

# Consumer Perception and Satisfaction Towards Personalized E-Marketing with Special Reference to Coimbatore City

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## ABSTRACT

This study explores consumer perception and satisfaction towards personalized e-marketing in Coimbatore City. With the rise of digital marketing, personalized e-marketing has become a crucial strategy for businesses to engage with customers. Our research investigates the factors influencing consumer perception and satisfaction towards personalized e-marketing, including relevance, personalization, and data privacy. The study provides insights into consumer behavior and preferences, helping businesses tailor their e-marketing strategies to meet the needs of their target audience in Coimbatore City.

**Keyword- Consumer Perception, Satisfaction, Personalized E-Marketing, Coimbatore City, Digital Marketing.**

## INTRODUCTION

The advent of digital technology has revolutionized the way businesses interact with consumers. Personalized e-marketing has emerged as a key strategy for companies to enhance customer experience, build brand loyalty, and drive business growth. In the Indian context, cities like Coimbatore have witnessed a significant surge in e-commerce and digital marketing activities. Understanding consumer perception and satisfaction towards personalized e-marketing in Coimbatore City is crucial for businesses to develop effective digital marketing strategies that cater to the needs and preferences of their target audience. This study aims to explore the factors influencing consumer perception and satisfaction towards personalized e-marketing in Coimbatore City, providing insights for businesses to improve their digital marketing efforts. E-Marketing and the concept of Personalization within it tailored emails, product recommendations, customized website content E-marketing in Coimbatore has become a vital component of business

strategy, enabling companies to reach a wider audience and enhance their online presence. With a growing number of internet users and a thriving digital. This study aims to investigate consumer perception and satisfaction regarding the practice of personalized e-marketing. Personalized e-marketing involves tailoring promotional.

## STATEMENT OF THE PROBLEM

Personalized e-marketing aims to enhance satisfaction, it often raises concerns about privacy, data security, and intrusiveness. To identify the factors of personalized e-marketing that most influence consumer perception and subsequently determine the relationship between this perception and overall satisfaction. Businesses assume personalization drives satisfaction and purchase intent. However, overly aggressive or poorly executed personalization can be perceived as intrusive, leading to consumer backlash, reduced trust, and ultimately, dissatisfaction or abandonment. Consumers are increasingly aware of and concerned about

the collection and use of their personal data to facilitate personalization.

## OBJECTIVES

- i. To examine the relationship between consumer perception of personalized e-marketing and their overall satisfaction.
- ii. To determine if demographic factors influence consumer perception and satisfaction towards personalized e-marketing.
- iii. To determine the level of consumer satisfaction with their overall experience of personalized e-marketing from various online retailers.
- iv. To identify the key factors that significantly influence consumer perception and satisfaction towards personalized e-marketing.
- v. To provide recommendations to marketers on how to effectively personalize e-marketing strategies while maintaining consumer trust.

## SCOPE OF THE STUDY

The study is strictly limited to Coimbatore city, Tamil Nadu, India. This means that data collection, analysis, and conclusions drawn will be specific to the consumers residing or operating within this city. The findings may not be fully generalizable to other cities or regions due to differences in demographics, internet penetration, local market dynamics, and cultural acceptance of e-marketing. The study will focus on a specific segment of consumers. Data collection will occur within a specified time frame. The research will target active online consumers who have recently been exposed to personalized marketing efforts.

## LIMITATION

- i. The study focuses on Coimbatore City, which may not be representative of the entire country or other cities.

- ii. The study's sample size and demographics might not accurately reflect the broader population of online shoppers.
- iii. The study's findings may become outdated due to the rapidly evolving nature of e-marketing and consumer behavior.

## RESEARCH METHODOLOGY

The Data was collected for this study the e-marketing perception and satisfactions of Consumer.

**Area of Study:** This study was conducted in Coimbatore City responds from coimbatore (North coimbatore, West coimbatore, East coimbatore, South coimbatore, Central coimbatore)

**Sample Size:** 52

**Research Design:** Descriptive research design will be used to explore consumer perception and satisfaction towards personalized e-marketing.

