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Impact of personalized marketing on consumer perception

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Abstract

In the increasingly competitive landscape of e-commerce, personalized marketing has emerged as a crucial strategy for engaging consumers and driving sales. This study investigates the impact of personalized marketing on consumer perception, focusing on how tailored advertisements, product recommendations, and customized offers influence consumer behavior and brand loyalty. Utilizing a mixed-methods approach, the research combines quantitative surveys and qualitative interviews with a diverse sample of online shoppers to gain insights into their experiences with personalized marketing across various e-commerce platforms. The findings reveal that personalized marketing significantly enhances consumer perception by making shopping experiences more relevant and convenient. However, the study also highlights potential concerns, such as privacy issues and the perceived intrusiveness of targeted ads, which can negatively affect consumer trust. Despite these concerns, the overall effectiveness of personalized marketing is evident, particularly in fostering stronger emotional connections with brands and increasing customer retention.

Keywords: Marketing, consumer, research, online, e-commerce

Introduction

The way things are right now, going shopping at malls is just another day at the office. travelling shopping entails travelling to a store, perusing the merchandise, going through the checkout process, scanning the items, and then paying for the total. Still, there are instances when individuals find it unappealing. It takes a lot of effort to go grocery shopping nowadays. We would really appreciate any action that may alleviate this load. In essence, the consumers adhere to the same protocol. Before checking out, customers load their carts with the goods they want to buy. At checkout, they must empty their carts and put all of the products on the conveyor belt. Now the cashier will scan each item individually to show you how much it will cost. The next thing to do is to put everything into bags, and then fill the shopping cart with all of the bags before you leave the store or mall.

When compared to more antiquated methods, like window browsing, many consumers prefer the convenience of internet buying. People are now more informed on the benefits of purchasing goods online compared to traditional methods of shopping because of this. This generation has completely embraced internet shopping for all of their luxury goods, but they haven't figured out how to use it for their everyday needs just yet. By putting everything from the most basic household goods to the most extravagant luxury products within easy reach of consumers, e-commerce giants like Amazon and Flipkart have created a whole new industry. These e-commerce sites provide a wide variety of products. Consequently, grocery shopping may also be done online to keep up with internet buying. Spending less time at the store is the goal of the intelligent shopping cart. Because consumers may generate their own invoices, it's simple for them to get a ballpark figure. The mall may cut down on space usage and the number of people needed at checkout. The quality and satisfaction of the customer may be enhanced using these endeavours and expenditures. To entice more consumers, you might put more merchandise instead of charging counters. Using Radio Frequency Identification (RFID) to make shopping

faster is the primary goal of this article. An RFID tag is used to track the objects in this shopping system, which improves both security and speed.

Current trends in Indian e-commerce
The combination of India's fast-growing population and increasing internet penetration rate has led to an explosion in the nation's online retail market.

Rapid growth of online retail
By 2026, the Indian e-commerce business can be worth $120 billion, says research by FICCI. Reasons for this upsurge include a growing middle class, more widespread use of digital payment methods, and better internet connectivity.

Dominance of mobile commerce
Mobile devices account for a considerable percentage of India's internet purchases. Now that mobile data plans are more widely available and smartphones are becoming more inexpensive, more people in India choose to purchase online via mobile commerce.

Social commerce on the rise
"Social commerce" emerged because social media and internet purchasing have become one. Instagram and Facebook, among others, have integrated buying capabilities into their user interfaces, making online purchasing a breeze.

E-commerce penetration in tier II and III Cities
The expansion of internet purchasing is happening all around the country, not only in major cities. Online shopping has seen a meteoric rise in India's Tier II and III cities. Customers in these areas are more reliant on online markets to meet their purchasing needs.

