their social media account will give the customer pleasure and produce a good experience with a brand. Maximum people have their accounts on social media, so personalized advertisement on a customer's social media account is a good branding strategy to promote the product and develop a strong connection between the customer and the brand. Firms now using modern marketing communication methods and techniques for building strong brands (Keller, 2009). Brand strength can include affective, cognitive, and behavioral components. In detail cognitive component addresses individual attention towards the evaluation of the brand; the affective component measures the personal feelings and sentiment towards the brand (Wiedmann, Hennings, Schmidt, & Wijstefeld, 2011), while the behavior component refers to the satisfaction, loyalty, repurchase intention towards the brand. A customer's positive experience with a brand creates a good impression on their sight and helps in building brand strength.

H3: The Customer Brand experience has a positive impact on brand strength.

The Relationship Between Customer-Based Brand Equity And Brand Strength:

Brand equity is always considered an important tool to measure brand value. Ideally, as the relationship between the customer and the brand increases, consumer experience and satisfaction with the brand also increase, ultimately driving consumer purchase intention (Beig & Khan, 2018). Band equity can be evaluated in two different ways; firm-based focuses on the value brand provided to the firm and customer-based brand equity is considered the valued customer receives from the brand (Simon & Sullivan, 1993). Firms use social media communication tools to get deeper interaction with their customers. Now in the modern communication environment, firms get opportunities to easily connect with loyal customers, share knowledge and influence their perception about products and services provided. So, the intensity of brand interaction on social media influences the customer-brand relationship, which helps consumers make brand strength (Wiedmann et al.,2017). Advertising encourages customers to become more familiar and loyal to the brand (Dehghani & Tumer, 2015). Previous studies found that the amount of spending on advertising positively related to brand loyalty with moderating role play by brand image, perceived quality, and customer satisfaction (Ha, Swinder Janda, & Muthaly, 2011). Customers perceive advertising as a standard tool to judge the quality of the product. A customer's positive evaluation of the brand's quality influences their purchase intention (Stojanovic, Andreu, & Curras, 2017). A customer generally makes the purchase decision based on what they received and what is given (Zeithamal, 1988), and why do they select to purchase and reject the particular product? Consumers choose those products from which they receive certain benefits and have some value (Dodds & Monroe, 1985).

H4a: Brand awareness has a positive impact on brand strength
H4b: Perceived brand quality has a positive impact on brand strength
H4c: Brand value has a positive impact on brand strength
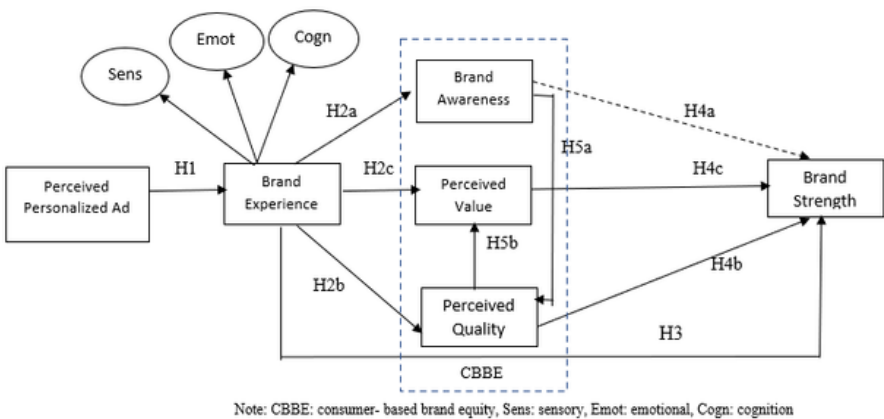
The Relationship Between the CBBE Dimension:

This research represents the standard hierarchy of model to find the effective order among the dimension of consumer-based brand equity. In this research, three practical components of brand equity are used brand awareness, perceived quality, and value (Aaker D., 1991). Brand equity is developed by increasing brand awareness in the consumer's mind. Such memories, retained in the consumer's mind, help to determine the quality of the brand. Social media provides the direct interaction of the consumer with a firm which helps to increase the knowledge and determine the quality of the brand (Aakar, Yoo, Donthu, & Lee, 2000). The brand is perceived as high quality, high performance at minimum cost gives some value to the customer. Thus, the following hypothesis is designed:

H5a: Brand Awareness Positively Influences the Perceived Quality
H5b: Perceived Quality Positively Influences the Perceived Value

Based on the above relationships between constructs identified in the present study, the conceptual model is presented in figure 1.

