



## **THE IMPACT OF PERSONALISED CONSUMER ACQUISITION STRATEGIES ON THE BUYING BEHAVIOUR OF CONSUMER PRODUCTS.**

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### **Abstract**

The conventional approach to marketing emphasizes broad client demographics within specific geographic areas. However, advancements in technology have facilitated a significant shift towards a more refined segmentation strategy, enabling marketing efforts to cater to the individual needs and preferences of each consumer. Personalized marketing has transformed the manner in which companies interact with consumers by customizing messages and promotions to align with individual preferences and actions. This research investigates the effects of personalized marketing on consumer purchasing behaviour, emphasizing the ways in which tailored strategies affect buying choices and overall satisfaction. The objective of this paper is to explore the various ways in which different aspects of personalized marketing can impact consumer buying behaviour. The research examines various personalization techniques, including targeted email initiatives, customized product recommendations and individualized advertisements. The findings reveal that personalized marketing enhances consumer buying and increases frequency of buying, as individuals are more likely to respond positively to content that is pertinent and specifically crafted for their preferences. It was further found that higher percentages of the respondents were satisfied with their purchase decisions through personalized marketing.

**Keywords :** Personalized Marketing, Consumer Buying Behaviour, Consumer Engagement and consumer satisfaction.

### **INTRODUCTION:**

The conventional approach to marketing emphasizes broad client demographics within specific geographic areas. However, advancements in technology have facilitated a significant shift towards a more refined segmentation strategy, enabling marketing efforts to cater to the

individual needs and preferences of each consumer. Personalized marketing has transformed the manner in which companies interact with consumers by customizing messages and promotions to align with individual preferences and actions.

Personalization is a principle that denotes an organization's ability to adopt a distinctive approach to customer engagement. This capability is characterized by the ability to acknowledge each customer as a unique individual during interactions and to implement tailored communication strategies that align with this understanding. Progress in information and communication technologies has significantly enhanced the ability to gather and analyse substantial volumes of customer data. Such advancements enable businesses to gain a more in-depth understanding of customer behaviour, allowing them to provide tailored experiences. Furthermore, these technological advancements facilitate the efficient processing of customer data and the creation of customized marketing strategies.

Numerous research studies indicate that a significant number of consumers value personalized marketing techniques when making decisions about their upcoming purchases. Personalised consumer acquisition strategies has experienced significant growth in terms of its reach and influence.

Sweety G. Chhabria, Shiv Gupta and Hanisha Gupta (1) found that, personalized marketing can significantly impact customer satisfaction. Customers who receive personalized marketing are more likely to be satisfied with the brand and recommend it to others, indicating the potential for increased revenue and market share for businesses.

Arthana. P. and Dr. Jisha Vijay (2) study found that there is a significant relationship between the variables personalized marketing and consumer buying decision process. Personalized marketing has the potential to be a powerful tool for marketers to increase sales and customer loyalty.

Manu Sharma and Dr. Mohan Lal Dhaka (3) consumer perceptions are pivotal in shaping how individuals engage with brands and make purchasing decisions. They encompass a wide range of factors, including brand image, product quality, price perception and customer experience.

Prof. Om Sharma and Dr. Ganesh Tannu (4) found that, proliferation of data and the development of sophisticated analytics tools have propelled personalized marketing to the forefront of effective methods for raising consumer involvement.

#### **OBJECTIVES:**

- To ascertain the consumer acquisition strategies experienced by respondents.
- To find out how often the respondents buy products due to personalized marketing.
- To identify the impact of personalization techniques on buying behaviour of consumer products.
- To find out the level of satisfaction of respondents from products bought due to personalized marketing.

#### **METHODOLOGY:**

This study was done in Bengaluru City to elucidate information about the impact of personalised consumer acquisition strategies on the buying behaviour of consumer products. The survey method and Questionnaire was used as the tool. A pilot study was done on the ten percent of the sample to assess the feasibility of the questionnaire. A sample of 100 women was selected through random sampling technique. The study was limited to the consumer goods purchase by women consumers residing in Bengaluru city. The modified questionnaire consists of two parts, the first part dealt with the background information about the age of the respondents, educational qualification and monthly income of the respondents. And second part dealt with the specific information like types of consumer Products purchased, various personalization techniques, Frequency of shopping and satisfaction level.

#### **RESULTS AND DISCUSSION:**

##### **Back ground Information:**

It was found that majority of the respondents were in the age range of 41 to 50 years followed by 21 to 30 years and 41 to 50 years respectively. A few of them were in the age group of 51 to 60 years and above. The educational qualification was found to be Graduate followed by Diploma and +2. A few of them were postgraduates. The monthly income (in Rupees) ranged from 2,00,000 to 2,50,000, followed by Rs.2,50,000 to 4,00,000, Rs.1,00,000 to 1,50,000 and above 4,00,000. A few were in the range of below 1,00,000 respectively.

