

ABSTRACT

DIGITAL DATA ADS: BEHAVIORAL INTENTION BASED ON ONLINE BEHAVIORAL ADVERTISING

The article's goal is to look at how people might be influenced to buy things by providing them personalized and targeted messages. The research, in particular, presents a framework of behavioral intention from consumers of online behavioral and digital data Ads (OBA), which may assist theoretical and empirical studies in better understanding consumer buying behaviour in the Hospitality or services marketing sector. Furthermore, the study focuses on the significance of privacy concerns in influencing the avoidance or acceptance of OBA. The Partial Least Squares-Structural Equation Modelling (PLS-SEM) approach was used to assess the study hypotheses utilizing data from a structured questionnaire. The Finding shows that OBA is a controversy style of advertising that elicits contradictory sentiments from customers. Acceptance of OBA is specifically tied to the relevance, credibility, usefulness, transparency, and privacy concerns of personalized ads, whilst the goal to avoid personalized advertisements is directly related to privacy concerns. As a result, OBA acceptance and avoidance influenced ad click intention and behavioral intention, both of which are critical for the success of data-driven digital advertising.

Keywords: Online Behavioral Advertising, Digital Marketing, Big Data-Driven Advertising, Digital Advertising, Digital-Data Ads, Behavioral Intention, Privacy Concerns, Digital-Data Transparency, Click Intention, Hospitality Marketing.