Figure 1. Conceptual model

Note: CBBE: consumer- based brand equity, Sens: sensory, Emot: emotional, Cogn: cognition

RESEARCH METHODOLOGY

Data Collection and Procedure

This study aims to measure the outcome of a personalized advertisement on a customer's social media account. Facebook was chosen for this study because many reports indicated that India has a great number of Facebook users and has effectively adopted online searching and buying. This makes Facebook users a perfect target sample for the study (Yadav and Rahman, 2018). Also, there is a lack of studies in the Indian context which examine the outcome of social media personalization (Yadav and Rahman, 2017a). Here participant was selected who had a Facebook account could proceed here, asked a question to the respondent do you have an account on Facebook? Suppose the respondent has their accounts on Facebook. In that case, they can answer the question have you see any personalization advertisement of the brand (product and service) of your choice on your Facebook account? Only those who answered yes are eligible for the survey. Here respondents can randomly

select the brand (products and services) of their choice and then answer the questions; all the responses are collected for further study. An online survey was conducted, the questionnaire was distributed through an invitation link. The link was forwarded to respondents on their E-mail -Id, social media accounts and through text messaging. The convenience sampling technique was employed to collect data. In this study, university students were selected as target respondents, because they are proficient in technology and have sufficient exposure to the internet medium (Islam and Rahman, 2017), Also, students are frequent users and active contributors of social media (Kim and Ko, 2012), (Bolton et al., 2013). The questionnaire has two sections. The first section asked about the respondents' demographic details and the second section was designed to be set up on the "five-point Likert scale started from "strongly disagree, neutral, to agree strongly".

Sample Demographic Characteristics:

Data collection was performed from the different age groups, qualifications, and gender; the characteristics of the sample are presented in table 1. The participants are generally young, and the gender distribution is almost equal.

Table 1 Demographic profile of the sample

Table 1 Demographic profile of the sample		
Variable	characteristics	percent%
Age	below 18	1.49
	18-25	48.25
	26-35	39.3
	36-47	6.96
	46 above	3.98
Gender	Female	52.73%
	Male	47.26%
Respondent type	student	54.72
	Non-Student	45.28
Time accessing Facebook per day	less than 1 hour	45.77
	1-3 hour	39.3
	3-5 hour	10.94
	5-7 hour	3.98
Highest qualification	Higher Secondary	0.99
	Senior Secondary	2.48
	Graduation	35.82
	Post-graduation	58.7
	Doctorate	1.99

Measurement Scale:

The factors identified in this study and factor loading mention in table 2. Mostly Scales used in the present study are reflective and taken from prior studies. The 4-item measured in a scale of perceived personalization has been taken from (Shanahan et al.,2018), (Srinivasan, Anderson, & Pannavolu,

2002). To measure the item of four constructs used to create a brand experience sensory, emotional, intellectual, and behavioral, adapted the scales created by (Brakus, Schmitt, & Zarantonello, 2009)). The 4-item scale of brand strength is adapted from (Hieke, 2010). Brand awareness measured by the 4-item scale slightly updated the scale given by (Aakar, Yoo, Donthu, & Lee, 2000). Brand value measure with 5-item scale adapted from (Boo, Busser, & Baloglu, 2009), and for perceived quality adapted 4-item scale given by (Yoo & Donthu, 2001). Here, consumer brand experience is a second-order construct consisting of three zero-order constructs: sensory, emotional, and intellectual (Brakus, Schmitt, & Zarantonello, 2009). Other constructs, brand awareness, perceived quality, perceived value, and brand strength, are zero-order constructs. All factor loadings mentioned in the table are in the range of .548 to .879 level, as given by (Costello & Osborne, 2005). Here, the range of alpha lies between .89 to .95, all the results shown in table 2.

