A Study On Customer Perception And Satisfaction On Personalized Markreting In Coimbatore City

Ms. Reenasri. M – III B. Com (Professional Accounting), Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

Ms. P. Maheswari, Assistant Professor, Department of Commerce with Professional Accounting, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

ABSTRACT

In today's digital world, personalized marketing is a crucial tool for businesses to engage with customers. By utilizing data of customer data, preferences, and behaviors, companies can deliver highly tailored messages and offers. Advanced technologies such as artificial intelligence and big data are enabling businesses to gain a deeper understanding of their customer base, creating more relevant and impactful experiences. However, in same side of its benefits, personalized marketing raises concerns related to data privacy and the security of personal information. This study examines customer perceptions and satisfaction with personalized marketing in Coimbatore. It highlights that while location-based offers and personalized email promotions are regarded as the most effective, concerns regarding irrelevant or too frequent messages and privacy risks persist. The findings suggest that for personalized marketing to be successful, businesses must prioritize transparency in data usage, ensure relevance in messaging, and respect customer preferences. These insights can assist businesses in enhancing their personalized marketing strategies while preserving customer trust and satisfaction.

KEYWORDS

Personalized Marketing, Customer Perception, Customer Satisfaction.

1. INTRODUCTION

Personalized marketing has become a best strategy for businesses to connect with their customers by offering content based on their interests, geo and behavior. It helps improve customer engagement, satisfaction, and loyalty. With growing use of digital tools, customers now expect brands to understand their needs. Concerns regarding data privacy and trust was improving. This study explores how customers in Coimbatore view personalized marketing and how it affects their satisfaction with the brand experience.

2. STATEMENT OF THE PROBLEM

Businesses use personalized marketing techniques to connect better with customers by offering personalized content. While many customers find this helpful, others worry about how their data is collected and used. These concerns can reduce trust. To market effectively, companies must understand customer views on personalization - what they find valuable and where they feel it crosses a line. This study explores these perspectives in Coimbatore to help strike a balance between relevance and privacy.

3. SCOPE OF THE STUDY

Based on the above problem, this study focuses on customer awareness, satisfaction, and reactions to personalized marketing. It looks at how personalized messages impact their brand experience and what factors make such marketing more acceptable or concerning. The goal is to gather customer insights that can guide better, trust-based marketing strategies.

4. OBJECTIVES OF THE STUDY

- To find out what factors make personalized marketing more effective.
- To understand the risks and challenges that come with using personalized marketing.
- To study customer opinions and see how personalized marketing affects their satisfaction.

5. RESEARCH METHODOLOGY

Research methodology is a comprehensive strategy or blueprint used to conduct a research project. It outlines the steps that will be taken to collect and analyze data, as well as the theoretical framework that will guide the research. A well-defined research methodology is essential for ensuring that a research project is rigorous, reliable, and valid. A robust research methodology rests on key pillars:

5.1 RESEARCH DESIGN

- Sample Size: 120 respondents.

- Sample Type: Convenience sampling.

- Analysis Tools: Simple percentage analysis, frequency, Likert scale analysis, rank analysis.

- Primary Data: Collecting 120 respondents through a questionnaire.

- Secondary Data: Articles, journals, and websites.

6. LIMITATIONS OF THE STUDY

- The study includes only 120 participants, which may not reflect the full diversity of customer opinions.

- Insights are limited to Coimbatore city, and may not be generalizable to other locations.

- Responses were self-reported, which can sometimes lead to biased or inaccurate data.

7. DATA ANALYSIS & INTERPRETATION

7.1 LIKERT SCALE ANALYSIS

Likert Scale Analysis is a rating scale used in survey to measure the respondents' attitudes or opinion. It consists of a set of statements where respondents indicate their level of agreement or disagreement.

FORMULA

$$LIKERT = \frac{\sum(fx)}{\text{Total number of respondents}}$$

F= Number of respondents

X= Likert scale value

$\sum(fx)$ = Total score

MID VALUVE

It indicates the middle value of Likert scale.

TABLE 7.1.1

TABLE SHOWING RELVEANCE OF RESPONDENTS INTEREST TO MAKE PERSONALIZED MARKETING APPEALING

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Very important	34	5	170
2	Important	8	4	32
3	Moderately important	6	3	18
4	Slightly important	7	2	14
5	Not important	65	1	65
	TOTAL	120		299

LIKERT SCALE = $\sum$(FX)/Total no. of. respondents

$$= 299/120$$

$$= 2.49$$

INFERENCE

Likert scale value 2.49 is less than the middle value (3), so the respondents consider interest to make personalized marketing appealing as very important factor during personalized marketing decision.

TABLE 7.1.2

TABLE SHOWING EXCLUSIVE DISCOUNTS TO MAKE PERSONALIZED MARKETING APPEALING

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOTAL (FX)
1	Very important	29	5	145
2	Important	20	4	80
3	Moderately important	15	3	45
4	Slightly important	53	2	106
5	Not important	3	1	3
	TOTAL	120		379

LIKERT SCALE = $\sum$(FX)/Total no. of. respondents

= 379/120

=3.16

INFERENCE

Likert scale value is 3.16 is greater than the middle value (3), so the respondents consider exclusive discount in personalized marketing as an slightly important factor during personalized marketing decision.

7.2 RANK ANALYSIS

Rank means ordering data points from greatest to least or vice versa and assigning an ordinal number to determine relative position, ranking, can simplify data and makes it easier to compare and understand.

