

Personality and Responses to Personality-fit Advertisements. The Moderating Role of Rationality – Experientiality and Brand Familiarity

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Abstract

The growing role of AI in ads creation and its ability to use digital footprints to target audiences raises questions about traits' susceptibility to profiling, and the role of moderators. This paper focuses on rationality-experientiality and brand familiarity as moderators of the relationships between Big Five personality traits and responses to tailored ads. Participants (N=308) viewed 2x5 ads tailored to appeal to Big Five traits, evaluated them on scales, and completed QB6 and REI questionnaires. Four out of five personality traits were found to shape responses to tailored ads (Extraversion, Neuroticism, Openness, Conscientiousness). Marginal effects of REI-Rationality on relationships between personality traits and responses to tailored ads (moderation for Extraversion only) were detected. Effects of REI-Experientiality were noteworthy (moderations for Extraversion, Neuroticism, Conscientiousness) which can be explained by affective processes involved. Moderating effects of brand familiarity were negligible meaning that any brand can benefit from profiled advertising.