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## **ВОСПРИЯТИЕ ПОТРЕБИТЕЛЯМИ AI-ПЕРСОНАЛИЗАЦИИ В МАРКЕТИНГЕ СОЦИАЛЬНЫХ СЕТЕЙ: ВОЗМОЖНОСТИ, РИСКИ И ЗНАЧЕНИЕ ДЛЯ УПРАВЛЕНИЯ БРЕНДОМ**

### Аннотация

В статье рассматривается восприятие потребителями персонализации в маркетинге социальных сетей, основанной на технологиях искусственного интеллекта. Цель исследования заключается в выявлении отношения молодых пользователей к алгоритмически персонализированному контенту и таргетированной рекламе, а также в определении влияния таких практик на доверие к брендам.

Методологическую основу работы составило количественное анкетирование 120 активных пользователей социальных сетей в возрасте преимущественно от 18 до 25 лет. Результаты исследования показывают, что персонализация воспринимается как полезный инструмент повышения релевантности и удобства, однако одновременно вызывает опасения, связанные с конфиденциальностью данных, непрозрачностью алгоритмов и ощущением цифрового наблюдения.

Ключевые слова: искусственный интеллект, цифровой маркетинг, социальные сети, персонализация, поведение потребителей, конфиденциальность данных, доверие к бренду.

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**CONSUMER PERCEPTION OF AI-DRIVEN  
PERSONALIZATION IN SOCIAL MEDIA MARKETING:  
OPPORTUNITIES, RISKS, AND IMPLICATIONS FOR BRAND  
MANAGEMENT**

**ABSTRACT**

Artificial intelligence (AI) has fundamentally transformed digital marketing by enabling highly personalized consumer experiences across social media platforms. Through machine learning algorithms, predictive analytics, and behavioral tracking systems, brands can deliver individualized content and targeted advertising in real time. While AI-driven personalization enhances relevance, engagement, and marketing efficiency, it simultaneously raises ethical concerns regarding privacy, transparency, and user autonomy. This study investigates consumer perceptions of AI-based personalization on social media platforms, particularly Instagram and TikTok, with a focus on perceived benefits, risks, and implications for brand trust.

The research employed a quantitative cross-sectional survey design involving 120 active social media users aged primarily between 18 and 25. Data were collected using structured Likert-scale questionnaires distributed online. The findings demonstrate that users generally appreciate personalization for improving convenience, content relevance, and overall user experience. However, respondents also expressed significant concerns regarding excessive data collection, algorithmic opacity, and intrusive advertising practices. The results reinforce the personalization–privacy paradox, illustrating the tension between consumers' desire for personalized experiences and their concerns about surveillance and digital privacy.

The study contributes to the growing literature on AI-driven marketing by integrating empirical findings with Privacy Calculus Theory and contemporary discussions surrounding ethical AI implementation. The research further emphasizes the importance of transparency, responsible data governance, and consumer trust in the successful deployment of AI-powered personalization strategies. Practical recommendations are proposed for brand managers seeking to balance technological innovation with ethical responsibility and long-term consumer loyalty.

Keywords: artificial intelligence, personalization, social media marketing, consumer behavior, digital privacy, brand trust, ethical AI, Generation Z, algorithmic advertising, consumer perception

## 1. INTRODUCTION

Artificial intelligence has become one of the most influential technological forces shaping contemporary marketing practices. Over the last decade, rapid advancements in machine learning, natural language processing, and predictive analytics have significantly transformed how organizations communicate with consumers in digital environments. Social media platforms such as Instagram and TikTok increasingly rely on sophisticated recommendation algorithms capable of analyzing user behavior, preferences, engagement patterns, and interaction history in order to personalize content feeds and advertising experiences.

AI-driven personalization enables brands to improve communication efficiency, optimize customer targeting, and strengthen emotional engagement with consumers. Personalized recommendations and targeted advertisements often increase click-through rates, conversion levels, and consumer satisfaction by reducing irrelevant information and improving content relevance. Consequently, AI-based marketing has become a central component of modern digital brand management strategies.

However, alongside these benefits, increasing concerns have emerged regarding data privacy, algorithmic transparency, surveillance, and manipulation. Many users express discomfort when advertisements appear excessively personalized or when algorithms demonstrate an unexpectedly accurate understanding of personal preferences and behaviors. Such reactions reflect broader ethical debates concerning the role of AI in shaping consumer decision-making and digital autonomy.

This phenomenon is particularly relevant among Generation Z users, who represent the most active demographic group on visually oriented social media platforms while simultaneously demonstrating heightened awareness of privacy and digital ethics. Although younger users are highly familiar with algorithmic environments, recent studies indicate that they remain concerned about intrusive advertising practices and the commercialization of personal data.