Table 2 Constructs, Items and Factor loading

Brand Experience	
Images and videos of personalized ad make a strong impression on my sense	0.836
Personalized ad appeals very attractive in a sensory way	0.830
Personalized ad creates interest to my senses	0.715
Personalized ad engages me to think about the brand	0.688
Personalized ad generates curiosity on me	0.585
Personalized ad induces feelings and sentiments towards the brand	0.656
Creates personal connection and interaction with brand	0.551
Perceived Value	
It shows that brand high in performance	0.869
It treats me as special and valued customer	0.857
Personalized offers provide functional benefits to me	0.823
It provides good value for money	0.764
Personalized offers are worth for their price	0.762
Brand Awareness	
It made me to think first about the brand	0.801
It provides more knowledge about the band	0.785
It helps me to easily identify the brand	0.780
It makes me more familiar with brand	0.692
Perceived Personalization	
It provides me purchase recommendation	0.825
Personalized advertisement appeal like it is customize fit with my needs	0.800
It treats me like I am unique customer	0.776
It informs me regularly about the offers as per my preferences	0.691
Perceived Quality	
Information receive is transparent I can trust on that	0.760
It gives me detailed and quality information	0.697

Table 2 continued

Brand Experience	
Get effective response of all queries and doubts about the brand	0.623
It provides reliable and clear information	0.579
Brand Strength	
It impulse me to purchase the brand	0.750
It invokes me to recommend this brand to my friends	0.744
It creates positive attitude towards the brand	0.689
Personalized offers give me pleasure	0.636
Personalized ad save time to take purchase decision	0.426

Measurement Model

To test the conceptual model first measurement model and then the structural model was tested (Anderson & Gerbing, 1988). To check the reliability and validity of the construct used in the study confirmatory factor analysis with the maximum likelihood method was performed.

To test the measurement model, measure all the latent variables to validate the scales used in this research. For this, draw the all dependent and independent latent variable in the CFA Model Next checked the validity (both convergent & discriminant) of the constructs used in the model so for this, need to measure the following: Composite reliability (C.R.), Here C.R. value Range from .780 to .960 which should be greater than .70 (Bagozzi & Yi, 1988), the average variance extracted (AVE) ranging from .510 to .832 which should be greater than the recommended value .50, results showed that the value of C.R. and AVE values of all construct is satisfactory (Fornell & Larcker, 1981). All the values of constructs reliability and validity mention in table no.3. So, the requirement of convergent validity has been completed; Discriminant validity of the construct was validated if the value of AVE were higher than the value of ASV and MSV (Hair, Black, Babin, & Anderson, 2010), which is also satisfactory. The result of reliability and validity (both convergent & discriminant) are represented in table 3.

Table 3. Constructs Reliability and Validity

Constructs	Alpha	CR	AVE	ASV	MSV	Mean	S.D.
Perceived Personalisation	0.82	0.849	0.7726	0.584	0.5266	3.4	0.67
Customer Brand Experience	0.93					3.29	0.75
Average score of items of sensory factor		0.924	0.804	0.6642	0.369		
Average score of items of emotional factor		0.8574	0.6674	0.565	0.433		
Average score of items of intellectual factor		0.78	0.51	0.4	0.32		
Brand Awareness	0.96	0.906	0.73	0.4788	0.348	3.6	0.65
Perceived Quality	0.92	0.845	0.578	0.4019	0.396	3.36	0.76
Brand Value	0.86	0.96	0.832	0.564	0.25	3.24	0.65
Brand Strength	0.94	0.905	0.7626	0.659	0.5	3.6	0.71

