Investigating the Impact of Personalized Marketing on Customer Loyalty: A Survey of Apparel Store Visitors

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Abstract
Personalized marketing affects consumer loyalty in the setting of clothing retailers. It has drawn an immense amount of attention to increase consumer engagement and loyalty due to the widespread adoption of digital technology and the accessibility of enormous volumes of customer data. However, the degree to which personalized marketing affects client loyalty in the garment sector is yet largely untapped. Customers are more likely to show greater degrees of loyalty to the store when they receive individualized marketing messages, suggestions, and offers. This was demonstrated in various surveys and studies conducted by researchers in terms of an observed rise in repeat purchases, higher satisfaction scores, and a stronger emotional connection to the brand. Relevance, timeliness, reliability, and perceived value of tailored marketing communications are some of the important elements that support the ability of personalized marketing to increase client loyalty. Customers were more likely to show higher levels of loyalty when they believed the personalized marketing efforts were worthwhile, timely, accurate, and relevant to their preferences.

Keywords: Apparel, Customer, Loyalty, Personalization, Marketing, Survey

Introduction
In the last few decades, a brand-new, essentially revolutionary approach to market segmentation has arisen. Often referred to as "mass customization" or "one-to-one marketing", such a tactical strategy entails personalizing the good distinctly for each customer while maintaining the tenets of mass production. The interactive information flow brought about by the World Wide Web and the elasticity in manufacturing made feasible by machines and just-in-time inventory are two converging trends that are responsible for mass customization (MC). MC has been used by a few significant US companies, leading to fascinating business statistics: Dell sells six million dollars' worth of mass-produced computers every day, and Levi's makes available more than ten thousand different denim options through its Personal Pagers Division. Similarly, on the exact same production line, Motorola can make 29 million pagers that are somewhat different. Customizing items is nothing new. Customers have had access to things explicitly manufactured for them for decades, including clothing like personalized shirts. Typically, the "rich and famous" were the ones who engaged in these consumption behaviors. The capacity to cater a product to the needs of consumers individually while mass producing it is novel, as is the expansion of this concept to various business sectors. One-to-one personalization is particularly made possible by the Internet for several businesses.

One-to-one marketing is growing because of two trends in management: the first, a greater emphasis on the value of buyers and consumer satisfaction; second, the application of technology to marketing, especially database methods of customer research. Although mass customization has received a lot of coverage in the business media, there is a lack of empirical studies documenting how customers respond to it. Specifically, consumer research has not shown how much customers want or demand mass-customized items. Since nearly two decades ago, marketers have been urged to change the way they think and pay close attention to developing and maintaining the growth of customer loyalty. The loyalty being discussed here is emotional loyalty, which refers to the need of the buyer to maintain the relationship with

the organization or company regardless of competing firms' cheaper prices, readiness to spread the word to family and friends, and intention to keep making purchases.

Literature Review
Businesses have been using differentiation techniques to attract and keep purchasers because there is fierce rivalry among products and services (Tam and Ho, 2006). Personalizing services or goods to better fulfill the needs of each consumer is a frequent differentiation approach (Tam and Ho, 2006). Both academia and business are focusing more and more on personalization in their study (Fan and Poole, 2006). In numerous academic disciplines, including management, computer science, marketing, economics, and information systems (IS), personalization has been investigated for its transdisciplinary properties. Numerous personalization systems have been put into use in the business world, a case in point being the customization capabilities of Yahoo.com and the recommender systems of Amazon.com.

Examining the word "customization," frequently used synonymously with "personalization," is required to provide more light on what that phrase means. Even though some academics use these two phrases to refer to the same idea, most researchers indicate that between them, exist distinctions. Personalization, as per some decision-makers and academics, is the process by which a company decides which approach to marketing is most suitable for a specific client based, usually, on previously collected consumer data (Murthi and Sarkar, 2003; Arora et al., 2008). Personalization is well-exemplified by the novel and music suggestions on Amazon.com. Customization, however, happens when a client deliberately defines one or more components of their marketing mix. Customization is demonstrated at Yahoo.com by MyYahoo, which enables users to customize aspects of their home page (Arora et al., 2008). In layman's terms, customization is seen as a customer- or user-initiated idea, while personalization is seen as a firm- or system-initiated one. While some scholars view customization to be a sub-concept of personalization, others consider personalization in a more general sense.