Materilas and Methods
Using simple random sampling procedures, the survey collects primary data from a wide range of respondents, including workers, professionals, students, and homemakers, among others. 214 participants provided the necessary data through convenience sampling method. he primary sources for secondary data collection were newspapers, the internet, articles, and other published works. Primary data is analyzed accordingly to the priority of questions, the information collected from respondents arranged in clear order and preference. The research made use of basic percentages, as well as various bar diagrams, pie charts, and graphs. We used Google Forms to create the survey, and Microsoft Excel for data analysis. The analysis was conducted using the following statistical tools: Weak average rank, simple percentage analysis, and factor analysis, Chi-square test, Analysis of variance, Discriminant analysis was applied for analysis and interpretation of data.

Results and Dissuasion
Gender
Among the respondents, we found that 87.9% were female and 12.1% were Male.

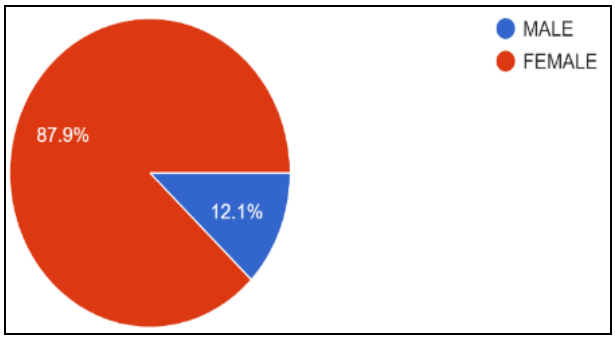

Fig 1: Gender

Age: Among the respondents, we found that 29.4%are between the age 25-45, 7.5% are between 45-60, 1% are above 60, 2.3% respondents are between the age above 15. And 60.3% are the respondents between the 15-25

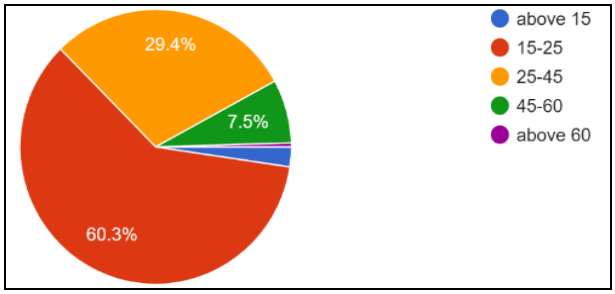

Fig 2: Age

Occupation: From the study it is noticed that 58.4% have been answered by students, 23.4% by employees, 8.4% by professionals, 6.5% by home makers, and 3.3% by people who does business.

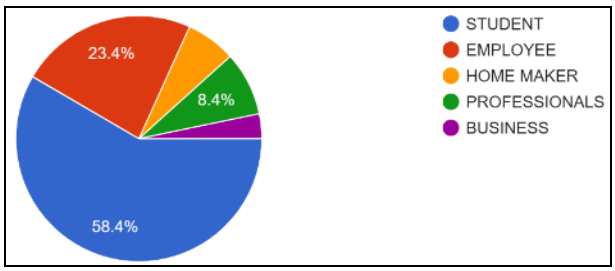

Fig 3: Occupation

From the study it is noticed that 14.5% have no, 85.5% says yes, to shop online.

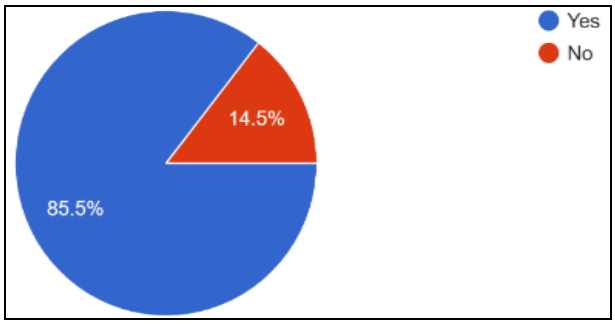

Fig 4: Do you shop online

From the study fig. 7.4 it is noticed that 0% have no, 21% says yes, and 78% says sometimes they do shop offline.

