

A Study on the Influence of Personalized Experiences on Brand Loyalty

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ABSTRACT

The main aim of this study is to explore the connection between brand loyalty and personalized experiences. The data is collected through both primary and secondary data. In primary data a questionnaire has been framed and collected from 106 respondents, books, journals, websites are referred as secondary data. The statistical tools used under the study are one way ANOVA, independent sample t test. In ANOVA test found no significant difference between the age and customer perception on data privacy and personalization, while the independent T testing revealed a significant difference between the genders and willingness to share the personal information with brands. Based on the findings, the study reveals that customization is the most influenced key personalized experience on brand loyalty. A significant portion of respondents agreed that personalization strengthens their connection with brands, makes them feel valued and encourages repeat purchases. This indicated that Personalized product recommendations, customized emails, and tailored services can help build stronger emotional connections. Customers are more likely to engage with brands that understand their needs. This can result in increased satisfaction and brand loyalty.

Keywords: brand loyalty, personalized experience, Preference, customer perception.

1.1 INTRODUCTION:

In the global marketplace, a new generation of consumers is becoming more and more dominant. Because digital technologies are so widely used, the environment in which these consumers grew up is very different from that of previous generations. They have been heavily influenced by technological advancements and have essentially grown up with social media and the internet. As a result, they exhibit distinct consumption patterns and behavioral patterns, especially with regard to brand interaction and shopping experiences. Customers value personalized experiences more than they do traditional ones, and they respond favorably to highly interactive marketing strategies. One of the most unique characteristics of modern consumers is their intense desire for personalization. They expect brands to provide individualized experiences based on their interests, preferences, and behaviors rather than standardizing services or products. Their inclination for personalization is influenced by their emphasis on uniqueness and self-expression. In an attempt to engage with others, consumers use social media to highlight their unique hobbies and lifestyles. By providing personalized experiences, brands can meet this demand and gain an advantage in interactions.

Experience marketing is a new marketing strategy that meets the ever-changing needs of consumers. By providing customers with memorable and meaningful experiences, experience marketing aims to deepen the emotional connection between them and brands, ultimately increasing brand loyalty. Unlike traditional marketing models, experience marketing places more emphasis on interaction and emotion than on product functionality and price comparison. Emotional connection has a big impact on brand loyalty. Customers are more likely to choose brands that evoke strong feelings in them, and personalized experiences are a potent means of achieving this.

In today's highly competitive market, businesses are constantly seeking ways to enhance customer engagement and loyalty. Personalization has emerged as a key strategy, allowing brands to tailor experiences, recommendations, and interactions based on individual preferences. Consumers now expect brands to recognize their needs, offer relevant content, and provide seamless, customized services. Personalized experiences not only improve customer satisfaction but also foster emotional connections with brands, increasing repeat purchases and long-term loyalty. However, as personalization relies

heavily on consumer data, businesses must also address privacy concerns and ethical considerations. This study is essential to explore how personalization impacts brand loyalty, identify best practices, and help companies strike the right balance between customization and data security. The findings will provide valuable insights for brands looking to enhance customer experiences, drive brand advocacy, and maximize revenue through strategic personalization efforts.

1.2 REVIEW OF LITERATURE:

- **Muhammad Khoirul Umam (2025)** - The purpose of the study is to investigate how consumer experience and brand loyalty are impacted by AI-based marketing tactics. The findings demonstrate that customer experience is greatly enhanced by responsive and pertinent AI strategies, particularly when it comes to personalization and interactive engagement.
- **Kanij Fatema Tumpa (2024)** - The purpose of this study is to determine how customer loyalty is affected by personalization in Bangladeshi online retailers. According to the findings, three aspects of personalization—one-to-one customization, co-creation, and customized webpages—have a strong and favorable correlation with client loyalty. Therefore, more individualized services can guarantee more devoted customers.
- **Mohammad Ariffa Elrizal and Rifelly Dewi Astuti (2024)** - When Generation Z consumers see brand ads on Instagram, this study investigates whether personalized advertising can improve their perception of quality and brand loyalty. Perceived quality and brand loyalty are positively impacted by both consumer brand engagement and brand attachment. This demonstrates how tailored advertising helps strengthen customer relationships with brands on social media. The results emphasize the value of personalization in social media marketing as a tactic to boost customer attachment, engagement, and eventually loyalty and brand perception. Businesses looking to reach Generation Z can use Instagram's personalized ads to build more enduring brand bonds and devoted customers.
- **Mwanamkuu Maghembe And Chacha Magasi (2024)** - This study focused on customer perceived value, brand trust, and service personalization in order to investigate

the factors that influence customer loyalty in Dodoma City's three-star hotels. This research implies that changes in these variables by themselves are insufficient to account for shifts in loyalty, suggesting a more distinct and situation-specific relationship. Nonetheless, a significant positive correlation was found between customer loyalty and service personalization, suggesting that higher levels of loyalty are strongly influenced by improvements in personalization. Hotel management can use the study's new insights into the dynamics of customer loyalty in Dodoma City's three-star hotel industry to help them create strategies that will increase patronage.

