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RESEARCH ARTICLE OPEN ACCESS

A Study on The Effectiveness of Personalised on Consumer Behaviour Advertising with Special Reference to Coimbatore City

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ABSTRACT

Personalised advertising has become an important marketing strategy in the modern business environment, where companies use customer data, preferences, interests, and online behaviour to deliver relevant advertisements to specific target audiences. With the growth of digital platforms, social media, e-commerce websites, and mobile applications, personalised advertising plays a significant role in attracting customers, influencing their purchasing decisions, and improving customer engagement. The main objective of this study is to analyse the effectiveness of personalised advertising among consumers in Coimbatore City. The study aims to examine consumer awareness and attitudes towards personalised advertisements, identify the factors influencing consumer responses, and evaluate the impact of personalised advertising on purchase intentions and buying behaviour. It also seeks to understand consumer perceptions regarding the relevance, usefulness, and privacy concerns associated with personalised advertisements. The study may adopt a descriptive research design, with primary data collected from selected respondents in Coimbatore City through a structured questionnaire. Secondary data may be gathered from journals, books, websites, and other relevant publications. The collected data can be analysed using appropriate statistical tools to interpret consumer opinions and behaviour.

Keywords: Personalised advertising, targeted advertising, digital marketing, consumer attitude, advertising effectiveness, data privacy, purchase intention.

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I. INTRODUCTION

Advertising has traditionally relied on mass media to deliver the same message to a large and varied audience. Digital platforms have changed this model. Websites, mobile applications and social networks record how people search, browse, watch, like and buy, and advertisers can use this information to show different messages to different people. This practice is known as personalised or targeted advertising. A consumer who has recently searched for running shoes, for example, may begin to see advertisements for sports footwear, discount offers or related accessories across several platforms.

The main promise of personalised advertising is relevance. When an advertisement matches a consumer's needs, it is more likely to be noticed, remembered and acted upon, and the advertiser wastes less money on audiences who have no interest in the product. For businesses of all sizes, this makes personalisation attractive, especially because performance can be monitored through impressions, clicks and conversions.

1.1 BACKGROUND OF THE STUDY

The growth of social media, mobile commerce and online video has increased the amount of data available to advertisers. Advertising platforms combine information about interests, demographics, online behaviour and past purchases to build audience segments and to show advertisements automatically. Retargeting, recommendation of products and customised offers are common examples. Consumers meet these advertisements many times a day, often without noticing how they were selected.

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At the same time, public discussion about data protection has grown. Consumers are becoming more aware that their online activity may be recorded and used for marketing. This creates a situation in which personalisation may increase advertising relevance while also raising questions about transparency and consent. Understanding how consumers respond to this situation is important for advertisers who want to use data responsibly and still achieve good results.

1.2 PROBLEM OF THE STUDY

Businesses are investing increasingly in personalised advertising, yet it is not clear whether consumers actually find these advertisements relevant, whether they lead to clicks and purchases, and how far privacy concerns reduce their acceptance. If personalised advertisements are seen as intrusive, they may damage trust and brand image instead of improving sales. The problem addressed by this study is to understand how effective personalised advertising is from the consumer's point of view and what factors influence its acceptance.

1.3 NEEDS OF THE STUDY

The study is needed because advertisers must balance relevance with respect for consumer privacy. Evidence on consumer responses can help marketers decide how much personalisation is useful and how openly they should communicate about data use. The findings may also be useful to students and researchers interested in consumer behaviour, and to consumers who wish to understand how personalised advertising works and what control they have over it.

1.4 OBJECTIVES OF THE STUDY

- To examine the demographic profile of the respondents.
- To study consumers' exposure to, and awareness of, personalised advertising.
- To assess the perceived relevance of personalised advertisements.
- To examine the effect of personalised advertising on attention, clicks, purchase decisions and brand recall.

1.5 SCOPE OF THE STUDY

- To understand consumer attitudes towards personalised advertisements.
- To study consumer privacy concerns regarding personalised advertising.
- To analyse how personalised advertising attracts customers.
- To provide suggestions for improving the effectiveness of personalised advertising.

1.6 RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to understand the topic under investigation and summarise respondents' experiences, opinions and reported patterns.

Sampling Method

The supplied document does not clearly identify the sampling method used to select respondents.

Population

The population of the study consists of consumers who use the internet and online platforms and are exposed to personalised advertisements. These advertisements may appear on social media platforms, search engines, websites, and shopping applications. The study focuses on understanding consumers' awareness, preferences, and perceptions of personalised advertising and its influence on their purchasing decisions.

Sample Size

The questionnaire summary identifies 50 respondents. Frequency totals and percentages in the data-analysis tables are presented on a consistent base of 50 respondents.