**Table – 1: Types of Consumer Products purchased by the respondents.**

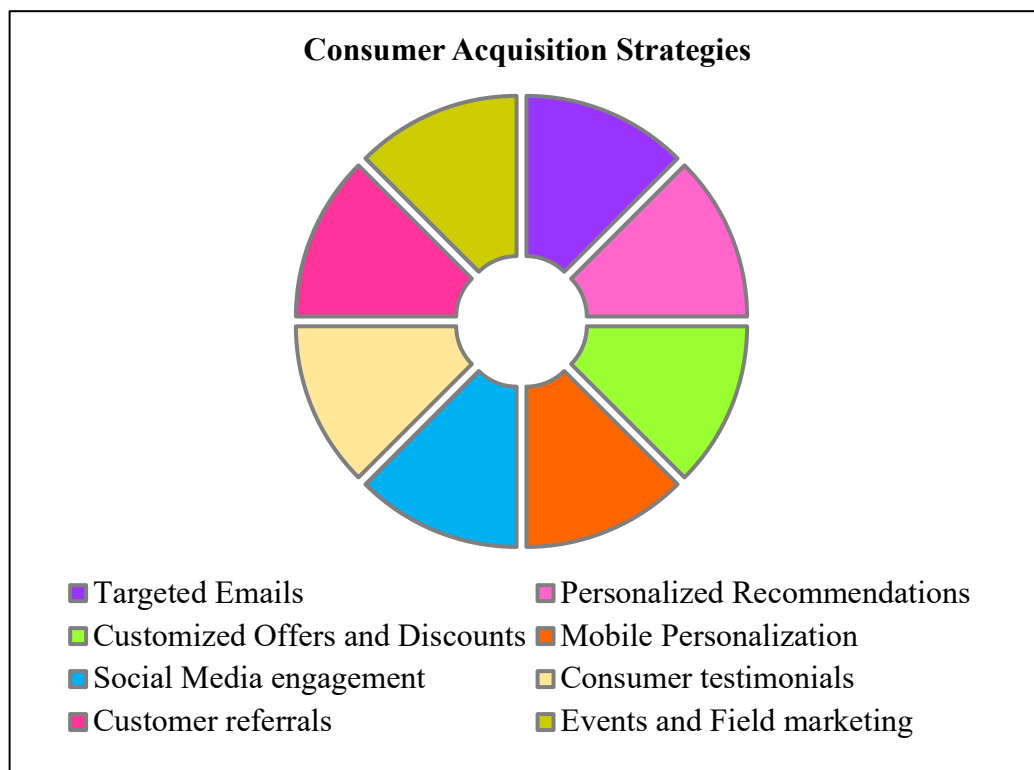
N=100

| Types of Consumer Products | Percentage |
|----------------------------|------------|
| Convenience products       | 45         |
| Speciality products        | 14         |
| Shopping products          | 39         |
| Unsought products          | 2          |

Source: Field Study.

Table - 1 reveals the types of Consumer Products purchased by the respondents. Majority of the respondents purchased Convenience products (45%), followed by Shopping products (39%) and Speciality products (14%). A few (2%) purchased Unsought products.

**Figure – 1: The consumer acquisition strategies experienced by the respondents.**



Source: Field Study.

Figure – 1 depicts the consumer acquisition strategies experienced by the respondents like, Targeted Emails, Personalized Recommendations, Customized Offers and Discounts, Mobile Personalization, Social Media engagement, Consumer testimonials and Events and Field marketing. They also expressed that, they have experienced 3 to 4 strategies.

**Table- 2: The impact of personalization techniques on buying consumer products.**

N=100

| Response                         | Percentage |
|----------------------------------|------------|
| Personalized Recommendations.    | 7          |
| Customized Offers and Discounts. | 54         |
| Consumer testimonials.           | 9          |
| Events and Field marketing.      | 8          |
| Impulsive buying.                | 22         |

Source: Field Study.

It is clear from the Table - 2 that, more than half (54%) of the respondents always buy products comes with customized offers and discounts, 22 percent of them buy impulsively, 9 percent of the respondents buy due to the inspiration of customer testimonials, 8 percent of them buy in events and filed marketing influence and a few (7%) of them buy due to personalized recommendations.