Now to verify measurement model fitness, check the (Cmin/df); if its value is less than 3, then the model is fit. Here (Cmin/pdf) value 1.51, comparative index .959 value is Tucker-Lewis's index is .952 AGFI .809 means the model yields a good result. The root means square (RMSEA) .051 value shows that the model is a good fit; all the values come within the defined range (Hair, Black, Babin, & Anderson, 2010).
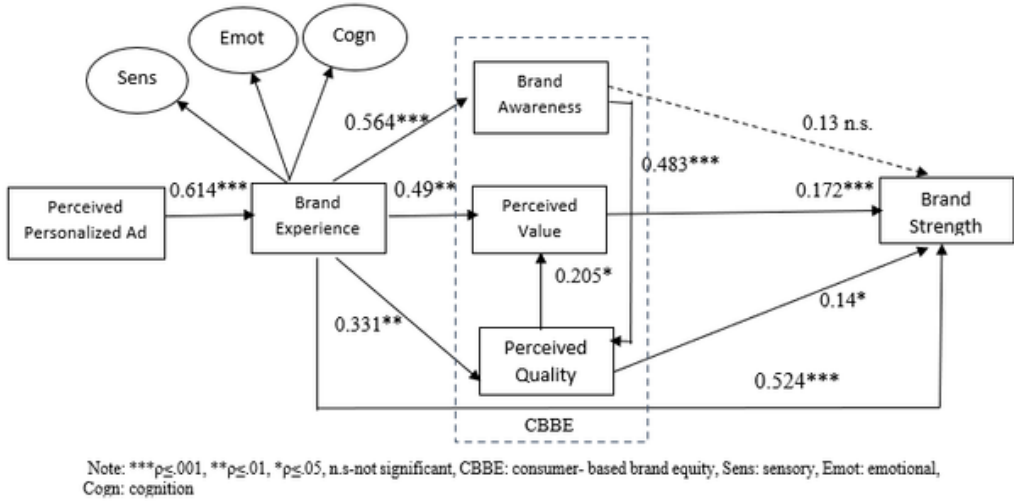
Structure Model

To test all the relationships defined in the conceptual model, check the fitness of the structural model. The value of Cmin/df was 1.524, CFI .957, TFI and AGFI .810 was the root mean square value RMSEA .051, and the RMR value is .060. All measured values come under the threshold value. It shows that the model is a good fit. The assessment of the model measures the R square value of brand experience (.421), quality (.593), awareness (.441), value (.344), and brand strength (.680), which represent that the perceived personalization is the good predictor. The result of hypothesis testing is shown in table 4. The findings of the research indicate that perceived personalization is positively related to consumer brand experience (B=0.61, p< .01) and brand experience mediate the relationship between personalized advertisement and the three-component of the brand equity Brand Awareness (B=.564, p<.01), perceived Quality (B=.331, p<.01) and value (B=.490, p<.01). Consumer brand experience has a significant effect on brand strength (B=.524, p<.01). Brand Awareness (B= .013, P>.05) has not any significant impact on brand strength but the perceived value (b=.172 p<.01) and perceived Quality positively (B=.14, p <.01) impact on brand strength. Finally, brand awareness is positively related to Perceived Quality (B=.483, p<.01), and perceived quality positively influences brand value (B=.205, p<.05). Brand awareness has an indirect effect on brand strength through perceived quality and perceived value. Table 4 presents to show the parameter estimates of the structural model.

Table 4. Testing of hypothesis

Table No.4 Testing of Hypothesis					
	Estimate	S.E	C.R.	P	Hypothesis
PP -> BE	0.614	0.085	7.255	***	H1: Accepted
BE -> BAW	0.564	0.101	5.582	***	H2a: Accepted
BE -> PQ	0.331	0.127	2.608	0.009	H2b: Accepted
BE-> PVAL	0.49	0.166	2.954	0.003	H2c: Accepted
BE -> BSTREN	0.524	0.12	4.328	***	H3: Accepted
BAW -> BSTREN	0.013	0.1	0.135	0.893	H4a: Not Accepted
PQ -> BSTREN	0.14	0.82	0.144	0.01	H4b: Accepted
PVAL -> BSTREN	0.172	0.046	3.428	***	H4c: Accepted
BAW -> PQ	0.483	0.116	4.166	***	H5a: Accepted
PQ -> PVAL	0.205	0.101	2.029	0.02	H5b: Accepted

Note: PP-perceived personalization, BE-Brand experience, BAW-Brand awareness, PQ-Perceived brand quality, PVAL-Perceived brand value, BSTREN-Brand strength