Tools for Data Collection

1. Primary Data

Primary data will be collected directly from the respondents through the following tools:
A structured questionnaire will be used to collect information from consumers in Coimbatore City.

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2. Secondary Data

Secondary data will be collected from the following sources:
Marketing and advertising-related books.
Research journals related to personalised advertising and consumer behaviour.

Tools for Data Analysis

1. Percentage Analysis

Percentage analysis is used to analyse and interpret the data collected from the respondents. It helps to identify the percentage of respondents based on their demographic details, awareness, preferences, and opinions regarding personalised advertising. The collected data is presented in tables for easy understanding and interpretation.

Formula:

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

2. Chi-Square Analysis

The Chi-Square test is a statistical tool used to find out whether there is a significant association between two categorical variables. In this study, the Chi-Square test is used to examine the relationship between consumer demographic characteristics and their opinions or responses towards personalised advertising. Ithelps determine whether the observed association between the selected variables is statistically significant.

Formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Area of the Study and period of Sudy

The study is carried out in Coimbatore City with the 3 Months duration.

1.7 LIMITATIONS OF THE STUDY

- Some respondents may have limited knowledge of personalised advertising.
- The study may be affected by the willingness of respondents to participate.
- The findings may not be applicable to other cities or regions.

2. REVIEW OF LITERATURE

Personalised advertising has attracted wide attention in marketing research because it offers better targeting but also raises privacy concerns. The following studies are relevant to the present research.

REVIEW OF PREVIOUS STUDIES

Yeo, Chu and Li (2025) conducted a study titled "How Persuasive Is Personalized Advertising? A Meta-Analytic Review of Experimental Evidence of the Effects of Personalization on Ad Effectiveness." The study reviewed 53 experimental studies to understand the effectiveness of personalised advertising. The findings showed that personalised advertisements were generally more effective than non-personalised advertisements in influencing consumer attitudes and behavioural intentions. The study also highlighted the importance of advertising relevance in improving effectiveness.

De Keyzer and colleagues (2024) conducted a study titled "The Role of Well-Being in Consumers' Responses to Personalized Advertising on Social Media." The research examined how personalised advertisements influence brand engagement and advertisement avoidance. The findings revealed that relevant advertisements increased brand engagement, while privacy concerns and feelings of discomfort could influence consumer responses. The study concluded that advertisements should provide useful information to attract consumers.

Shin, Kim and Huh (2025) conducted a study titled "Young Adults' Acceptance of Data-Driven Personalized Advertising: Privacy and Trust Equilibrium (PATE) Model." The study examined 440 Instagram users aged 18–24 in Australia. The findings showed that consumers were more accepting of personalised advertisements when their data was collected

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openly. Privacy concerns reduced acceptance,.
Raj and colleagues (2025) conducted a study titled "Behavioural Segmentation and the Privacy Personalisation Paradox in Indian Digital Advertising." The research analysed survey
responses from 221 internet users in India. The findings identified different consumer behaviour patterns related to advertisement engagement, trust, and privacy concerns. The study indicated that personalisation can influence consumer responses and highlighted the importance of transparency and ethical advertising practices in India

2. RESEARCH GAP

The above studies show that personalised advertising can influence consumer attitudes, engagement, trust, and purchasing intentions. However, consumer responses may differ depending on the relevance of advertisements, privacy concerns, and trust in digital platforms. There is a need to examine these factors specifically among consumers in Coimbatore City. Therefore, the present study focuses on understanding consumer awareness, preferences, attitudes, and purchasing behaviour towards personalised advertising in Coimbatore

3. DATA ANALYSIS AND INTERPRETATION

The analysis is based on 50 respondents. All frequencies are out of 50 and percentages are calculated on this base.

SECTION I: DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1. Demographic Profile of Respondents

Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	22	44.00
	Female	28	56.00
Age	Below 25 years	18	36.00
	25–35 years	20	40.00
	36–45 years	8	16.00
	Above 45 years	4	8.00
Educational Qualification	Higher Secondary	6	12.00
	Undergraduate	22	44.00
	Postgraduate	16	32.00
	Professional Qualification	6	12.00
Occupation	Student	15	30.00
	Private employee	18	36.00
	Self-employed / business	10	20.00
	Homemaker / other	7	14.00
Daily Internet Usage	Below 2 hours	7	14.00
	2–4 hours	20	40.00
	4–6 hours	16	32.00
	Above 6 hours	7	14.00

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Interpretation

Table 1 shows that 56% of the respondents are female and 44% are male. The largest age group is 25–35 years (40%), followed by those below 25 years (36%), so 76% of the respondents are below 36 years of age. Undergraduates form the largest educational group (44%), followed by postgraduates (32%). Private employees (36%) and students (30%) make up two-thirds of the sample. Internet use is high: 46% of respondents spend more than four hours online each day and a further 40% spend two to four hours. The sample is therefore young, educated and regularly exposed to digital advertising.