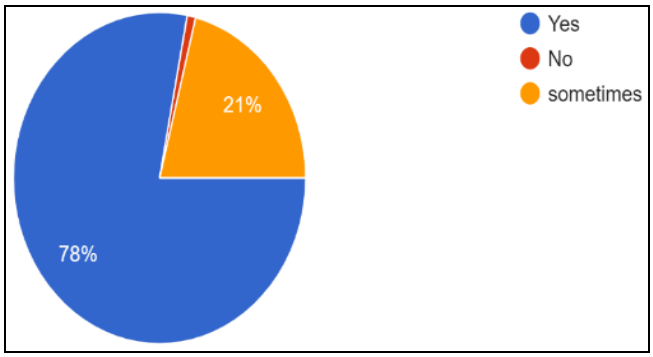

Fig 5: Do you shop offline

From the study it is noticed that 26.6% says rarely, 28.6% says very often, and 44.8% says often.

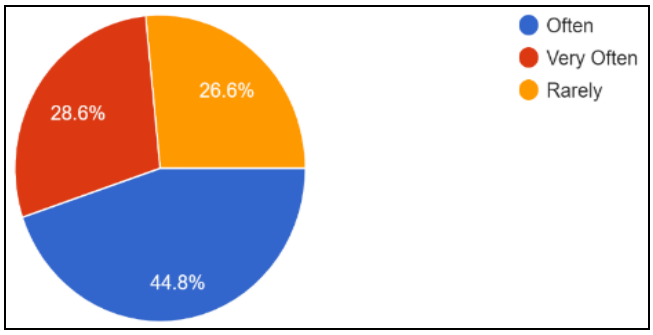

Fig 6: How often you shop offline

From the study it is noticed that 54.2% shops groceries, 32.7% shops garments, and 30.8% shops medicines from offline shopping.

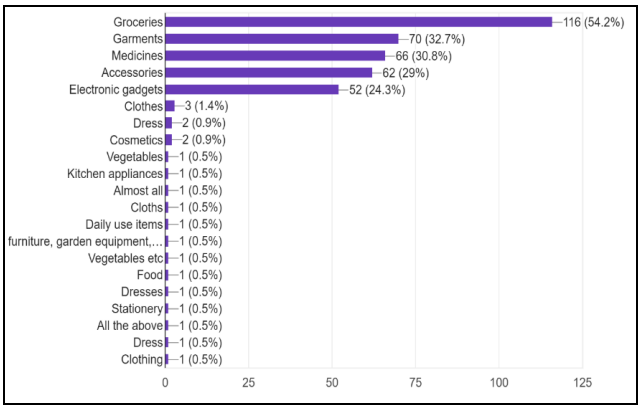

Fig 7: Products you shop offline

From the study it is noticed that 7.5% shops online on weekly basis, 30.4% shops quarterly, 40.7% shops monthly and 9.8% shops annually.

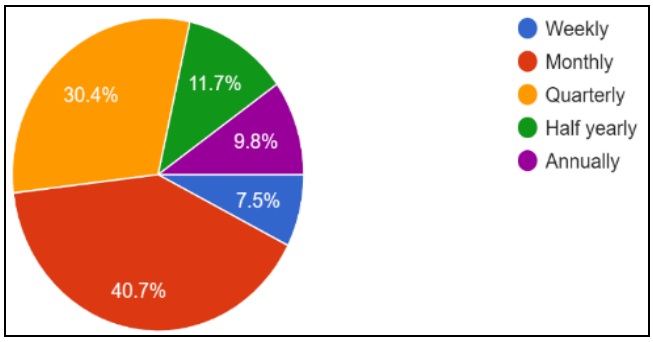

Fig 8: How frequent you shop

From the study it is noticed that 62.6% shops clothes online, 47.7% shops food, 40.2% shops e-gadgets and 36.9% shops cosmetics.

