

# Exploring shoppable ads opportunities: the role of personalization and privacy concern

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## **Abstract**

The present study explores the evaluation of consumers of shoppable ads for fashion brands in the Facebook mobile application. To fulfill this objective, a conceptual model is proposed with the relationships that can influence the intentions of consumers to buy through shoppable ads. Specifically, this study examines the relationships between the personalization of shoppable ads, the privacy concern, the perceived usefulness and the purchase intention through this new ad format on mobile social media. A questionnaire was applied to users of mobile social media in Chile, obtaining a sample of 486 respondents for their analysis through the structural equation modeling approach. The results show that the personalization of the ads has an effect on the privacy concern, the perception of utility and the intention to purchase. No statistically significant relationship was found in the relationship of the privacy concern with perceived usefulness and purchase intention.

**Keywords:** *Advertising; Personalization; OBA*

**Track:** Advertising & Marketing Communications