The present study aims to examine consumer perceptions of AI-driven personalization in social media marketing. Specifically, the research investigates four primary dimensions:

1. User awareness of AI technologies;
2. Attitudes toward personalized content and advertising;
3. Perceived benefits and risks of personalization;

#### 4. The impact of personalization on brand trust.

The study contributes to the academic literature by combining empirical survey findings with theoretical perspectives such as Privacy Calculus Theory and the personalization–privacy paradox. Additionally, the research provides practical insights for marketers and brand managers seeking to implement ethical and consumer-centered AI strategies within digital environments.

## 2. LITERATURE REVIEW

### 2.1 AI in Social Media Marketing

Artificial intelligence has significantly altered the operational structure of digital marketing by enabling automated personalization and predictive targeting. AI systems process large volumes of behavioral and demographic data to generate individualized recommendations, adaptive advertising campaigns, and personalized user experiences. Contemporary social media platforms increasingly depend on algorithmic curation systems that continuously optimize content delivery based on engagement metrics and inferred consumer interests.

Research demonstrates that AI-driven personalization can improve marketing efficiency by increasing user engagement, reducing cognitive overload, and enhancing customer satisfaction. According to Teepapal (2025), personalized digital experiences positively influence consumer interaction and platform engagement when recommendations are perceived as relevant and beneficial.

### 2.2 Consumer Perception and Psychological Responses

Consumer reactions toward AI personalization remain complex and multidimensional. The Stimulus–Organism–Response (S-O-R) framework suggests that algorithmic stimuli influence internal psychological states such as trust, perceived usefulness, emotional comfort, and privacy concerns, which subsequently shape behavioral outcomes.

Positive consumer responses generally emerge when personalization enhances convenience without violating personal boundaries. Younger users frequently appreciate curated content that aligns with their interests and simplifies information processing. However, excessively accurate recommendations often generate feelings of discomfort, surveillance, and “creepiness,” particularly when users cannot clearly understand how algorithms acquire and interpret personal data.

Cloarec (2024) argues that algorithmic opacity intensifies consumer anxiety because users often possess only partial understanding of AI systems. This lack of transparency contributes to skepticism regarding data collection practices and corporate intentions.

### 2.3 The Personalization–Privacy Paradox

The personalization–privacy paradox represents one of the central theoretical concepts within contemporary digital marketing research. Consumers simultaneously desire personalized experiences while expressing concerns regarding privacy intrusion and excessive data collection. Privacy Calculus Theory proposes that individuals evaluate personalization by balancing perceived benefits against potential risks.

Benefits such as convenience, relevance, and entertainment are often immediate and visible, whereas privacy risks remain abstract and long-term. Consequently, consumers frequently experience cognitive dissonance when engaging with personalized platforms.

McKee, Dahl, and Peltier (2024) further identify the “avoidance–annoyance paradox,” whereby users attempt to protect privacy by restricting tracking mechanisms but subsequently become frustrated by less relevant advertising experiences. This paradox highlights the increasingly complex relationship between personalization and consumer autonomy.

### 2.4 Trust, Ethics, and Responsible AI

Trust functions as a critical mediator between personalization and consumer acceptance. Studies indicate that transparency, ethical data management, and user control significantly improve consumer attitudes toward AI-based marketing practices. Conversely, intrusive personalization strategies can damage brand credibility and weaken long-term consumer relationships.

The growing discussion surrounding responsible AI emphasizes fairness, accountability, transparency, and human oversight in algorithmic systems. Ethical AI implementation is increasingly viewed not only as a regulatory necessity but also as a competitive advantage capable of strengthening consumer trust and brand loyalty.

Despite substantial scholarly attention, many studies prioritize technological efficiency and advertising performance while providing limited examination of emotional reactions and ethical perceptions among Generation Z social media users. The present study addresses this research gap by focusing specifically on consumer attitudes toward AI-driven personalization within visually immersive digital platforms.

### 3. METHODOLOGY

#### 3.1 Research Design

This study employed a quantitative cross-sectional survey design aimed at examining consumer perceptions of AI-driven personalization in social media marketing. A structured online questionnaire was distributed using Google Forms to ensure accessibility, anonymity, and standardized data collection procedures.

#### 3.2 Sample and Data Collection

Data collection was conducted between October and November 2025 through university networks and social media communities. The final sample included 120 valid responses obtained from active social media users.

The demographic profile revealed that 92% of respondents were aged between 18 and 25. Female participants represented 54% of the sample, while 46% were male. Instagram usage was reported by 87% of participants, whereas 76% actively used TikTok on a daily basis.

Convenience sampling was selected due to the exploratory nature of the study and the focus on digitally active Generation Z users.

#### 3.3 Research Instrument

The questionnaire consisted of five major sections:

- awareness of AI technologies;
- attitudes toward personalized content;
- perceived benefits of personalization;
- perceived risks and privacy concerns;
- the influence of personalization on brand trust.

Responses were measured using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). Several open-ended questions were also included to obtain qualitative insights regarding emotional reactions and user experiences.

A pilot test involving 15 participants was conducted prior to full distribution. Reliability testing produced Cronbach's alpha values above 0.78, indicating acceptable internal consistency across measurement scales.

