

Article

The Factors Bangladeshi Millennials consider when it comes to Personalized Facebook Advertising

Dewan Golam Yazdani Showrav, Daffodil International University
E-mail: dewan.bba@diu.edu.bd

Submission received: 30 July, 2023 / Revised: 29 October, 2023 / Accepted: 01 November, 2023 / Published: 31 December, 2023

Abstract: *Personalizing ads are becoming the most popular way to advertise, and social media are making it even better. This paper investigates the effectiveness of personalized ad placement on Facebook among millennials in Bangladesh. The study is exploratory and semi-structured interviews were conducted with 33 Bangladeshi millennial consumers (23 to 43 years old) to understand how they evaluate personalized Facebook advertising they receive daily while surfing Facebook. According to the findings, perceived relevance and Facebook use motivation play vital roles in the effectiveness of personalized Facebook advertising. Surprisingly, Bangladeshi millennial respondents do not feel any threat of privacy concerns while using it for personalized ads. The study's conclusions suggest that the brand's Facebook advertising strategy should consider users' ad relevance and use motivation to improve effectiveness and reduce avoidance of personalized ads on Facebook.*

Keywords: Facebook advertising, Personalization, Perceived relevance, Privacy concern, Semi-structured interview.

1. Introduction

Because of social media, advertising strategies have changed in a big way. Online advertisers have used social media, like Facebook, to connect customers with businesses and tell customers about their brands and products in new ways (Tran, 2017). As a result, businesses increasingly use social media as advertising avenues and social networking sites such as Facebook are preferred over conventional media to create advertisements. Previous literature on personalized ads revealed that despite several studies on using personal data in online advertising, more understanding is needed on the ideal use of personal data in social media to grab attention and reduce ad avoidance (Boerman et al., 2017). This article examines millennial consumers' views on personalized Facebook advertising using a qualitative methodology and interview techniques. Respondents may, therefore, offer advertisers helpful information about which advertisements they tried to like, preferred, accept, or avoided.

Facebook is the most popular online social network worldwide, with approximately 2.96 billion monthly active users as of the fourth quarter of 2022 (Statista, 2022). This study focuses on Facebook advertising because it is the most popular social media platform globally and, in the study's geographical region. One of the benefits of advertising on Facebook is the ability to target specific audiences based on their disclosed interests and demographics. Several researchers (De Keyzer et al., 2015; Tran, 2017) have conducted extensive research on the impact of personalization on the effectiveness of Facebook advertising. Nevertheless, questions remain regarding the ideal application of personalized ad strategies and considering consumers' Ad relevance, privacy concerns, and Facebook use motivations.

Advertising tailored to an individual's interests, characteristics, or preferences is known as personalized advertising (Kumar et al., 2019; Tran, 2017). As consumers share much personal information on social media (Jacobson et al., 2020), businesses must protect this data. Due to its vast popularity worldwide, Facebook became a very relevant context for studying the effect of personalized ads on customers. Even though numerous prior studies have confirmed the favorable impacts of personalization on perceived relevance, research needs to understand the conditions under which personalized ads can be effective (Krafft et al., 2017). However, this is the first study to look into the impact of personalized advertising on particular generations in a developing nation. This research presents the results under four research questions. To answer these questions, the researcher tested how Bangladeshi millennials perceive personalized ads on Facebook and the influence of personal relevance, perceived privacy concern, and Facebook uses motivations for the effectiveness of personalized ads.

2. Literature Review

Social media platforms have revolutionized the communication between consumers and businesses. They have also increased the capacity of businesses to involve customers in product and service development. By utilizing various social network platforms, businesses can expand their customer base and boost consumer engagement with their products and services (Naeem, 2019). Social network sites (SNSs) like Facebook have become popular among Internet users. People express their opinions about product brands by leaving comments or clicking reaction icons (Lee et al., 2020). In addition, users can use Facebook to stay in contact with relatives and friends while connecting with others through shared communities.

2.1 Millennial

The millennial generation is the young people characterized by high engagement with technology and its influence on their daily lifestyle, values, motivations, and buying behaviors. The birth period range may differ according to different statements by various scholars. However, the common thing is that they are currently emerging as a highly

influential social group compared to the other generational groups such as Baby Boomers or Generation X. They have experienced world events, social reforms, economic changes and technological transformation in their daily lifestyle. The widespread availability of the internet, social networking sites, and interactive digital platforms have empowered millennials to be more influential in developing social media marketing strategies. This generation wants to participate in all aspects of brands' marketing mix decisions (Pitta, 2012). Their approval is crucial because they frequently spread negative word of mouth about any marketing content they find annoying or disruptive (Moreno et al., 2017). Therefore, marketers must identify which promotional tools are appealing and which are just annoying for this generational group (Dash et al., 2021; Pitta, 2012). Bangladeshi millennials prefer to be something other than a traditional online advertising target segment (Rahman et al., 2021). There is a need for more personalized Ads to reach this generation successfully. When making a product purchase decision, they trust their friends' opinions and electronic word of mouth (e-WOM) more. Credibility and relevance to their personality and values are essential millennial decision-making factors (Suar et al., 2021). Most millennial young consumers dislike pop-up ads that interrupt their online activities. According to the most recent research on Generation Y in Bangladesh, businesses should manage Facebook ads with personalized content to motivate them (Ghosh, 2020). Despite numerous researches on this generation, there remains a significant gap in exploring their attitude and preferences regarding personalized ads on social media, particularly on Facebook. Therefore, this research argues that marketers must understand their perceptions about personalized ads on Facebook and what motivates them to share personal information on Facebook.

