

# Social exclusion and consumer responses to targeted advertising

**Rachel Lim**

Oklahoma State University

**Kacy Kim**

Bryant University

**Eun Kang**

Bryant University

**Yoon Hi Sung**

Yonsei University

**Sukki Yoon**

Bryant University

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# **Social exclusion and consumer responses to targeted advertising**

## **Abstract**

We examine how socially excluded consumers respond to online targeted ads. Building on previous research into the personalization-privacy paradox, this study introduces an emotional factor—social exclusion—to extend our understanding of the effectiveness of online targeted advertising. The findings reveal that socially excluded participants respond more favorably to highly targeted ads using specific personal information compared to more general ones. Furthermore, ad irritation mediates the relationship between consumers' emotional state (socially excluded vs. included) and the type of targeting strategy (high-targeted vs. low-targeted ads) in shaping ad attitudes. Theoretical and practical implications are also discussed.

Keywords: online targeting, social exclusion, ad irritation