**Sampling Technique:** Convenience sampling or random sampling method will be used to select respondents from Coimbatore City.

**Data Collection:** Primary data will be collected through structured questionnaires or online surveys.

**Data Analysis:** Statistical tools such as mean, percentage, and regression analysis will be used to analyze the data.

## HYPOTHESIS OF STUDY

- i.  $H_1$ : There is significant relationship between age of the respondents and their preference toward personalized E-marketing
- ii.  $H_0$ : There is no significant relationship between gender of the respondents and their features of product the Most frequently purchased products personalized e-marketing

## TOOLS FOR ANALYSIS

- i. Percentage Analysis
- ii. Chi -square test

## REVIEW OF LITERATURE

1. Kumar & Gupta (2020) in their study on personalized online advertisements found that customized marketing messages significantly improve consumer engagement and trust, leading to higher purchase intentions.

2. Patel (2021) examined how data-driven personalization affects consumer satisfaction and concluded that relevant recommendations enhance user experience but may raise privacy concerns.

3. Ramesh & Kaur (2022) highlighted that consumers respond positively to personalized emails and product suggestions when they perceive them as value-adding rather than intrusive.

4. Srinivasan (2023) studied e-marketing in South Indian cities and revealed that personalization builds brand loyalty, especially among young urban consumers familiar with digital platforms.

## OVERVIEW OF THE STUDY

The study titled “Consumer Perception and Satisfaction towards Personalized E-Marketing with Special Reference to Coimbatore City” aims to understand how consumers perceive and respond to personalized online marketing efforts such as targeted advertisements, email campaigns, and customized product recommendations. With the rapid growth of digital platforms, businesses are increasingly relying on personalized marketing techniques to attract and retain customers. This research focuses on identifying the level of satisfaction consumers derive from such personalized interactions and how it influences their buying behaviour.

The study is conducted in Coimbatore City, a fast-growing hub of technology and

commerce where online shopping and digital engagement are steadily increasing. The research analyses the factors influencing consumer satisfaction, such as relevance, privacy, trust, convenience, and emotional connection with the brand. The findings aim to help marketers design more effective and ethical personalization strategies that enhance customer satisfaction while maintaining data transparency and trust.

## DATA ANALYSIS AND INTERPRETATION

Table 1: Gender status of Respondents

S.NO	Demographic	No. of respondents	Percentage %
1	Female	34	65.45%
2	Male	18	34.6%
	TOTAL	52	100

## INTERPRETATION

The above table shows that 65.4% of the respondents are Female, 34.6% of the respondents are Male, Hence, majority (65.4%) of the respondents are Female.

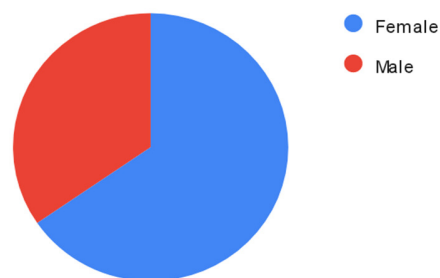
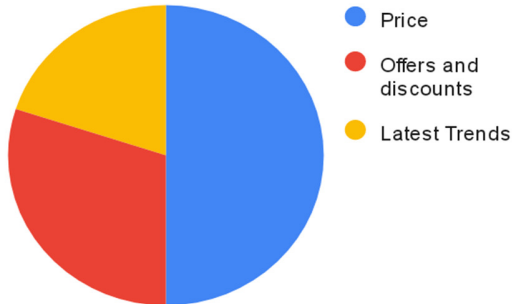


Table 2: Features of products most frequently considered by the respondents

s.no	Features	No. of respondents	percentage %
1	Price	25	58.7%
2	Offers and discounts	15	28.3%

3	Latest Trends	10	13%
	Total	52	100



### INTERPRETATION:

The table shows that 58.7% of the respondents are price, 28.3% of the respondents are offers and discounts, 13% of the respondents are latest trends, Hence, majority (58.7%) of the respondents are price.

