

# Consumer Perception of AI-Driven Personalization in Marketing

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**Abstract:** *In the current digital era, AI-driven personalization has become a cornerstone of marketing strategy, yet the line between "helpful" and "intrusive" remains thin. This study explores consumer perceptions of these technologies through qualitative interviews with 20 participants. Using a thematic analysis approach, the research examined how personalized offers influence brand trust and where consumers draw the line regarding their privacy.*

*The findings reveal a complex "Privacy Paradox": while most participants value the convenience and time-saving aspects of AI recommendations, a significant majority expressed "surveillance anxiety" triggered by location-based ads or suggestions that feel too personal. A recurring theme across the data is the desire for transparency; participants overwhelmingly demanded greater control over the digital profiles companies build about them. These insights suggest that for AI marketing to be sustainable, brands must prioritize consumer autonomy and clear communication to transform "creepy" interactions into high-value, trust-based relationships*

**Keywords:** AI, creepy, Digital Marketing, Privacy Paradox, personalization

