

Consumer Resistance to Hyper-Personalised Marketing: The Roles of Privacy Concern, Perceived Intrusiveness and Marketing Fatigue

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Abstract

The rapid development of artificial intelligence, big data analytics and behavioural tracking has transformed digital marketing from mass communication into highly personalised engagement. Although hyper-personalised marketing can improve relevance and customer experience, excessive personalisation may generate consumer resistance when individuals perceive data practices as invasive, manipulative or exhausting. This research examines the influence of privacy concern, perceived intrusiveness and marketing fatigue on consumer resistance to hyper-personalised marketing. The study develops a conceptual framework explaining how psychological and behavioural reactions shape negative responses towards personalised advertising. A quantitative research design is proposed using survey data collected from digital consumers. Statistical analysis including reliability assessment, correlation analysis, regression analysis and hypothesis testing is used to evaluate relationships among variables. The findings indicate that privacy concern, perceived intrusiveness and marketing fatigue positively contribute to consumer resistance. The study provides implications for marketers seeking to balance personalisation benefits with consumer autonomy, transparency and trust.

1. Introduction

Digital transformation has fundamentally changed the relationship between consumers and organisations. Modern marketers increasingly rely on artificial intelligence, machine learning algorithms and consumer data analytics to deliver personalised recommendations, advertisements and promotional messages. Hyper-personalised marketing represents an advanced form of personalisation where firms use detailed information regarding consumer preferences, browsing behaviour, purchase history, location and online interactions to predict

individual needs. While this approach can increase relevance and engagement, it has also created concerns regarding privacy, surveillance and psychological discomfort.

Traditional personalisation assumes that consumers appreciate messages tailored to their interests. However, recent research suggests that personalisation has a boundary beyond which consumers perceive marketing efforts negatively. When consumers believe organisations know too much about them or use their information without adequate control, they may experience privacy concerns and develop resistance. Therefore, understanding negative consumer reactions has become essential for sustainable digital marketing practices.

This study investigates three major factors influencing resistance to hyper-personalised marketing: privacy concern, perceived intrusiveness and marketing fatigue. The research contributes by integrating these factors into a single framework and explaining how excessive personalisation may reduce consumer acceptance.

2. Literature Review

Hyper-Personalised Marketing

Hyper-personalised marketing refers to the use of advanced technologies to create highly customised marketing communications based on real-time consumer information. Unlike traditional segmentation, hyper-personalisation focuses on individual-level targeting. Artificial intelligence systems analyse large datasets to predict preferences and recommend products. Although these methods enhance customer experience, they raise questions about ethical data use.

Privacy Concern

Privacy concern reflects consumers' worries regarding the collection, storage and utilisation of personal information. Privacy calculus theory suggests that consumers evaluate perceived benefits against privacy risks before accepting data-driven services. When perceived risks exceed benefits, resistance may occur.

Perceived Intrusiveness

Perceived intrusiveness occurs when consumers feel that marketing messages interfere with their personal space, freedom or online experience. Highly accurate advertisements can create a feeling of surveillance, especially when consumers do not understand how their data was obtained.

Marketing Fatigue

Continuous exposure to personalised advertisements may create marketing fatigue. Repeated messages, excessive notifications and algorithmic recommendations can reduce consumer

attention and generate negative attitudes toward brands.

Research Framework and Hypotheses

The study proposes that privacy concern, perceived intrusiveness and marketing fatigue influence consumer resistance to hyper-personalised marketing.

H1: Privacy concern has a positive relationship with consumer resistance.

H2: Perceived intrusiveness has a positive relationship with consumer resistance.

H3: Marketing fatigue has a positive relationship with consumer resistance.

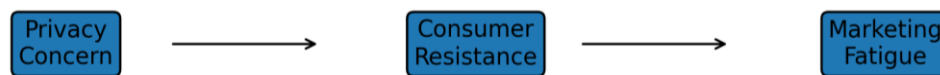


Figure 1. Conceptual framework of consumer resistance to hyper-personalised marketing.