2.2 Perceived Personalization

Personalization refers to tailoring a message to each recipient by using information about those individuals' interests and behaviors (Li, 2016). In addition to making the message, more relatable, fine-tuning advertisements to each user contributes to their success (De Keyser et al., 2015). The value of advertising increases when it successfully targets its audience with relevant and helpful content. Several studies have found that customized ads perform better than generic ones. Users are less likely to be skeptical of and avoid advertisements when they are personalized to them. Previous studies also analyzed the effect of personalization on ad-skipping in the context of Facebook ads (Tran, 2017). However, the perception of millennials was not tested in previous studies, and therefore, this study's central research question is: (RQ-1) How effective is personalized Facebook advertising among millennials in Bangladesh?

2.3 Perceived Relevance

A personalized message is more likely to elicit a positive response from consumers because of the emphasis placed on them as individuals. This concept is consistent with self-referencing, or the degree to which a customer applies a product or service to their situation. In addition, self-referencing improves attitudes under central and peripheral

processing. Self-referencing motivates readers to process personalized messages and take a central route. Personal relevance seems essential for persuasion in response to personalized messages, especially in social media, where a lack of relevance is one of the main reasons for advertising avoidance (Geng et al., 2021). Therefore, this research has developed the critical question: (RQ-2) what is the influence of perceived relevance on the effectiveness of personalized Facebook advertising?

2.4 Perceived Privacy Concerns

Privacy concerns have taken on a new dimension in the Big Data environment. Any user communication with the company via any channel can be recorded and analyzed (Eastin et al., 2016). Privacy concerns stem from the fact that many Internet and social network users are unaware of their exposure and lack adequate knowledge about how to protect themselves. According to various studies, privacy concerns and altered security are the most common causes of avoiding advertisements (Yadav et al., 2022). In this study, the privacy paradox model (Barnes, 2006) was used to look at how privacy concerns have changed in recent years and how they affect the acceptance and effectiveness of personalized advertising. The privacy paradox model describes a difference between how users think about privacy and how they act regarding privacy (Chen, 2018). For example, Facebook users can care a lot about privacy and be very concerned about it. Still, they do not mind sharing personal information on social media or allowing Facebook to use it for advertising (Chen, 2018; Kokolakis, 2017; Xu et al., 2011). However, the debate on the impact of privacy concerns on accepting or avoiding personalized Facebook Ads still exists (Mohamed & Ahmad, 2012). Therefore, this research seeks to understand the role of privacy concerns among Bangladeshi millennials on the effectiveness of personalized Facebook advertising (RQ-3).

2.5 Facebook use Motivation

Previous research identified nine primary motivations for using Facebook (Smock et al., 2011). Motives were classified as either low-cognitive (relaxing entertainment) or high-cognitive (expressive information sharing). For example, a high-cognitive motive activity seeks information about a specific product, person or brand. On the other hand, scrolling through Facebook newsfeeds or passing free time on the platform could be activities for low-cognitive effort motives (Fan et al., 2017). For Facebook users, watching advertisements is not a primary social media motivation (Wilson et al., 2012). Ads appear in the Facebook News Feed alongside or between the general content consumption processes. As a result, users must accept advertisements alongside genuine user-generated content when using Facebook for one of its original purposes. Previous research discovered that Facebook uses motivations could play a significant role in evaluating the effectiveness of personalized advertising (Tran et al., 2020). As a result, it is critical to consider the motivations for using Facebook when analyzing the effectiveness of personalized ads. In addition, there is a need for such a study on the millennial generation because millennials are the important generation who can influence peers, relatives, and others (Naumovska, 2017). In addition, when users are

goal-oriented and engaged in a particular activity, for example, searching for information about an upcoming event, they may interpret disruptions in their task as goal-impeding, which can result in unfavorable attitudes towards the advertisement and greater ad-avoidance intention (Van den Broeck et al., 2018). On the other hand, interruptions have a low impact on advertising outcomes when users are idly perusing the Facebook News Feed. Nonetheless, the influence of situation-specific causes and following actions on Facebook advertising effectiveness still needs to be explored. Academics and researchers have noticed Facebook's popularity among the youth, and there have been mountains of studies that have examined Facebook's use in various ways (Dogruer et al., 2011). Understanding why the younger generation uses online social networking sites, particularly Facebook, is critical for academics and marketing executives. This application significantly impacts the development of effective personalized Facebook advertising (Ross et al., 2009). A well-known book that compares millennials in the US and Bangladesh states that US millennials mostly use social networking sites like Facebook, Instagram, YouTube, Snapchat, Twitter, Pinterest, and Reddit. In contrast, Bangladeshi millennials mostly use Facebook, YouTube, and Google+. The study also found that Bangladeshi millennials spend more time on Facebook than Americans (107 minutes a day vs. 57 minutes). However, previous studies fall short of identifying how Facebook use motivations of millennials affect their perception of effective personalized ads on Facebook (Chowdhury et al., 2023; Hossain et al., 2015; Nahar et al., 2020). As a result, the final question of this research is to determine how Facebook use motivation affects the effectiveness of personalized Facebook ads (RQ-4).