CHI-SQUARE ANALYSIS

GENDER AND PURCHASE AFTER PERSONALISED ADVERTISING

Null Hypothesis (H_0): There is no significant association between the selected variables.

Alternative Hypothesis (H_1):

There is a significant association between the selected variables.

Level of significance:

5% ($\alpha = 0.05$).

Observed frequency:

The document provides separate frequency totals only. It does not provide the respondent-wise cross-tabulated frequencies. Therefore, the observed cell frequencies and the final Chi-Square statistic cannot be calculated reliably from the available information.

Table: Observed frequency (O) – enter the actual respondent-wise counts

	Yes, more than once	Yes, once	No	Row Total
Male	5.28	6.60	10.12	22
Female	6.72	8.40	12.88	28
Column Total	12	15	23	50

Calculation: $\chi^2 = \Sigma (O - E)^2 / E$

Degrees of freedom: $(r - 1) \times (c - 1) = 2$.

Critical table value at 5% significance level: 5.991.

Calculated Chi-Square value: Cannot be determined until the observed cross-tabulated frequencies are entered.

Decision and interpretation: The calculated value and p-value must be obtained from the actual observed frequencies before accepting or rejecting H_0. No statistical conclusion is reported because the required respondent-wise data are not available.

Data required to complete this test: the 50 individual responses showing both selected answers for every respondent.

AGE GROUP AND AWARENESS OF DATA-BASED PERSONALISATION

Null Hypothesis (H_0):
There is no significant association between the selected variables.

Alternative Hypothesis (H_1):
There is a significant association between the selected variables.

Level of significance:
5% ($\alpha = 0.05$).

Observed frequency:
The document provides separate frequency totals only. It does not provide the respondent-wise cross-tabulated frequencies. Therefore, the observed cell frequencies and the final Chi-Square statistic cannot be calculated reliably from the available information

Table: Observed frequency (O) – enter the actual respondent-wise counts

	Yes	Partly	No	Row Total
Below 25 years	12.96	3.24	1.80	18
25–35 years	14.40	3.60	2.00	20
36–45 years	5.76	1.44	0.80	8
Above 45 years	2.88	0.72	0.40	4
Column Total	36	9	5	50

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Calculation: $\chi^2 = \Sigma (O - E)^2 / E$
Degrees of freedom: $(r - 1) \times (c - 1) = 6$.
Critical table value at 5% significance level: 12.592.
Calculated Chi-Square value: Cannot be determined until the observed cross-tabulated frequencies are entered.
Decision and interpretation: The calculated value and p-value must be obtained from the actual observed frequencies before accepting or rejecting H_0. No statistical conclusion is reported because the required respondent-wise data are not available.

Statistical note: Several expected cell frequencies are below 5 in this 4 × 3 table. The usual Pearson Chi-Square approximation may be unreliable. Once the actual cross-tabulation is available, consider an exact/Monte Carlo test or a theoretically justified category combination.
Data required to complete this test: the 50 individual responses showing both selected answers for every respondent.

Personalised advertisements are therefore widely seen and are generally regarded as matching the respondents' interest

4. . FINDINGS

1. Most respondents are young, with 76% below 36 years of age, and 46% spend more than four hours online each day.
2. Social media (40%) and e-commerce platforms (32%) are the main places where personalized advertisements are noticed.
3. About 68% of respondents see personalized advertisements always or often, and 72% know that their browsing data is used.
4. A total of 66% considers the advertisements relevant or highly relevant.
5. About 68% have clicked on a personalized advertisement and 54% have made a purchase after seeing one.
6. Personalized advertising has a strong or moderate influence on the purchase decision of 60% of respondents and improves brand recall for 68%.
7. A total of 58% prefers personalized advertisements to generic advertisements.
8. Privacy is a major concern: 74% are concerned about data privacy and 64% feel tracked always or sometimes.
9. . Only 24% are willing to share data freely; 48% would share only limited data.
10. Transparency about data use (38%) and control over advertising preferences (32%) are the most preferred improvements

5. SUGGESTIONS

Focus on relevance. Advertisers should use data to show products that match real interests and avoid repeatedly showing items the consumer has already bought or rejected.
Be transparent about data use. Brands and platforms should explain in simple language what data is collected and why an advertisement is being shown. Since transparency was the most selected improvement, this may help build trust.

Offer simple preference controls. Consumers should be able to change or switch off personalisation easily, and to choose the topics they want to see.