To make a system more relevant to a particular person or group of people, Fan and Poole (2006) describe personalization as an activity that modifies a system's functionality, interface, information access, distinctiveness, and content. They see customization as one method of putting personalization into practice in connection to their concept. Therefore, personalization is a process that modifies every aspect of the marketing mix, such as the main service or good, communication channel, and website, to make them more relevant to a particular person. This is done by using the personalization performance system developed by Riemer and Totz (2001). Although many scholars have discussed the variety of personalized offerings, there exists no theoretical foundation for categorizing the personalized item (what is personalized). According to Adomavicius and Tuzhilin (2005), these offers include content (such as links and web pages), service and product suggestions (for items like CDs, books, and vacations), dynamic prices, information searches, e-mail, and products for customers (such as personalized CDs). The information itself (content), the way the information is presented (user interface), the media through which delivery of the information happens (channel and information access), and what users can do with the system (functionality) are all distinguishable as information systems' four aspects that can be personalized by Fan and Poole (2006).

Studies on customer satisfaction index (CSI) models, including the European Customer Satisfaction Index (ECSI) (e.g., Johnson et al. 2001) and the American Customer Satisfaction Index (ACSI) show that a personalized and customized experience increases customer satisfaction, which is a factor in customer loyalty. The original ECSI model is revised by Ball et al. (2006), who also investigate how service personalization affects customer loyalty. They demonstrate that service personalization has an indirect and direct impact on customer loyalty. The last several decades have seen a rise in the value of offerings that are tailored to the tastes of certain customers. As a result, the significance of personalization is being

highlighted, and new instruments and management techniques have been established that allow providers to serve and meet the needs of clients more effectively. In other words, the main goal of personalization is to boost customer retention rates by giving them competitive value. As per Edvardsson et al. (2000), the definition of customer loyalty is the likelihood that a consumer will make future purchases from the same company. As a result, loyalty includes purposeful behavior, which has a major impact on the idea of consumer retention. Studies on customer loyalty have shown that loyal customers develop relationships with an organization and respond differently from disloyal customers. Customer loyalty has been identified from the standpoint of an e-service provider as an essential route to success (Srinivasan et al. 2002). Both directly and indirectly, personalization increases client loyalty.

Goldsmith & Freiden (2004) conducted a survey to study the impact of personalized marketing on customer attitudes and loyalty. A five-item Likert scale was developed for the survey to evaluate respondents' sentiments about personalized items. These questions were created to gauge respondents' attitudes regarding personalized goods, and whether they were favorable or unfavorable. A major axis factor analysis of responses to these items was used to ascertain the dimensionality of the scale. A higher sum of the scale's points represented opinions toward MC that were more positive. The demographic groups' average attitude ratings were compared. They demonstrate that neither men nor women differ in their attitudes toward individualized products nor in their belief that such goods would be more expensive. However, there were differences in attitudes by the remaining demographic factors. Younger respondents had higher positive opinions than older individuals. Attitudes about MC products improved along with education level, occupation, and income. This result supports the claim that positive views toward technology are linked to higher levels of education. Finally, the participants who had purchased MC items were questioned on how satisfied they felt with what they bought using the response categories of 1, indicating 'very dissatisfied', 2, being 'dissatisfied', 3, being 'neutral', 4, indicating 'satisfied', and 5 depicting 'very satisfied'. According to the feedback, 89% of people who bought MC items said they were satisfied or extremely satisfied with their purchase. There was a significant relationship between how one felt about MC products and satisfaction with the purchase. Considering the above discussion, Figure 1 Levels Personalized Marketing on Customer Loyalty.

Figure 1 Levels of Personalized Marketing on Customer Loyalty
Source: www.comarch.com

Conclusion

Therefore, to conclude, numerous fields, including marketing, computer science, psychology, the social sciences, and others have long engaged in the study of personalization. Marketers are more focused on the way to manage relationships with clients by providing each client with certain values and advantages. By examining consumer responses and attitudes, academics and decision-makers intend to launch empirical research into various elements of personalized or tailored marketing. The findings of several related studies indicate that mass-tailored items are generally well-received by consumers and that this will prove as lucid evidence to be a viable tactic for marketers to utilize. Personalization will result in successful marketing, more sales, and increased profitability if it increases customer pleasure, which it seems to accomplish. Consumer loyalty and satisfaction are guaranteed by personalized marketing techniques.

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