3. Research Methodology

Qualitative research primarily analyzes experiential reports, data, descriptions, and interpretations. This approach can lead to the development of new concepts or theories and the evaluation of organizational processes. Bhangu et al. (2023) describe the research process as flexible, emergent, and systematic, making qualitative research methods an ideal fit for a comprehensive understanding of the topic at hand. The use of semi-structured interviews is crucial as it allows the researcher to ask follow-up questions based on the participant's responses, which provides flexibility in gathering additional information.

3.1 Rationale for using Semi-Structured Interviews

Semi-structured interviews are an effective method used for collecting reliable and valid data in research (Saunders et al., 2012). They provide valuable insights into people's experiences, opinions, values, attitudes, aspirations, and feelings and are widely used in the social sciences. This approach aims to gather insight from individuals contextualized in their own opinions, understanding, perceptions, attitudes, and experiences. Semi-structured interviews are less intrusive and more conversational, which ensures that questions are clearly understood (Adams, 2015). Participants often feel more comfortable discussing sensitive issues, and the interviewer has the flexibility to change

the order of questions or insert new ones based on the responses received. Additionally, follow-up questions can be asked to obtain answers to complex issues and ascertain the reasons for a particular position held, enabling the researcher to gather in-depth knowledge and insights regarding the issues at hand. The study aims to investigate the factors that Bangladeshi millennials consider when exposed to personalized advertising on Facebook. To collect data, semi-structured interviews were conducted face-to-face and online, allowing participants to provide detailed and accurate answers, resulting in improved data quality.

3.2 Formulation of the Interview Questionnaire

The interview questionnaire was semi-structured and non-directive. The researcher developed the questionnaire after an in-depth review of the available literature and discussions with digital marketing experts, professors, and researchers. The semi-structured interview used in this research adapted the questions from quantitative research conducted on the young generation (millennial and Gen-Z) in Croatia to investigate the factors influencing the avoidance of personalized ads communicated through the social network Facebook (Dobrinić et al., 2021). However, the researcher has made necessary changes to the adapted questions to make them suitable for the qualitative research context. The interview instruments had two parts. In the first section of the interview, the interviewer asked the respondents about their Facebook experience with a few factual questions (e.g., "What type of activities do you usually do on Facebook?"). Then the researcher asked respondents about their perceptions of personalized Facebook advertising (for example, "How do you identify personalized advertising on Facebook?"). In addition, to obtain the outcome of personalized ads on Facebook, respondents were asked which types of personalized Facebook Ads they responded positively to and which they avoided. The researcher also asked respondents about their motivations for using Facebook and its influence on the effectiveness of personalized ads. The second and final section asked respondents to share their perceptions regarding the influence of ad relevance and privacy concerns on the effectiveness of personalized ads on Facebook. In addition, the researcher also asked respondents to describe in which situations they try to avoid (or use Ad blockers) personalized Facebook Ads.

3.3 Sampling Strategy

In qualitative research, purposive sampling is a commonly used method for selecting information-rich cases related to the topic of interest (Schatz, 2012). Although there are different types of purposive sampling strategies, criterion sampling is the most frequently used (Rai & Thapa, 2019). This method is particularly useful when conducting semi-structured interviews because it helps to generate more reliable findings and reduce respondent error (Rai et al., 2015).

In this study, the researcher used purposive sampling to align with the research objectives. Specifically, criterion sampling was used to identify cases or individuals that met specific criteria (Palinkas et al., 2015). For example, the researcher focused on a