**Table- 3: Frequency of purchase due to personalized marketing.**

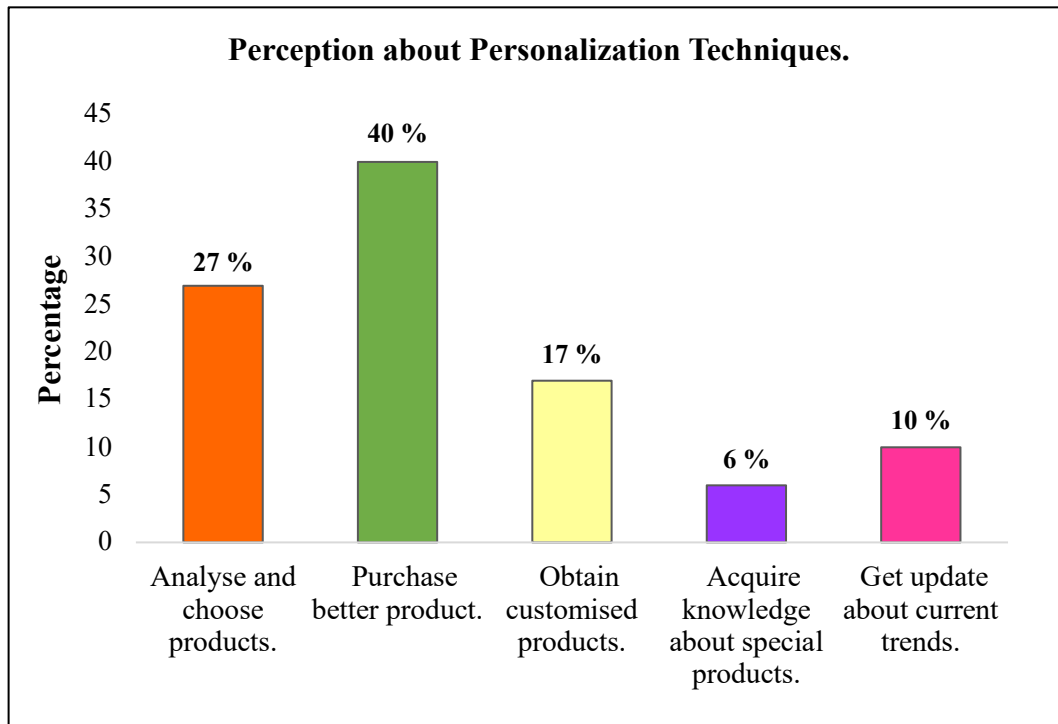
N=100

| Frequency    | Percentage |
|--------------|------------|
| Every day.   | 3          |
| Weekly.      | 35         |
| Fortnightly. | 17         |
| Monthly.     | 39         |
| Rarely.      | 06         |

Source: Field Study.

From the Table – 3 it is observed that 39 percent of respondents purchase monthly, 35 percent of them purchase weekly, followed by 17 percent of them purchase fortnightly, 6 percent of them purchase rarely. A very less percentage of 3 percent of them purchase every day with the influence of personalized marketing techniques.

**Figure – 2 : Perception of respondents about personalization techniques.**



Source: Field Study.

Figure – 2 Illustrates the perception of respondents about personalization techniques. Forty percent of the respondents perceive that, they can purchase better products, 27 percent of them said that, they can analyse and choose products, 17 percent of them feel that, they can obtain customised products, 10 percent of them get update about current trends and a few (6%) of them acquire knowledge about special products.

**Table- 4: Satisfaction level of the Respondents**

N = 100

| Satisfaction level      | Percentage |
|-------------------------|------------|
| Satisfactory            | 20         |
| Moderately Satisfactory | 42         |
| Very much Satisfactory  | 38         |

Source: Field Study

Table - 4 discloses the satisfaction level of the respondents from products bought due to personalized marketing. A higher percentage (42%) of the respondents were moderately satisfied followed by very much satisfied (38 %) and just satisfied (20%).

## **CONCLUSION :**

The study aimed at eliciting information on the impact of personalised consumer acquisition strategies on the buying behaviour of consumer products in Bengaluru city. From the study it was found that, majority of the respondents were in the age range of 41 to 50 years followed by 21 to 30 years and 41 to 50 years respectively. A few of them were in the age group of 51 to 60 years and above. The educational qualification was found to be Graduate followed by Diploma and +2. A few of them were postgraduates. The monthly income (in Rupees) ranged from 2,00,000 to 2,50,000, followed by Rs.2,50,000 to 4,00,000, Rs.1,00,000 to 1,50,000 and above 4,00,000. A few were in the range of below 1,00,000 respectively.

Further it was found that, majority of the respondents purchased Convenience products, the consumer acquisition strategies experienced by the respondents like, Targeted Emails, Personalized Recommendations, Customized Offers and Discounts, Mobile Personalization, Social Media engagement, Consumer testimonials and Events and Field marketing. They always buy products comes with customized offers and discounts and on monthly basis. Further, the respondents perceive that, they can purchase better products and majority of them are moderately satisfied due to personalised acquisition strategies.

## **REFERENCE :**

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