- **Widodo Arifin (2024)** – This study focuses on important elements like website usability, personalized service, and post-purchase support to investigate how customer experience affects brand loyalty in the Indonesian e-commerce sector. Results show that a satisfying consumer experience greatly increases brand loyalty, with the most important elements being individualized care and an intuitive website design. According to the findings, e-commerce platforms can increase customer loyalty by enhancing usability and providing individualized experiences that cater to each user's needs.
- **ZongJun Song (2024)** - The purpose of this study is to investigate how Gen Z brand loyalty is affected by personalized experience marketing. The results of the study demonstrate that by strengthening emotional ties, raising engagement, and streamlining digital interactions, personalized experience marketing successfully fosters brand loyalty among Generation Z. According to the study, in a highly competitive market, brands that fully implement personalized marketing strategies have a better chance of gaining the long-term loyalty of Generation Z consumers.
- **Christian Chukwudi (2023)** – This study examined that seek to assess the influence of artificial intelligence on customer experience and customer loyalty as well as the mediatory effect of personalization on this relationship. The study stated that the AI yields a positive and significant influence on customers experience and loyalty. This influence is fully mediated by personalization in a positive way.
- **Nitin Liladhar Rane et al. (2023)** - The tools essential to hyper-personalization strategies are examined in this paper, emphasizing the value of data-driven decision-making. Customer data platforms, or CDPs, are emphasized as crucial instruments that integrate various data sources to produce an all-inclusive customer profile. Furthermore, sophisticated customer segmentation tools aid in classifying clients according to various standards, enabling focused and customized communications. The study assesses the efficacy of real-time personalization, in which CRM systems make dynamic adjustments to offers and content in response to customer interactions, guaranteeing a smooth and

pertinent experience. Additionally, the paper explores how omnichannel strategies contribute to hyper-personalization by integrating multiple touchpoints to create a seamless and customized customer journey. In today's dynamic and competitive business environment, companies can foster long-lasting customer relationships by embracing hyper-personalization, which will ultimately lead to increased customer satisfaction and loyalty

- **Sweety G. Chhabria (2023)** - The study carefully examined the wide-ranging impacts of customized marketing on client retention and satisfaction. This research provides valuable insights for businesses looking to improve their marketing strategies and build stronger relationships with their customers. The astounding results show that personalized marketing has an unquestionably positive impact on client satisfaction and loyalty, culminating in amplified customer engagement, retention, and revenue growth.
- **Božić-Kudrić and Nikolina (2022)** - This study looked at how individualized user experiences affect customer loyalty and satisfaction in eCommerce. When choosing where to shop online, the results showed that customers value personalization features and a personalized user experience, but they are also concerned about data privacy when sharing personal information to receive a personalized user experience in e-commerce. that customer loyalty and customer satisfaction in eCommerce are positively impacted by personalized user experiences.

1.3 OBJECTIVES OF THE STUDY

- To the connection between brand loyalty and customized experiences.
- To determine the essential components of personalization that affect client loyalty and retention.
- To assess how individualized marketing affects brand advocacy, purchase behavior, and customer satisfaction.
- To evaluate consumer attitudes and worries about data privacy in targeted advertising.
- To assess the role of technology (AI, data analytics, CRM) in enhancing personalization.

1.4 RESEARCH METHODOLOGY

The methodology of research is a systematic theoretical analysis of the methods used in the field of study. It involves an analysis of the body of methods and principles relating

to a specific area of knowledge. It is intended to assist the researcher in achieving their objectives. A primary data is collected through a questionnaire. A questionnaire is the instrument used for collecting data. It's a structured questionnaire that contains all the relevant questions for the study. A Google form is used for the questionnaire. The questionnaire consists of multiple-choice questions.

SAMPLE SIZE

The sample size for the study was 106 respondents, and a standardized questionnaire was used to collect the results.

STATISTICAL TOOLS:

- Independent Sample T-Test
- ANOVA

1.5 LIMITATION OF THE STUDY

- ✓ The information collected is for a given time and not the longitudinal study.
- ✓ The sample size 106, so the readers opinion may not reflect the exact scenario.
- ✓ The findings of the study are based on the information provided by the respondents.
- ✓ The responses from the respondents may not be completely free from bias.

