

# Chapter 8

## Web Personalization: Consumer Perspective

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### **ABSTRACT**

*In today's competitive conditions, it is seen that consumers take an active role and participate in production processes. One way to meet the needs of consumers with different needs and desires is personalization applications developed with the support of information technologies. Personalization in the digital environment is considered valuable for businesses and consumers to research due to its unique contribution. In this chapter, web personalization applications are evaluated from the consumers' perspective. In this chapter, the literature on web personalization is examined. The advantages, disadvantages, and timing of web personalization are discussed. It is also discussed from the consumer perspective of web personalization. Factors that make web personalization valuable to consumers and factors that detract from personalization are discussed. As a result, it has been seen that web-based personalization interacts with technology and is important in meeting the needs of today's consumers.*

### **INTRODUCTION**

With technology becoming a necessity in our modern life, computers and the internet, personalized services have begun to be adapted to technology. In this context, instead of the static and repetitive Web applications, platforms, and interfaces used, applications that can offer different interfaces, visuals, and audio to different users for the same applications have begun to be used. These applications can be

DOI: 10.4018/979-8-3693-3811-7.ch008

user-oriented and need-oriented. A better service can be provided to users by using dynamic applications that update themselves in line with personal characteristics. In this way, customer satisfaction is increased as a commercial benefit. It will be possible to provide customer-oriented service and receive feedback (Yaşar, 2014, p. 1).

Providing a valuable website experience is becoming important for marketers. Competition between content on the internet to attract consumers' attention is remarkable. Producing regular content provides an engaging experience on websites. This online competitive environment causes companies to place increasing emphasis on web personalization.

Personalization attracts attention in various fields such as economics, management, business, sociology, psychology, education, healthcare, information systems, computer science, and especially consumer behavior. As experience in navigating the website is important, so is the experience of web personalization and its value to consumers (Agarwal & Prasad, 1998, p. 205).

Web personalization application addresses today's current marketing approaches. Having a close relationship with customers is effective in establishing one-on-one interactive communication with customers. Web personalization focuses on marketing and puts the customer first. Personalization is related to the process of creating content and format of the website specific to the right customer at the right time (Akan & Tanyeri, 2020, p.1454).

Web personalization is not a new term. It is a feature that became popular in the mid-1990s and adds user experience-enhancing features to websites. In practice, it has a broader meaning that includes but is not limited to, customizing the product or customizing the content of the message. Personalization is defined as the activity of developing personalized communications for a specific customer based on the customer's implied or stated interests. It is conceptualized as the firm's ability to identify customers individually through customized individual messages (Tran, 2017, p. 231).

Despite the high practical and theoretical importance of personalization features, there are deficiencies regarding the mechanisms that affect customers' valuation. In the literature on web personalization, it remains unclear what specific personalization techniques, the impact of personalization on users' purchasing intentions, and what the different personalization features are (Michael & Ferdinand, 2015, p. 2). In addition, product-related risks may arise in personalization activities carried out on the web. The issue is still being discussed in terms of the risks incurred in personalization activities and the effectiveness of the activity for customers (Tam & Ying Ho, 2006, p. 866).

This section discusses web personalization from the consumer's perspective by analyzing the web personalization experience. Information will be given about the purpose, importance, and development stages of web personalization. Additionally,

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