Figure 2. Structural model

Note: ***ρ≤.001, **ρ≤.01, *ρ≤.05, n.s-not significant, CBBE: consumer- based brand equity, Sens: sensory, Emot: emotional, Cogn: cognition

MEDIATION ANALYSIS

Mediation analysis was performed using direct, indirect, and total effects of the variable analysis. All three effects are statistically tested by performing a bootstrap at 2000 and a 95% significance level. Here brand experience mediates the relationship between personalized ads and the three elements of brand equity brand awareness, perceived value, and quality. Brand experience also mediates the relationship between perceived personalization and brand strength. Although no hypothesis was developed to check this relationship. The results exhibit that brand experience fully mediated the relationship between personalization ad and brand awareness but partially mediated with perceived quality, value, and brand strength. The result shows in table 5.
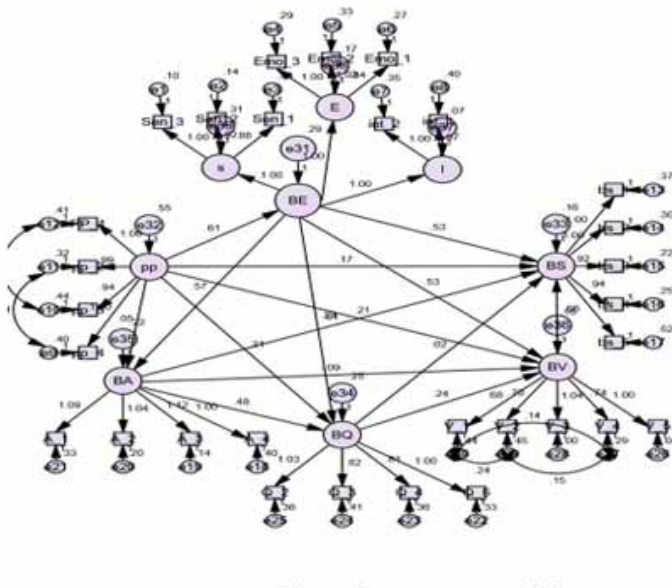
Table 5. Mediation Analysis Using Direct & Indirect Method

	Direct effect	Indirect effect	Total effect
	Loadings		
PP->BE	0.61***		
BE->BAW	0.629***		
PP->BE->BAW	0.056 n.s.	0.408*	0.464***
BE->PQ	0.29**		
PP->BE->PQ	0.204**	0.375*	0.579***
BE->PV	0.369***		
PP->BE->PV	0.15**	0.321**	0.475***
PP->BS	0.39***		
PP->BE->BS	0.61**	0.52***	0.748***

DISCUSSION

This work is considered concerning the recent calls for further research to find the effect of personalized advertisements on social media. This study finds that personalized advertisement positively impacts brand-related outcomes such as brand experience, brand equity, and brand strength. Data were collected from the customers who have Facebook accounts and have seen the personalized advertisement of the brand advertised on their Facebook account. Customers prefer all these brands that they already searched for or buy online. The study provides important implications for academics and practitioners discussed below:

Figure 3. Structural model

THEORETICAL IMPLICATIONS

The results of the present study considerably contribute to the marketing literature in various manners. First, even though the study has found different effects of personalization, the outcomes stay uncertain. Some studies described positive effects that include increased customer satisfaction, purchase intention, engagement, brand loyalty, brand awareness, and customer retention (Blasco-Arcas et al., 2016) ;(Shanahan, Tran, and Taylor, 2018). Although negative effects are also reported in some studies covering customer avoidance, reactance for a personalized ad, and discuss privacy issues (Aguirre et al., 2016), (Chen et al., 2019). So, it is very much needed to know why these irregularities of thoughts exist. Even though various types of personalization have been defined in various studies, this research focuses on a particular kind made after a customer saw the advertisement of the brand in their social media account, which they searched on the internet. In country like India people are very sensitive about sharing personal details, so marketer should follow the cultural and religious boundaries to provide customers satisfying experiences. The outcome of this research proves that its effects are positive and supported the hypothesis. This paper reveals insight into the process of defining the role of a personalized advertisement on Facebook. If online marketers efficiently implemented this

communication strategy, it can become a powerful tool for their businesses. Personalization, created through matching message content with customers' needs, makes the message relevant and improves customer experiences.