### 3.4 Data Analysis

Descriptive statistical analysis was applied to identify dominant patterns and trends within the collected data. Mean values, percentages, and comparative interpretations were used to examine user attitudes and perceptions. Qualitative comments supplemented quantitative findings and provided additional contextual interpretation.

## 4. RESULTS

### 4.1 Awareness of AI Technologies

The findings demonstrate high general awareness regarding AI-driven personalization practices. Approximately 78% of respondents acknowledged that social media platforms use AI algorithms to personalize content and advertisements. However, only 42% reported clear understanding of how these algorithms function.

A significant proportion of participants demonstrated partial or limited knowledge regarding algorithmic mechanisms, suggesting that awareness does not necessarily correspond with technological understanding.

### 4.2 Attitudes Toward Personalized Content

Most respondents expressed generally favorable attitudes toward personalized recommendations. Approximately 64% agreed that AI-driven personalization improves content relevance and enhances overall platform experience. Participants frequently indicated that personalized feeds reduce information overload and simplify content discovery.

Targeted advertising also received relatively positive evaluations when perceived as useful and contextually appropriate.

### 4.3 Perceived Benefits of AI Personalization

The primary advantages identified by respondents included:

- increased convenience;
- improved content relevance;
- time efficiency;

- enhanced entertainment value;
- simplified product discovery.

Many participants emphasized that personalized recommendations make social media interaction more efficient and engaging.

#### 4.4 Privacy Concerns and Perceived Risks

Despite recognizing benefits, respondents simultaneously expressed substantial concerns regarding digital privacy and surveillance. Approximately 74% reported discomfort regarding data collection practices, while 59% described some advertisements as excessively personal or intrusive.

Qualitative responses frequently reflected concerns such as:

“Sometimes advertisements appear too accurate.”

“It feels like platforms know too much about me.”

“I do not fully understand how algorithms collect information.”

These findings reinforce the personalization–privacy paradox identified within existing literature.

#### 4.5 Impact on Brand Trust

The relationship between personalization and trust was highly dependent on perceived transparency. Approximately 48% of respondents reported increased trust toward brands that implement personalization responsibly and transparently.

Conversely, excessive targeting practices reduced trust and generated skepticism toward both brands and digital platforms. Respondents emphasized the importance of user control, ethical data management, and transparency in maintaining positive brand relationships.

## 5. DISCUSSION

The findings reveal the fundamentally ambivalent nature of consumer perceptions toward AI-driven personalization. While users appreciate convenience, relevance, and efficiency, they simultaneously experience discomfort regarding surveillance, privacy intrusion, and algorithmic opacity.

The results strongly support Privacy Calculus Theory, demonstrating that consumers continuously evaluate the trade-off between personalization benefits and privacy risks. Importantly, the study indicates that emotional reactions toward AI systems are heavily influenced by transparency and perceived ethical responsibility.

The findings also challenge assumptions that Generation Z users are universally comfortable with extensive data collection practices. Although younger consumers are deeply integrated into digital ecosystems, they demonstrate increasingly sophisticated awareness regarding privacy and algorithmic influence.

For brand managers, these findings highlight the necessity of balancing technological innovation with ethical responsibility. AI-driven personalization cannot be viewed solely as a performance optimization mechanism; rather, it must be approached as a trust-management strategy requiring transparency, accountability, and respect for consumer autonomy.

The study additionally contributes to current discussions surrounding responsible AI implementation by emphasizing the importance of user-centered algorithmic design. Brands capable of integrating personalization with ethical communication strategies are more likely to maintain long-term consumer trust and loyalty.

## 6. PRACTICAL RECOMMENDATIONS

Based on the findings, several practical recommendations can be proposed for organizations implementing AI-driven personalization strategies:

1. Increase transparency regarding data collection and algorithmic processes.
2. Provide consumers with greater control over personalization settings and privacy preferences.
3. Avoid excessively intrusive advertising practices that may generate feelings of surveillance or manipulation.
4. Implement ethical AI governance frameworks emphasizing fairness, accountability, and responsible data management.
5. Educate consumers regarding the functioning and purpose of AI-based recommendation systems.
6. Prioritize long-term trust and relationship building rather than short-term engagement metrics.
7. CONCLUSION

This study examined consumer perceptions of AI-driven personalization in social media marketing and explored both the opportunities and ethical challenges associated with algorithmic targeting.

The findings demonstrate that consumers generally appreciate personalization when it improves relevance, convenience, and user experience. Nevertheless, substantial concerns persist regarding privacy, transparency, and intrusive advertising practices. The study confirms the continuing relevance of the personalization–privacy paradox within contemporary digital environments.

Trust emerged as one of the most significant factors influencing consumer acceptance of AI-powered marketing strategies. Transparent communication, ethical data practices, and user autonomy appear essential for maintaining positive brand relationships in increasingly algorithmic digital ecosystems.

Ultimately, the effectiveness of AI-driven personalization depends not only on technological sophistication but also on the ability of organizations to balance innovation with ethical responsibility and consumer trust.

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