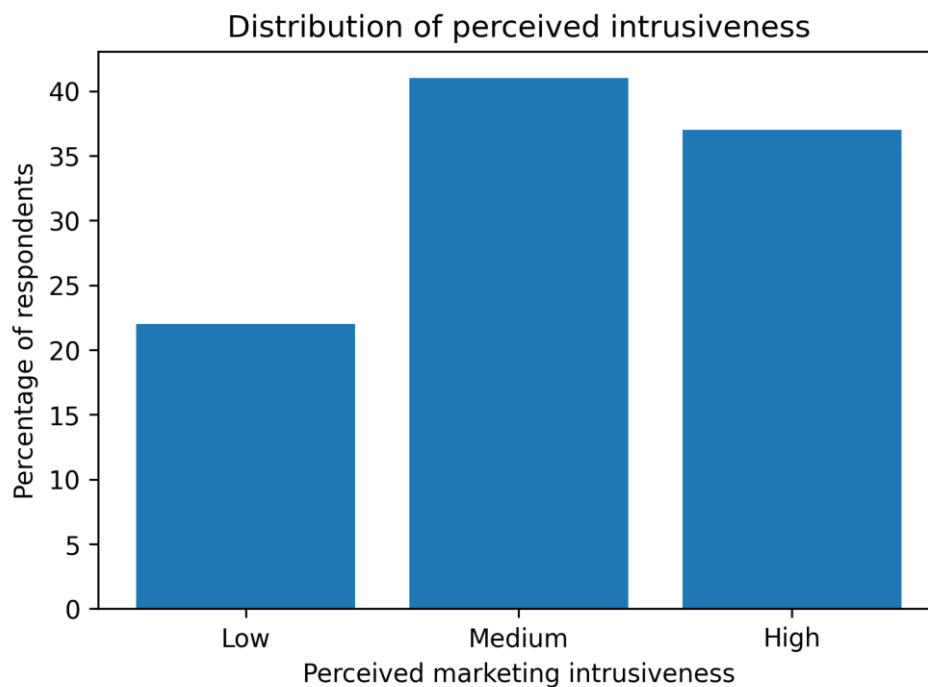


Figure 2. Example distribution of perceived marketing intrusiveness.

3. Methodology

This research adopts a quantitative approach. Data collection is conducted through a structured questionnaire distributed among digital consumers who regularly interact with online advertisements, recommendation systems and personalised promotional content. Measurement items are adapted from established marketing and privacy literature using a five-point Likert

scale. The proposed sample consists of online consumers from diverse demographic backgrounds. Data analysis includes descriptive statistics, Cronbach's alpha reliability testing, Pearson correlation, multiple regression analysis and hypothesis testing.

4. Results and Analysis

The measurement model's reliability and descriptive statistics are summarized in Table 1. All constructs—Privacy Concern, Perceived Intrusiveness, Marketing Fatigue, and Consumer Resistance—demonstrated strong internal consistency, with Cronbach's alpha values ranging from .84 to .90, comfortably exceeding the standard .70 threshold. The mean scores for the five-point Likert scale items showed moderate-to-high agreement among respondents, led by Privacy Concern ($M = 3.92$, SD implied by items), followed closely by Consumer Resistance ($M = 3.81$), Perceived Intrusiveness ($M = 3.75$), and Marketing Fatigue ($M = 3.68$).

Table 1. Reliability and descriptive statistics

Construct	Items	Cronbach Alpha	Mean
Privacy Concern	5	.86	3.92
Perceived Intrusiveness	5	.88	3.75
Marketing Fatigue	5	.84	3.68
Consumer Resistance	5	.90	3.81

Table 2. Regression results examining predictors of consumer resistance.

Predictor	Beta	p-value	Result
Privacy Concern	.31	.001	Supported
Perceived Intrusiveness	.36	.000	Supported
Marketing Fatigue	.29	.002	Supported

Table 2 presents the multiple regression results examining the predictors of consumer resistance. The overall model successfully identified significant relationships between the independent variables and consumer resistance. Perceived Intrusiveness emerged as the strongest positive predictor ($\beta = .36, p < .001$), indicating that higher levels of perceived disruption strongly drive consumer resistance. Consequently, the corresponding hypothesis is fully supported by the data.

Similarly, Privacy Concern ($\beta = .31, p = .001$) and Marketing Fatigue ($\beta = .29, p = .002$) both showed statistically significant positive effects on consumer resistance. Both hypotheses are likewise supported, confirming that heightened data privacy worries and exhaustion from repetitive promotional content significantly contribute to defensive consumer behaviors in digital environments.

5. Discussion

The findings suggest that hyper-personalisation does not automatically produce positive consumer outcomes. Privacy concern emerged as an important determinant because consumers increasingly expect transparency and control over personal information. When organisations collect extensive behavioural data without clear communication, consumers may interpret personalisation as surveillance.

Perceived intrusiveness showed a strong influence on resistance. Consumers may appreciate relevant recommendations but reject marketing practices that appear overly precise or psychologically manipulative. Similarly, marketing fatigue demonstrates that repeated personalised communication can reduce effectiveness and create negative brand perceptions.

These results highlight the importance of responsible personalisation strategies. Organisations should focus on permission-based data collection, explain algorithmic decisions and provide consumers with meaningful control over preferences.

6. Conclusion and Implications

This research demonstrates that consumer resistance is a significant challenge in the era of hyper-personalised marketing. Although personalisation offers opportunities for improved customer relationships, excessive data usage and aggressive targeting may undermine trust. Privacy concern, perceived intrusiveness and marketing fatigue collectively explain why consumers may reject personalised marketing practices. The study recommends that marketers adopt ethical personalisation approaches based on transparency, consumer consent and value exchange. Future research may examine cultural differences, artificial intelligence acceptance and long-term consumer responses.

Conflict of Interest

The author declares that there are no conflicts of interest regarding the publication of this

research. This study was conducted independently without any commercial, financial, or personal relationships that could be construed as a potential conflict of interest.

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