specific age group, which required criterion sampling to exclude members from other cohorts. The study participants were individuals from the millennial generation who had limited experience and understanding of technology usage. They were interviewed and surveyed, and the sampling criteria were maintained by selecting them from the researcher's personal network. Determining the appropriate sample size for qualitative research can be a complex process that depends on various factors. For instance, the methodology used, the type of population, and the research focus can all influence the sample size. According to (McIntosh & Morse, 2015; Morse, 2000), semi-structured interviews typically require a sample size of 30-60 participants, while (Mason, 2010) suggests that 6-8 interviews are suitable for a homogeneous sample, and 8-10 interviews are appropriate for in-depth interviews. The researcher also examined the sample size guidelines proposed by previous researchers within the qualitative research framework and noted that a minimum sample size of fifteen is generally considered acceptable for all qualitative research (Mason, 2010). Saturation is the point in the data analysis process where no new information or themes are being identified. Researchers can conclude their research process at this stage. Studies have consistently achieved saturation within a limited number of interviews, typically 12-13, regardless of the methodology used or the population being studied (Dworkin, 2012; Morse, 2000). Therefore, 12-13 interviews are widely recognized as the established criterion for determining an appropriate sample size in qualitative research. It is worth noting that there is a wide range of recommendations for sample sizes in the literature on qualitative research methodology. While some sources suggest a range of 5 to 60 interviews, others propose a range of 2 to 40 focus groups (Bingham & Witkowsky, 2022). However, using a sample size that exceeds what is necessary can raise ethical concerns. These include wasting research funds, imposing excessive burdens on study participants, and generating unnecessary data. In summary, qualitative researchers have noted that determining sample size is a subjective process that depends on the researcher's saturation assessment. In this study, the researcher conducted 33 interviews and terminated the interview process after saturation was achieved. The prevalence of repetitive words in the data prompted the researcher's decision to cease further collection of interviews.

3.4 Selection and Composition of Interview Participants

The research questions for this study were qualitative in nature. To address the hypothesis, the researcher selected male and female respondents from the millennial segment for interviews. Initially, the researcher chose 50 potential participants through personal and professional networks. The participants were sent an invitation email, an information sheet, and the interview guidelines, reminding them of the voluntary nature of the interview and the ethical considerations involved. Over two months (February-March, 2023), the researcher conducted 33 interviews. After conducting these interviews, it was found that the responses started to become similar, which indicated that the saturation stage of the addressed questions had been reached. The table below provides details of the interviews that were conducted. All participants were

well-educated and qualified, and had a broad range of experience in using Facebook. It is important to note that this study does not claim to represent all segments of the millennial generation in Bangladesh. However, given their qualifications, experience, and relevance, the participants have a sound knowledge of social media usage at the young consumer level. During the interview, the researcher (interviewer) requested basic demographic information, such as age and gender, from the respondents before introducing them to the study and describing the structure and types of questions asked. The interviewer also asked the respondent to access the Facebook homepage using an internet-capable device, preferably a smartphone (Table 01).

Table 01: Description of Sample

Items	Categories	Frequency	%
Gender	Male	18	54.55
	Female	15	45.45
Occupation	Student	10	30.30
	Employed	17	51.52
	Others	6	18.18
Age	22-28	13	39.39
	29-35	9	27.27
	36-43	11	33.33
Smartphones using experience	5-7 years	8	24.24
	8-10 years	10	30.30
	More than 10 years	15	45.45
Facebook using experience	5-7 years	7	21.21
	8-10 years	18	54.55
	More than 10 years	8	24.24

Source: Author's Computation.

4. Qualitative Data Analysis

The current study engaged in thematic analysis. For obtaining significant findings from qualitative research, thematic analysis is a well-liked analysis technique (Braun & Clarke, 2019). The researcher conducted a thematic analysis using an inductive methodology and possessing prior knowledge (from personal experience and a review of the relevant literature) about the topic being studied. A thematic analysis is used to find recurring themes in the interview data. According to the literature, thematic analysis is also used to identify, categorize and examine data to extract concepts and meanings (Finkelstein et al., 2021; Yared et al., 2020). Transcribing interviews is the first step in thematic analysis, followed by coding a similar text and identifying similar codes in similar texts. A framework is then established after the coding and matching codes are again checked for coherence. After this is completed, the emerging pattern in the coding is interpreted. This interpretation suggests how Bangladeshi millennials evaluate and respond to personalized Facebook advertising. The researcher utilized NVivo-11

software to conduct a thematic analysis in the current study. As portrayed in the Matrix coding query results, the outcomes obtained are presented in terms of themes and relationships with relative strengths, and the findings are discussed. Based on the audio recordings, the researcher transcribed the interviews. Thirty-three transcriptions were generated and imported into the NVivo program for analysis and coding. NVivo is a software that facilitates coding and enables searching, annotating, and linking transcripts to other sources when analyzing qualitative data relationships (Chaturvedi & Bansal, 2022; Wilk et al., 2019). The author then analyzed and summarised each code's interview references and documented the findings of the interviews.

4.1 Findings of the Study

The idea that personalized advertising is inherent to the Facebook experience was a common ground for respondents' assessments of personalization strategies. Personalized advertisements were accepted and even anticipated by respondents. For example, one respondent shared the following statements when the researcher asked her to identify any personalized ad on her Facebook news feed and what she felt about it.

I have just found an ad on my Facebook wall that mentions 'suggested for you' below the ad, which is a sponsored ad for a home decoration shop. I consider it a personalized Ad because I am sure Facebook has collected my recent search and surfing history. For example, I remember searching for a wall décor for my bedroom from a brand Facebook page a few days back. I find it interesting when personalized Facebook ads are relevant to my current interests, so when it matches, I appreciate it [personalized Ads].

