

Young Consumers' Assessment of Hyper-Personalized Ads and Privacy Perceptions: Cross-Cultural Insights from Turkey and the Netherlands.

Burcu Yaman Akyar¹, Ebru Uzunoğlu^{1&2}, and Selin Türkel¹

1. *Faculty of Communication, Izmir University of Economics, Izmir, Turkey*

2. *Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia*

Corresponding author: Burcu Yaman Akyar (e-mail: burcu.yaman@ieu.edu.tr)

Address: Izmir University of Economics, Sakarya Cad. No: 156 Balçova-İzmir, Turkey, 35330

Abstract

This cross-cultural research, conducted in Turkey and the Netherlands, aims to explore how young consumers evaluate hyper-personalized ads in relation to their perception of privacy. Data collected through open-ended questions will provide insights into how they prioritize their privacy and under what circumstances they would consent to privacy breaches. By employing semantic network analysis as the methodological approach, this study seeks to uncover not only cross-cultural differences but also shared meanings within the global youth culture.

Keywords: Personalization, privacy, privacy concern, semantic network analysis, cross – cultural