Second, buyers looking for a brand on the internet with which they want to use and have the good past experience itself is appropriate to conduct the research. (Tran et al.,2020). When buyers feel an association between their needs and the characteristics of the brand, a positive experience is established. This impact improves customer experience with the brands and creates brand awareness and provides brand value. Consumers find personalized messages to be more pertinent, more persuasive, better remembered, which improves brand familiarity; thus, consumers spend more time processing these messages. The outcome of this study confirms the finding of the previous studies that prove a positive relationship between brand experience and brand equity (Khan and Fatima 2017) (Lee and Jeong 2014), Expanding on personalization and brand equity literature, the present research established the connection between the customer experience with a personalized advertisement of the brand advertised on Facebook and customer-based brand equity after searching that brand online. To sustain in today's highly competitive market, firms need to develop up-to-date advertising strategies to always be informed and aware of their customers about the brand. The study already confirms that personalization is part of successful advertising and marketing tactics. The positive attitude of consumers towards personalized communication is because it provides several benefits to customers, creates values, and improves customer connection with brands.

Third, brands provide benefits to customers and try to create long-running good relations with them (Shanahan et al., 2019). (Tho, Trang, and Olsen, 2016). Companies have invested a lot of time and energy to investigate the principal brand equity (Kim and Ko,2012). Brand equity is driven by brand image, awareness, brand value, quality, and experience (Being and Nika,2019), (Khan and Fatima,2017). It leads to a greater probability of repurchase and a less inclination to switch brands (Shanahan et al., 2019). The finding of this research goes above and beyond by identifying the effect of brand equity on brand strength in the social media context. This study tried to explain the missing link between how perceived personalization in social media affects brand strength. Here study proved that personalization is a critical driver of brand equity, which increases the strength of the brand advertised on social media. To gain and sustain brand strength depends on the consumer attachment with a brand, experience provided by the brand, and the management of brand value and benefits individuals receive (Wiedmann et al.,2017). This analysis will guide us to find out the differences in the use of personalization in social media and how it helps develop brand strength.

Fourth, in the present research, we did not develop any hypothesis to explain the mediation effect. The paper proposes the drivers of brand experience (perceived personalized ad) and outcomes (brand equity and brand strength). However, it also shows a mediation process that improves the impact of perceived personalization on brand equity. Mediation analysis reveals that brand experience positively mediates the relationship between the three elements of consumer-based brand equity (BA, PQ, BV) and perceived personalization. Brand experience also positively mediates the between personalization ad and brand strength. Results show that personalized advertisements on social media positively affect brand equity and strength if it successfully increases consumer experience. Therefore, firms should focus on the practical implementation of personalization content to provide a good brand experience.

Lastly, this research also provides the interconnection between the various components of brand equity. The three components of CBBE used in this research are brand awareness, value, and quality. The study's outcome shows that brand awareness impacts the brand's perceived quality, and perceived quality further impacts brand value. Previous studies also developed and confirmed the same results in the social media context (Aaker et al.,2000), (Keller & Lehmann, 2003).

MANAGERIAL IMPLICATIONS

This work provides significant implications for firms using Facebook advertising as a critical advertising strategy. As discussed, the social media platform is highly interactive than other traditional media. Personalization is more effective in social media than in other media environments. Firms should keep a bird's eye on customer preferences and provide more customized offers that fit their needs. Social media marketers acknowledge the massive amount of information customers share on different social media platforms and communities and personalize their marketing practices. For the marketer, creating a personalized offer is the biggest challenge, but the effective implementation of personalization will help increase their profit margin. IBM took the first initiative to make the team with Facebook and fuel the advertising technology. The attractive advertisement, eye-catching Images, Meaningful videos attract customer attention and give them an excellent sensory impression. A firm should be honest with all advertisements published on their account so the customer can rely on them and easily access their quality and value. This study might guide well to the firm dealing with online business and using social media environment. Brand managers can use social media personalization as the most vital communication tool to engage their customers. Customers' engagement with the brand increases their familiarity and results in sustainable relationships.