2. DATA ANALYSIS & INTERPRETATION

2.1 PERCENTAGE ANALYSIS

PARTICULARS	CLASSIFICATION	FREQUENCY	PERCENTAGE (%)
Gender	Male	41	38.7 %
	Female	65	61.3 %
Age	18-20	29	27.4 %
	21-30	66	62.3 %
	31-40	2	1.9 %
	41-50	8	7.5 %
	Above 50	1	0.9 %

Qualification	PhD/Professional	7	6.6 %
	Postgraduate	45	42.5 %
	Undergraduate	48	45.3 %
	HSC	3	2.8 %
	SSLC	3	2.8 %
Monthly income	Less than 20000	68	64.2 %
	Rs.20,001-Rs.30,000	15	14.2 %
	Rs.30,001-Rs.40,000	5	4.7 %
	Rs.40,001-Rs.50,000	11	10.4 %
	Above Rs.50,000	7	6.6 %
Key personalized experience	Recommendation	15	14.2 %
	Messages	15	14.2 %
	Customization	39	36.8 %
	Website	20	18.9 %
	Discount	17	16 %

2.1 STATISTICAL ANALYSIS

2.1.1 INDEPENDENT SAMPLE T TEST – GENDER AND WILLINGNESS TO SHARE THE PERSONAL INFORMATION WITH BRANDS

To find the difference between genders and willingness to share the personal information with brands.

HYPOTHESIS

Null Hypothesis (H₀)

There is no significant difference between the genders and willingness to share the personal information with brands

Alternative Hypothesis (H₁)

There is a significant difference between the genders and willingness to share the personal information with brands

**TABLE 2.2.1 SHOWING INDEPENDENT SAMPLES T-TEST BETWEEN
GENDER AND WILLINGNESS TO SHARE THE PERSONAL
INFORMATION WITH BRANDS**

	Sig (2-tailed)	df	Mean Square	F	Sig.
Equal variances assumed	0.614	104	-0.111	6.642	0.011
Equal variances not assumed	0.636	68.610	-0.111		
Total					

INFERENCE:

Since the computed value (0.011) is less than level of significance (0.05), the null hypothesis is rejected. Therefore, there is a significant difference between the genders and willingness to share the personal information with brands

2.1.2 ONE WAY ANOVA- AGE AND CUSTOMER PERCEPTION ON DATA PRIVACY AND PERSONALIZATION

To find the difference between age and customer perception on data privacy and personalization

HYPOTHESIS

Null Hypothesis (H₀)

There is no significant difference between the age and customer perception on data privacy and personalization

Alternative Hypothesis (H₁)

There is a significant difference between the age and customer perception on data privacy and personalization

TABLE 2.2.2 SHOWING ONE WAY ANOVA BETWEEN AGE AND CUSTOMER PERCEPTION ON DATA PRIVACY AND PERSONALIZATION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.388	4	.847	.945	.442
Within Groups	90.576	101	.897		
Total	93.964	105			

INFERENCE:

Since the computed value (0.442) is less than level of significance (0.05), the null hypothesis is accepted. Therefore, there is a no significant difference between the age and customer perception on data privacy and personalization

FINDINGS

- 61.3% of respondents are Female.
- 62.3% of the respondents belong to the age group of between 21-30.
- 45.3% of the respondent's educational qualification is undergraduate.
- 64.2% of the respondent monthly income is less than 20000
- 37.7% of the respondents neutrally agree that preference for brands offering personalized experiences
- 41.5% of the respondents are likely to make repeat purchases from brands offering personalized experiences
- 35.84% of the respondents neutrally agree that too much personalization feels intrusive
- 34.90% of the respondents are agree that marketing messages encourage to buy a product
- 30.18% of the respondents are neutrally agree that willingness to recommend brands offering personalized experiences

- 43.4% of the respondents are agree with their comfort level with data collection for personalized experiences
- 33.01% of the respondents agree with enhanced brand experience through CRM tools
- 36.8% of the respondents are mostly influenced by the customization in the personalized experience on brand loyalty

SUGGESTION

- ❖ To maintain the Transparency in data practices reassures customers and increases their willingness to engage.
- ❖ Brands should tailor personalization efforts based on customer demographics like gender or education. Different segments may have different comfort levels with data sharing and engagement.
- ❖ To enhance the Personalized product recommendations, customized emails, and tailored services can help build stronger emotional connection
- ❖ Brands should avoid using too much personal information in communications. Instead, focus on relevance and subtlety to keep the customer comfortable

CONCLUSION

The study highlights the growing importance of personalized experiences in shaping customer loyalty. It reveals that customers are more likely to stay loyal to brands that understand their preferences, offer tailored services, and communicate relevant offers. While personalization positively impacts buying decisions and brand trust, it must be implemented thoughtfully, with due consideration for customer privacy and data security. From the survey results we can see that gender does indeed influence willingness to share data, which has to be taken into account when planning marketing strategies designed for a particular gender group. However little difference seems evident between age and income levels when people consider personalized advertising in general terms or across various fields of consumption. Still, it is also important to note that too important personalization can feel protrusive. Some people are concerned about how their personal data is being used, which means brands need to be more transparent and careful with customer information. The study also showed that while gender plays a role in data-

sharing willingness, age and income levels don't have much impact on how people view personalized marketing. personalized experiences are a powerful tool for building brand loyalty when used effectively. Brands that invest in ethical, customer-focused personalization strategies and respect privacy will have a competitive advantage in retaining and engaging customers in the long term.

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