TABLE 7.2.1

TABLE SHOWING RANK OF THE RESPONDENTS OF WHICH PERSONALIZED MARKETING IS MOST EFFECTIVE

SOURCES	RANK 5	RANK 4	RANK 3	RANK 2	RANK 1	TOTAL	RANK
Personalized email offers	58 (1)	18 (2)	10 (3)	6(4)	28 (5)	288	5
Product recommendation based on browsing history	15 (1)	48 (2)	20 (3)	32 (4)	5(5)	324	4
Discounts based on past purchases	6(1)	14 (2)	67 (3)	8(4)	25 (5)	392	3
Location based offers	6(1)	34 (2)	7(3)	58 (4)	15 (5)	402	1
Social media targeted ads	35 (1)	6(2)	16 (3)	16 (4)	47 (5)	394	2

INTERPRETATION

The above table shows that personalized email offers ranked as 5, product recommendation based on browsing history ranked as 4, discounts based on browsing history ranked as 3, location based offers ranked as 1, social media targeted ads ranked as 2.

INFERENCE

Majority of the respondents have ranked location based offers as first source which helps them to gather accuracy of location based offers about personalized marketing.

8. FINDINGS & SUGGESTIONS

8.1 FINDINGS:

- Personalized marketing increases engagement and interest among customers.
- A large portion of respondents are below 25 years old, male, and students.
- Many receive personalized messages occasionally, with mixed feelings about relevance and privacy.
- Social media ads are the most preferred channel for receiving personalized content.
- The biggest concern is receiving irrelevant or excessive messages.
- Key factors influencing personalized marketing include exclusive discounts, clear benefits, timing, and privacy.
- Online research is the top source for identifying effective location-based personalized offers.

8.2 SUGGESTIONS:

- Clearly communicate how customer data is used in marketing.
- Provide easy-to-access opt-in and opt-out features for personalized messages.
- Limit messaging to relevant, insightful and meaningful content based on user preferences.
- Use real-time feedback and reports to adjust personalization messaging, effective ways and avoid overwhelming the customer.
- Ensure personalization strategies respect privacy while being interactive and customer-focused.
- Focus on message quality rather than quantity to improve brand trust and loyalty.

9. CONCLUSION

Personalized marketing plays a major role in the point of enhancing the customer experience by delivering tailored content based on interests and behavior. While it adds value by improving relevance and satisfaction, it must be handled with transparency and care to avoid privacy concerns.

Customers prefer personalization that is helpful and engaging, not intrusive. When businesses prioritize ethical data use, clear communication, and customer control, personalized marketing becomes a powerful tool to build long-term trust and loyalty. Brands should strive for a balanced approach - personalized, but respectful—to stay competitive and customer-friendly in a data-driven market.

10. REFERENCES

- Ukka, I. (2024). The Role of Digital Public Relations in Crisis Management: A Case Study of Palestinian Education Authorities During the COVID-19 Pandemic. In Artificial Intelligence and Sustainable Economic Growth in the Age of Industry 5.0.

- Wartiningsih, E., Mustofa, A., & Sinaga, M. O. (2024). Exploring the Impact of Digital Marketing Strategies on Consumer Engagement and Brand Loyalty: Evidence from Indonesian E-Commerce Platforms. Journal of Business Administration and Entrepreneurial Innovation.

- Lin, M., Jeong, Y., Zhang, Y., & Liu, Z. (2024). Improving Customer Loyalty in E-Commerce: The Role of Personalization and Consumer Flow States. Journal of the Korea Society of Computer and Information.

- Gonzalez, M., & Rabbi, F. (2024). Assessing the Influence of Big Data on Personalized E-Commerce Experiences and Customer Retention. Journal of Computational Social Dynamics.

- Chhabria, S. G., Gupta, S., & Gupta, H. (2023). Investigating Personalized Marketing's Effect on Customer Satisfaction and Loyalty in Fashion Retail. International Journal of Computer Applications.

- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Trends and Future Directions in Personalized Marketing for E-Commerce. Psychology & Marketing.

- Božić-Kudrić, N. (2022). Personalized User Experience and Its Effect on Customer Satisfaction and Loyalty in E-Commerce. Master's thesis, University of Zagreb.

- Kumari, J. A., & Gotmare, P. R. (2021). Consumer Behavior and the Impact of Personalized Pricing in E-Commerce. Eurasian Journal of Business and Economics.

- Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019). Examining the Role of E-Commerce Quality in Customer Risk Perception, Satisfaction, Value, and Loyalty.

- Aslam, W., Hussain, A., Farhat, K., & Arif, I. (2019). Key Factors Influencing Consumer Trust and Loyalty in E-Commerce. Business Perspectives and Research.

- Zalova, Z., & Karaduman, I. (2018). Impact of Personalized Online Promotions on Consumer Loyalty: A Turkish Perspective. Journal of Business Management and Economic Research.

- Tubulekas, A. (2017). The Role of Personalized Email Marketing in Loyalty Programs for Non-E-Commerce Businesses. KTH Royal Institute of Technology.

- Sivanesan, G., & Vivekanantha, S. (2015). Exploring Internal Customer Satisfaction at Kauvery Hospital, Tiruchirappalli. International Journal of Management.

- Uma, K., & Chandramowleeswaran, G. (2015). The Influence of Service Customization on Customer Satisfaction, Loyalty, and Trust. International Journal of Management.