[Female, 31 years old]

According to the respondents, personalization could increase the effectiveness of Facebook ads if they are relevant to the target users' interests. However, being interested in one product does not mean being interested in all products in the product line or category. In this regard, one respondent said as follows:

I searched for smartphones on Facebook. Later, Facebook started showing me sponsored ads for all kinds of digital devices, from digital watches to digital home appliances. Therefore, a filter should be done because buying a specific product means I am interested in only one product category. As a result, I changed my Facebook ad settings to avoid such ads.

[Male, 40 years old]

However, the respondents questioned the effectiveness of personalization when it involved retargeting a product that had already been purchased. In addition, they expressed dissatisfaction or annoyance with how businesses handled their data.

If I purchased a product recently does not mean I am going for a repeat purchase. Facebook shared my previous purchase history with other brands (of similar products), and it is not supposed to happen. Even I am getting similar suggestions

[ads] in my messenger and emails. So, I consider it unacceptable. [Female, 25 years old]

Some respondents said they would alter their Facebook ad preferences if they kept having negative experiences. While most respondents acknowledged the value of personalized content, some expressed concern over being targeted and manipulated. RQ1 and RQ2 were answered based on the information provided above. Most respondents described the personalization of Facebook ads as beneficial because they received relevant product information. In addition, most respondents thought relevant ads were less annoying and troubling. Furthermore, regarding advertiser effectiveness, respondents were likelier to respond to relevant ads by clicking the links or watching the personalized content. Similarly, respondents said greater engagement with the product resulted in favorable attitudes and a greater willingness to undertake a specific action. Finally, the requirement for positive advertising outcomes was frequently stated as "showing ads that interest me."

I usually scroll down faster when the ads do not match with my interests. If it is interesting, I slow down, scrolling to watch the whole ad (video content). [Female, 39 years old]

However, after coding and processing all 33 transcripts, the word relevance is the most prevalent in the NVivo word cloud. The two ways that respondents thought advertisements could be relevant were as follows:

- 1) By compiling a user's Facebook usage history (rather than just one instance or a random search history);
- 2) By considering the respondents' interests in a particular good or category (by sharing content, commenting, asking questions, or placing orders).

Respondents stated that, more generally, data collection for personalized advertising has become unavoidable based on RQ-3 (perceived privacy). They stated that they accepted specific terms and conditions when installing the Facebook application and creating an account, which included sharing their basic demographic information.

I do not think using my personal data [search history, gender, and location] for personalized Facebook ads is violating privacy. It's normal, and I am okay with it.

[Male, 26 years old]

I am very much fashionable and always interested in innovative ideas. I surf Facebook to get new fashions, innovative products, makeup, and clothing ideas. Therefore, I appreciate whatever [new product ideas] Facebook suggests to me using my earlier search histories.

[Female, 27 years old]

A minority of respondents were concerned about their privacy in light of personalized advertising, but the vast majority were not. They admitted that advertisements are a natural part of using Facebook, and users can anticipate a particular level of data collection for personalizing advertising. They did, however, note that not all uses of such information are appropriate. During the interviews, participants evaluated Facebook's advertising practices by comparing them to their standards for what information is acceptable and is too much private. For example, a male respondent revealed that:

Sometimes, I search for a few very personal products, and after searching for the time being or I may purchase it for one time. I do not want Facebook or other social media to place similar ads in my news feeds, messenger, email, or elsewhere. Sharing my personal search history too broadly is not acceptable. I consider it a privacy violation.
[Male, 24 years old]

RQ-3 was answered based on the preceding: Respondents perceived collecting personal data as unavoidable on Facebook and tension regarding privacy as something they exchanged for Facebook's services when signing up for the platform or, more broadly, using the internet.

I am okay with it. I believe matching specific product categories with specific people (interests) is necessary. In the smartphone era, I believe almost all apps and social media collect users' personal data.

[Female, 25 years old]

To respond to RQ4 (Facebook motivation), ads regarded as obstructing the respondent's situational motives while using Facebook can result in adverse advertising results for advertisers. Ads were considered invasive when they interfered with looking for specific information or important socializing activities.

My objection to Facebook personalization stems from the fact that each time I log in, I do it for a specific purpose. I may utilize it as a source of data or news. Therefore, I'd rather pick and choose the ads to click. For me, freedom of choice is important.

[Female, 35 years old]

I do not feel comfortable with personalized ads. I am very much busy in my occupation, and I have very little time to surf Facebook. Therefore, sudden ads kill my time and distract my situational goal (Facebook use motivation).

[Male, 36 years old]

Furthermore, respondents expressed that when personalized advertising interrupts in the middle of any specific content consumption, they perceive it as disturbing and impeding their goals.

Suppose any ad interrupts my particular task on Facebook, such as reading news or collecting important information. In that case, I get irritated, and I normally report to Facebook about the sponsored ads and mark it as spam.

[Male, 30 years old]

Thus, Facebook's use of motivation was found to be significant in evaluating the effectiveness of personalized Facebook ads. Some respondents also shared that Facebook should survey users for what purposes users opened Facebook and their possible regular activities. These results may be used in filters to increase effectiveness of personalized Facebook ads.