Although the study shows the positive results of personalized advertising, some studies criticize the effect of personalization. (Tucker, 2014), (Chen et al., 2019). Especially, (Hoffman et al.,2010) contended that social media revalorized the entire communication system by transfer the power and control of brands from the companies to the customers, who are more actively engaged in brand communication through interactions, comments, and recommendations. This study exhorted that online marketer are cautious while picking social networking sites to advertise their brands. The adequacy of a personalized advertisement on social media is problematic because the number of fake Facebook accounts is increasing very fast (Krombholz et al., 2012). This incredulity can be managed if firms understand how to customize their social media advertisements. The right implementation of personalization could improve customer attitude or brand image promoted online, as confirmed by the outcomes of the present study.

Social media should provide customers with complete control of the entire online activities, like what they want to see or not on their personal social media account. Companies can also benefit from this policy because companies will not waste their budget and time promoting ads to customers who do not want to. These resources can be further utilized efficiently to enhance the quality of personalization activities.

To take advantage of the benefits of social media, companies invested billions of dollars on social media to do social commerce (Liang et al., 2011), (Rudolph, 2015). that encourage customers to buy and sell products and services on a social media platform. The study results also support that social commerce company can use personalized advertisements to reach their marketing goals. This communication strategy can improve customer perception about the brand, improves the customer-brand relationship, and develop positive brand strength. This is a more cost-effective communication strategy than other communication tools (Comscore, 2019).

New advanced technology provided many conveniences for online shopping and brought them closer to the companies. Presently customers can purchase any product from any brand available online after just a few clicks. These conveniences can create huge competition and critical problems for the marketers, for example, customer retaliation. How can companies create a strong bond with their customers to prevent customers from switching to other brands? This is the big question for online marketers. This research can provide a possible solution to the online marketers – if the company develops their personalization communication strategy that encourages a customer to consistently associated with a brand can retain their most profitable customers. Previous advertising literature confirmed that personalization improved customer perception about the brand and reduced consumer ad avoidance behavior (Shanahan, Tran, & Taylor, 2018), (Tran, 2017). Also, these results are

limited only to a specific social networking site, Facebook. The marketer should also implement this personalization approach to other social networking sites like Instagram, Twitter, etc. If the outcome of personalization acts in the same way as it on Facebook, companies have the chance of creating this personalization advertising strategy on those media also.

Brand managers need to build brand communities on social media to strengthen their brand and have a better conversation with their customers. The brand communities reassemble the most loyal customers in one place, which is a massive win for any brand. This community should have to give personal attention to their customers and serve them in a better way. Companies can also strengthen their brand through posts brand content, videos, and images on the brand fan page. The number of likes, shares, and comments on these posts helps managers of brands that operate brand fan pages to collect their customer's requirements. In this research, we explained personalized advertisement development based on past search behaviour and online activities. They can also check how many customers switch to a website from clicking advertisement in their Facebook account. Brand managers need to closely monitor all these observations to create a personalized advertisement and develop high customers responses to the brand.

LIMITATIONS AND FUTURE RESEARCH

Although our research is empirically tested, it has a specific limitation. The first and essential limitation is the people gap in understanding the advertisement as personalized or general. Here the method chooses to explain the personalization is not ideal. Future studies should use different techniques like experimental design by giving respondents different conditions and randomly selecting the particular condition. The comparison between different conditions should develop for the best outcome. This can also set a good explanation of the effect of the perceived personalization of the brand advertised on social media.

The effect of personalization in traditional media we already tested and in the given research model is given to measure the effect of personalization on social media. As we know, the social media environment is highly distinct, unique, and interactive as we already discussed, there is a difference in perception between the social media context with opposed to another context. For future research, there should be a difference between the perception of social media and the other context in a single study. Finally, in this study, we using data collected from Facebook users in a future study; we can collect the data from other social media platforms like Instagram and Twitter to compare the result, test the model and check the validity of the construct used.

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