Collect only necessary data. Limiting data collection to what is needed for the purpose can reduce the feeling of being tracked, especially because many respondents are willing to share only limited data.

Control frequency and timing. Repeated exposure should be managed, so that advertisements remain useful and do not become irritating.
Use personalisation with care for sensitive products. For products linked to health, finance or personal matters, advertisers should avoid highly specific targeting that may feel intrusive.
Measure more than clicks. Advertisers should track conversions, brand recall, customer feedback and opt-out rates to understand the real effect of campaigns.

Improve consumer awareness. Consumers should learn how to review advertising settings, manage cookies and permissions, and protect their personal information.

Follow data-protection rules. Businesses should handle personal data responsibly and in line with applicable laws and platform policies.

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Review strategies regularly. Targeting criteria, creative content and platforms should be reviewed periodically based on performance and consumer feedback.

6. CONCLUSION

The study examined the effectiveness of personalised advertising oe basis of a questionnaire survey of 50 respondents. The findings indicate that personalised advertisements are frequently noticed and are generally considered relevant. They lead to clicks and purchases for a majority of respondents and appear to support brand recall, and more respondents prefer them to generic advertisements than not. In this sense, personalised advertising can be an effective marketing tool.

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QUESTIONNAIRE

Title: A Study on the Effectiveness of Personalised Advertising on Consumers Behaviour in Coimbatore
Instructions: This questionnaire is for academic purposes. Participation is voluntary. Please select the answer that best represents your experience. Do not write your name or other identifying information.

SECTION A: DEMOGRAPHIC DETAILS

1. What is your age? ☐ Below 25 years ☐ 25–35 years ☐ 36–45 years ☐ Above 45 years
2. What is your gender? ☐ Male ☐ Female ☐ Prefer not to say ☐ Other
3. What is your educational qualification? ☐ Higher Secondary ☐ Undergraduate
4. Postgraduate ☐ Professional qualification ☐ Other
5. What is your occupation? ☐ Student ☐ Private employee ☐ Government employee ☐ Self-employed/business ☐ Homemaker ☐ Other
6. How many hours do you use the internet daily? ☐ Below 2 hours ☐ 2–4 hours ☐ 4–6 hours ☐ Above 6 hours

SECTION B: EXPOSURE, AWARENESS AND RELEVANCE

1. On which platform do you notice personalised advertisements most often? ☐ Social media ☐ E-commerce websites/apps ☐ Video platforms ☐ Search engines ☐ Other
2. How frequently do you see personalised advertisements? ☐ Always ☐ Often ☐ Sometimes Rarely ☐ Never
3. Are you aware that browsing or purchase activity may be used to personalise advertisements? ☐ Yes ☐ Partly ☐ No
4. How relevant are the personalised advertisements you see? ☐ Highly relevant ☐ Relevant Neutral ☐ Not relevant ☐ Not at all relevant

SECTION C: EFFECTIVENESS OF PERSONALISED ADVERTISING

5. How frequently do personalised advertisements attract your attention? ☐ Always ☐ Often ☐ Rarely ☐ Never
6. Have you clicked on a personalised advertisement during the last three months? ☐ Frequently ☐ Occasionally ☐ Never
7. Have you purchased a product after seeing a personalised advertisement? ☐ Yes, more than once ☐ Yes, once ☐ No ☐ Not sure
8. How much do personalised advertisements influence your purchasing decisions? ☐ Strongly ☐ Moderately ☐ Slightly ☐ Not at all
9. Do personalised advertisements help you remember a brand? ☐ Improve greatly ☐ Improve somewhat ☐ No effect ☐ Reduce recall ☐ Not sure
10. Which type of advertisement do you generally prefer? ☐ Personalised advertisements ☐ Generic advertisements ☐ No preference

SECTION D: PRIVACY CONCERNS AND IMPROVEMENTS

11. How concerned are you about the privacy of your personal information used for personalised advertising?

☐ Very concerned ☐ Somewhat concerned ☐ Not much concerned

12. How frequently do personalised advertisements make you feel that your online

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activities are being tracked? ☐ Always ☐ Sometimes ☐ Rarely ☐ Never

13. Would you be willing to share personal information to receive better personalised advertisements? ☐ Yes ☐ Only limited information ☐ No
14. What action have you taken in response to personalised advertisements? (Select all that apply.) ☐ Ignore advertisements ☐ Change personalisation settings/clear cookies ☐ Use an ad blocker ☐ No action ☐ Other
15. Which improvement would make personalised advertising more acceptable to you? ☐ Clear information about data use ☐ Greater control over ad preferences ☐ More relevant advertisements ☐ Better discounts/offers ☐ Other

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