5. Discussion and Conclusion

For personalization to yield beneficial advertising outcomes for the advertiser, the ad must be relevant to the target audience. Therefore, involvement with the product

categories is critical in determining the ad's relevancy. This study investigated the effectiveness of targeted Facebook ads among young adults in Bangladesh. There were 33 interviews with Facebook members aged 22 to 43. Personalization is more likely to produce favorable advertising outcomes for the advertiser if the ad is considered relevant to the recipient. This research goes contradicts with what (Acquisti et al., 2015) found: privacy concerns are caused by much uncertainty about how personal data are being used. Most millennials are not so worried about their privacy being compromised by Facebook and other social media. In this respect, one of this study's most critical findings is their perception of the influence of privacy concerns on the effectiveness of personalized advertising. In addition, Facebook motives also played a crucial role in responding to personalized ads in Facebook news feeds.

5.1 Theoretical Contribution

This paper's theoretical contribution is new knowledge about millennial customers' attitudes and behaviors toward accepting personalized advertisements on Facebook. A review of the relevant literature revealed a scarcity of studies on the topic, which sparked the author's interest in conducting this research. The study's findings highlight the relative importance of perceived relevance and Facebook usage motivations among Bangladeshi millennials. Users began to question the outcomes of personalization when advertisements became irrelevant. Respondents clarified that when they saw irrelevant ads, they tried to avoid them by quickly scrolling or changing their Facebook Ad settings. This study also shed light on the impact of Facebook's motivation on responding to personalized ads. Millennials were very serious about the effectiveness of personalized ads for situation-specific Facebook goals. On the other hand, this study adds to the body of knowledge regarding the role of perceived privacy concerns in evaluating the effectiveness of Facebook ads. Bangladeshi millennials were very confident and less affected by the privacy issues related to personalized ads on Facebook. Their free acceptance of the fact that collecting personal data for using personalization is quite natural and obvious is one of the significant contributions of this study to the existing literature.

5.2 Managerial Implications

Facebook advertising is rapidly evolving. Qualitative research on the determinants of personalized advertising outcomes is scarce but critical. The findings of this study indicate that the younger generation is not concerned with privacy. Their attitudes toward Facebook advertising and avoidance of Facebook personalized ads are unaffected by privacy concerns. Consequently, there is a trace in the literature of current knowledge regarding the behavior and characteristics of Millennials who are aware of the risk of data misuse but have faith in the institutions, which is related to the findings of (Dobrinić et al., 2021). The present study shows that younger Facebook users with fewer privacy concerns seek specific benefits. These benefits must be communicated,

acknowledged, and on the trail of the credibility of the advertising. Precise targeting of users with the offer necessitates additional effort to develop content that users recognize, thereby reducing skepticism and ad avoidance. The results indicate that the perception of ad annoyance substantially affects their avoidance. Intrusive content and sending too many or too frequent advertisements can irritate. These factors should be considered when planning and executing advertising campaigns. In order to ensure the credibility of advertising, these elements must align with the recipient's needs and desires. In addition, the personalization of ads and retargeting algorithms must be improved to boost effectiveness and be relevant to customers' interests. The findings suggest further intensive research on the role of perceived relevance and use motives on personalized ads on Facebook.

5.3 Limitations and Directions for Future Research

This study focused on the overall Facebook advertising experience, with no specific product or brand category, and the target respondents were limited to smartphone users. In addition, the research considered the Facebook user experience on the mobile app only. However, the researcher and the respondent's professional and personal relationship cannot influence the research outcomes as the researcher did not use any particular brand/ company name in this research. Hence, social desirability bias can exist in a few cases. Further research could examine the variances between other channels (i.e., desktop, laptop, and office devices). In addition, younger generations are more open to change than older ones are, and various situations (variables) will influence their perceptions and attitudes. Here, the methodology did not count respondents' lifestyles and psychological characteristics. Lastly, future research could complement the current qualitative findings by employing the role of differences in gender characteristics, skills and compatibility, and the influence of respondents' occupational backgrounds.

References

1. Acquisti, A., Brandimarte, L. & Loewenstein, G. (2015). Privacy and human behavior in the age of information. *Science*. 347(6221), 509–514.
2. Adams, W. C. (2015). Conducting Semi-Structured Interviews. *Handbook of Practical Program Evaluation: Fourth Edition*. 492–505.
3. Barnes, S. B. (2006). A privacy paradox: Social networking in the United States. *First Monday*. 11(9), 5.
4. Bhangu, S., Provost, F. & Caduff, C. (2023). Introduction to qualitative research methods - Part i. *Perspectives in Clinical Research*. 14(1), 39–42.
5. Bingham, A. & Witkowsky, P. (2022). Deductive and inductive approaches to qualitative data analysis. *Analyzing and interpreting qualitative data: After the inter view*.