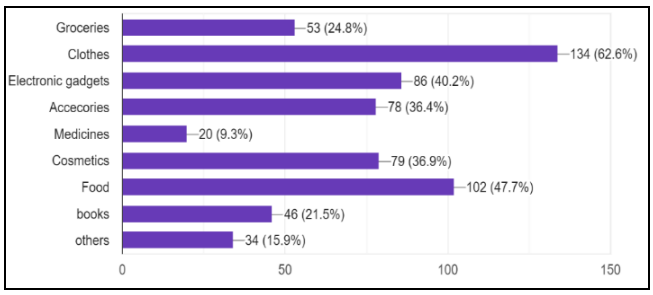

Fig 9: Products you buy online

From the study it is noticed that 69.2% prefer door delivery, 55.6% prefer time saving, 47.7% prefer offers and 44.4% prefer easy availability.

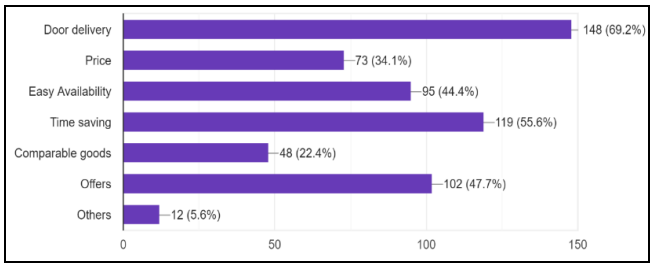

Fig 10: Why prefer to shop online

From the study it is noticed that 62.1% attracts from offers, 40.2% attracts from discount coupons, 30.4% attracts from cash backs and 20.1% attracts from others.
Table 1 displays the results of the fitness test for factor analysis using the Inter Correlation Matrix.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of sampling Adequacy.		**0.750**
Bartlett's Test of sphericity	Approx. Chi-square	1.301E3
	Df	28
	Sig.	.000

***Source*:** Primary Data

You can see the KMO findings in Table 2. Factor analysis is not appropriate if the test results are very tiny or low, as this suggests that the correlation among the variables is not sufficient. Table 2 makes it clear that the number is 0.750, which is more than half and hence acceptable. As a result, factor analysis is a good fit for this investigation.
Table 2 displays the results of testing the data matrix, which contains a large number of identified variables that are interrelated, for the amount of variation that each variable shares with all other variables.

Table 2: Communalities

Web Design	Initial	Extraction
Online web store is visually appealing	1.000	0.474
User interface of the online store is well organized	1.000	0.502
Quick and easy to complete transactions	1.000	0.488
Effective navigation	1.000	0.650
User friendly	1.000	0.625
Easy Accessibility	1.000	0.439
Menu is clear and easy navigation	1.000	0.688
Presence of instruction for completing the order form	1.000	0.568

Extraction Method: Principal Component Analysis.

In table 3, we can see the communalities, which are a measure of the variance that each variable shares with all the others. As the principle component analysis explains, it is a percentage of the variation of each variable. A high communality indicates that the factor solution has extracted a significant amount of variation from a variable. In contrast to variables with lower values, those with greater values are well represented in the common factor space. Therefore, all of the variables have high and acceptable extracted communalities, as shown in the table.

Conclusion

The youth demographic is a promising area for the e-commerce business. Careful examination of the demographic parameters reveals that the age bracket of 26–30 years has the largest proportion of internet shoppers. In order to achieve quick future development, e-commerce enterprises, manufacturers, and service providers should focus on this area since there is a large mismatch between it and the worldwide market. Results from surveys may provide light on young people's purchasing habits. Corporations may improve their marketing strategy by concentrating on the several aspects highlighted in this research. It will be useful in turning their prospective clients into loyal patrons. Online retailers may do more to attract customers by enhancing their after-sale services, expanding their selection of safe payment methods, and delivering things quickly and in excellent condition. Marketers need to target certain demographics via e-tail penetration, such as those who buy flowers, housewares, and toys. More consumer education is also necessary to grow the market for a variety of different goods and services. Unsecured internet purchases have scared off a lot of customers. Therefore, in order to increase consumers' trust in online buying, e-stores should highlight the safety of their transactions. To further comprehend the future breadth and magnitude of online shopping in India, the strategist might additionally concentrate on the government's internet penetration goal.

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