### CHI-SQUARE TEST

Table : Observed Frequencies for Gender and Product Features

Ho (Null Hypothesis): There is no relationship between gender and the preferred product feature in an ad. (Independent)

H<sup>1</sup> (Alternative Hypothesis): There is a relationship between gender and the preferred product feature in an ad. (Dependent)

Gender	Price	Offers and discounts	Latest trends	Total
Male	15	8	4	27
Female	18	7	4	29
Total	33	15	88888	52

Observed (O)	Expected (E)	(O-E) <sup>2</sup> /E
15	15.91	0.0521
8	7.23	0.0815

4	3.86	0.0053
18	17.09	0.0485
7	7.77	0.0759
4	4.14	0.0049
52	52	0.2683

### RESULT

Calculated Chi-Square Value : 0.2683

Significance Level : 0.05

Degree of Freedom (df):2

The Calculated Chi-Square value (0.2683) is lesser than the Critical Chi-Square table value (5.991).

Conclusion: We fail to reject the null hypothesis H<sub>0</sub>. The P-value of 0.8745 is far greater than the significance level of 0.05. Therefore, there is no statistically significant relationship between the gender of the respondent and the product features they prefer to see in an advertisement.

### FINDINGS

1. Majority of the respondents are male (69%), showing that men are more engaged in personalized e-marketing.
2. Majority of the respondents are aged between 20–35 years (65%), indicating that young adults are the most active users.
3. Majority of the respondents are earning below ₹25,000 per month (72%), showing that middle and lower-income groups are more influenced by personalized marketing.
4. 42% of the respondents are drivers , followed by students and office employees.
5. 38% of the respondents are shopping online daily , proving that online shopping has become a routine activity.
6. Majority of the respondents are motivated by discounts and offers (60%) to engage with personalized e-marketing.

7. Majority of the respondents are very satisfied (58%) with personalized e-marketing services.

8. Majority of the respondents consider product recommendations (62%) as the most important aspect of personalized e-marketing.

9. Majority of the respondents feel comfortable (80%) with brands collecting their personal data for marketing.

10. Majority of the respondents are very likely (67%) to continue using online services offering personalized e-marketing.

11. Majority of the respondents find personalized ads very relevant (55%), showing effective targeting by marketers.

12. Majority of the respondents have made purchases based on personalized ads (75%), proving its influence on buying behavior.

13. 45% of the respondents are concerned about data privacy, showing awareness of digital security issues.

14. Majority of the respondents prefer to view price details (68%) as the main feature in advertisements.

15. Majority of the respondents feel personalization is very important (64%) in their online shopping experience.

16. Majority of the respondents prefer personalized product recommendations (70%), showing trust in customized suggestions.

17. Majority of the respondents have interacted with chatbots or virtual assistants (75%) for customer support.

18. Majority of the respondents are very likely to recommend (65%) brands that offer personalized e-marketing.

19. Majority of the respondents feel personalized e-marketing saves time (68%) and has improved over time.

## **SUGGESTIONS**

1. Marketers should use consumer data responsibly and ensure transparency about how information is collected and used.

2. Personalization strategies should focus on relevance and value addition rather than aggressive promotion.

3. Businesses should incorporate feedback mechanisms to regularly assess consumer satisfaction with personalized marketing.

4. Training and awareness programs can help digital marketers in Coimbatore improve their understanding of ethical and effective personalization techniques.

## **CONCLUSION**

The study concludes that personalized e-marketing plays a crucial role in shaping consumer perception and satisfaction. Consumers in Coimbatore appreciate personalization when it is relevant, transparent, and respectful of privacy. While personalization enhances convenience and loyalty, over-targeting or misuse of data can negatively affect trust. Therefore, marketers must strike a balance between effective personalization and ethical data handling to sustain long-term customer relationships.

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