6. Boerman, S. C., Kruikemeier, S. & Zuiderveen Borgesius, F. J. (2017). Online Behavioral Advertising: A Literature Review and Research Agenda. *Journal of Advertising*. 46(3).
7. Braun, V. & Clarke, V. (2019). Reflecting on reflexive thematic analysis. *In Qualitative Research in Sport, Exercise and Health*. 11(4), 589–597.
8. Chaturvedi, V. & Bansal, S. (2022). Understanding the Crucial Factors for Post-Pandemic Adaptation: A Thematic Analysis Using NVIVO for Effective Leadership Development. *The IUP Journal of Organizational Behavior*. 21(1).
9. Chen, H. T. (2018). Revisiting the Privacy Paradox on Social Media With an Extended Privacy Calculus Model: The Effect of Privacy Concerns, Privacy Self-Efficacy, and Social Capital on Privacy Management. *American Behavioral Scientist*. 62(10), 1392–1412.
10. Chowdhury, S., Rahman, M., Doddanavar, I. A., Zayed N. M., Nitsenko, V., Melnykovich, O. & Holik, O. (2023). Impact of Social Media on Knowledge of the COVID-19 Pandemic on Bangladeshi University Students. *Computation*. 11(2), 38.
11. Dash, G., Kiefer, K. & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122.
12. De Keyser, F., Dens, N. & De Pelsmacker, P. (2015). Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. *Journal of Interactive Advertising*. 15(2), 124–134.
13. Dobrinić, D., Gregurec, I. & Dobrinić, D. (2021). Examining the factors of influence on avoidinpersonalized ads on Facebook. *Zbornik Radova Ekonomskog Fakultet Au Rijeci*. 39(2), 401–428.
14. Dogruer, N., Meneviş, I. & Eyyam, R. (2011). What is the motivation for using Facebook? *Procedia - Social and Behavioral Sciences*. 15, 2642–2646.
15. Dworkin, S. L. (2012). Sample size policy for qualitative studies using in-depth interviews. *In Archives of Sexual Behavior*. 41(6), 1319–1320).
16. Eastin, M. S., Brinson, N. H., Doorey, A. & Wilcox, G. (2016). Living in a big data world: Predicting mobile commerce activity through privacy concerns. *Computers in Human Behavior*. 58, 214–220.
17. Fan, S., Lu, Y. & Gupta, S. (2017). Social media in-feed advertising: The impacts of consistency and sociability on ad avoidance. *Proceedings Ot the 21st Pacific Asia Conference on Information Systems: “Societal Transformation Through IS/IT”*, PACIS 2017.
18. Finkelstein, S., Sharma, U. & Furlonger, B. (2021). The inclusive practices of class room teachers: a scoping review and thematic analysis. *International Journal of Inclusive Education*. 25(6), 735–762.
19. Geng, S., Yang, P., Gao, Y., Tan, Y. & Yang, C. (2021). The effects of ad social and

- personal relevance on consumer ad engagement on social media: The moderating role of platform trust. *Computers in Human Behavior*. 122.
20. Ghosh, M. (2020). Toward an Integrated Framework for Facebook Influencers Characteristics Impacting Millennial Consumers Engagement: a Review. *Prestige International Journal of IT & Management-Sanchayan*. 9(2), 11–44.
 21. Hossain, M. I., Hassan, M. M. & Zayed, N. M. (2015). Analyzing Usage Pattern of Social Networking Sites (SNSs): A Study on SNS Users in Bangladesh. *Stamford Journal of Business Studies*. 6/7(2/1), 14-31.
 22. Jacobson, J., Gruzd, A. & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*. 53.
 23. Kokolakis, S. (2017). Privacy attitudes and privacy behaviour: A review of current research on the privacy paradox phenomenon. *Computers and Security*. 64, 122–134.
 24. Krafft, M., Arden, C. M. & Verhoef, P. C. (2017). Permission Marketing and Privacy Concerns — Why Do Customers (Not) Grant Permissions? *Journal of Interactive Marketing*. 39, 39–54.
 25. Kumar, V., Rajan, B., Venkatesan, R. & Lecinski, J. (2019). Understanding the role of artificial intelligence in personalized engagement marketing. *California Management Review*. 61(4), 135–155.
 26. Lee, Y. I., Phua, J. & Wu, T. Y. (2020). Marketing a health Brand on Facebook: Effects of reaction icons and user comments on brand attitude, trust, purchase intention, and eWOM intention. *Health Marketing Quarterly*. 37(2), 138–154.
 27. Li, C. (2016). When does web-based personalization really work? The distinction between actual personalization and perceived personalization. *Computers in Human Behavior*. 54, 25–33.
 28. Mason, M. (2010). Sample size and saturation in PhD studies using qualitative interviews. *Forum Qualitative Sozialforschung*. 11(3).
 29. McIntosh, M. J. & Morse, J. M. (2015). Situating and constructing diversity in semi-structured interviews. *Global Qualitative Nursing Research*. 2.
 30. Mohamed, N. & Ahmad, I. H. (2012). Information privacy concerns, antecedents and privacy measure use in social networking sites: Evidence from Malaysia. *Computers in Human Behavior*. 28(6), 2366–2375.
 31. Moreno, F. M., Lafuente, J. G., Carreón, F. Á. & Moreno, S. M. (2017). The Characterization of the Millennials and Their Buying Behavior. *International Journal of Marketing Studies*. 9(5), 135.
 32. Morse, J. M. (2000). Determining Sample Size. *In Qualitative Health Research*. 10(1), 3–5.

33. Naeem, M. (2019). Do social networking platforms promote service quality and purchase intention of customers of service-providing organizations? *Journal of Management Development*. 38(7), 561–581.
34. Naumovska, L. (2017). Marketing Communication Strategies for Generation Y – Millennials. *Business Management and Strategy*. 8(1), 123.
35. Nahar, S., Hasan, K. B. M. R., Chowdhury, T. S., Khan, S. & Zayed, N. M. (2020). Business Students' Attitude towards Internet Usage: A Strategic Analysis on the Students of University of Rajshahi, Bangladesh. *Academy of Strategic Management Journal (ASMJ)*. 19(1), 1-6.
36. Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N. & Hoagwood, K. (2015). Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research. *Administration and Policy in Mental Health and Mental Health Services Research*. 42(5).
37. Pitta, D. (2012). The challenges and opportunities of marketing to Millennials. *Journal of Consumer Marketing*. 29(2), 96–100.
38. Rahman, M. S., Hossain, M. A., Hoque, M. T., Rushan, M. R. I. & Rahman, M. I. (2021). Millennials' purchasing behavior toward fashion clothing brands: influence of brand awareness and brand schematicity. *Journal of Fashion Marketing and Management*. 25(1), 153–183.
39. Rai, N., Alkassim, R. S. & Tran, X. (2015). A Study On Purposive Sampling Method In Research Comparison of Convenience Sampling and Purposive Sampling. *Legal Research Methodology*.
40. Rai, N. & Thapa, B. (2019). A study on purposive sampling method in research. *Kathmandu: Kathmandu School of Law*. 1–12.
41. Ross, C., Orr, E. S., Sisic, M., Arseneault, J. M., Simmering, M. G. & Orr, R. R. (2009). Personality and motivations associated with Facebook use. *Computers in Human Behavior*. 25(2), 578–586.
42. Saunders, M. A., Lewis, P. & Thornhill, A. (2012). Research Methods for Business Students Sixth Edition Research Methods for Business Students. *Research Methods for Business Students*. 5.
43. Schatz, E. (2012). Rationale and procedures for nesting semi-structured interviews in surveys or censuses. *Population Studies*. 66(2), 183–195.
44. Smock, A. D., Ellison, N. B., Lampe, C. & Wohn, D. Y. (2011). Facebook as a toolkit: A uses and gratification approach to unbundling feature use. *Computers in Human Behavior*. 27(6), 2322–2329.
45. Statista. (2022). Internet and social media users in the world 2022 | Statista. *Statista Research Department*.

46. Suar, D., Jha, A. K., Das, S. S., Alat, P. & Patnaik, P. (2021). What Do Millennials Think of Their Past, Present, and Future Happiness, and Where Does Their Happiness Reside? *Journal of Constructivist Psychology*. 34(3), 345–361.
47. Tran, T. P. (2017). Personalized ads on Facebook: An effective marketing tool for online marketers. *Journal of Retailing and Consumer Services*. 39, 230–242.
48. Tran, T. P., Lin, C. W., Baalbaki, S. & Guzmán, F. (2020). How personalized advertising affects equity of brands advertised on Facebook? A mediation mechanism. *Journal of Business Research*. 120, 1–15.
49. Van den Broeck, E., Poels, K. & Walrave, M. (2018). An experimental study on the effect of ad placement, product involvement and motives on Facebook ad avoidance. *Telematics and Informatics*. 35(2), 470–479.
50. Wilk, V., Soutar, G. N. & Harrigan, P. (2019). Tackling social media data analysis: Comparing and contrasting QSR NVivo and Leximancer. *Qualitative Market Research*. 22(2), 94–113.
51. Wilson, R. E., Gosling, S. D. & Graham, L. T. (2012). A Review of Facebook Research in the Social Sciences. *Perspectives on Psychological Science*. 7(3), 203–220.
52. Xu, H., Luo, X., Carroll, J. M. & Rosson, M. B. (2011). The personalization privacy paradox: An exploratory study of decision making process for location-aware marketing. *Decision Support Systems*. 51(1), 42–52.
53. Yadav, U. S., Gupta, B. B., Peraković, D., Peñalvo, F. J. G. & Cvitić, I. (2022). Security and Privacy of Cloud-Based Online Social Media: A Survey. *EAI/Springer Innovations in Communication and Computing*. 213–236.
54. Yared, H., Grové, C. & Chapman, D. (2020). How does race play out in schools? A scoping review and thematic analysis of racial issues in Australian schools. *Social Psychology of Education*. 23(6), 1505–1538.