AMERICAN JOURNAL OF MANAGEMENT AND IOT MEDICAL COMPUTING
Peer Reviewed, Referred & Indexed Journal
E-ISSN: 3069-0110
Vol.5, No.2(2) (2026)
www.ajmimc.com

ANALYZING THE IMPACT OF PERSONALIZED MARKETING STRATEGIES ON CUSTOMER SATISFACTION AT TATA MOTORS

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ABSTRACT

Personalized marketing has emerged as a powerful strategy for organizations seeking to enhance customer satisfaction and build long-term relationships with consumers. By utilizing customer data, preferences, purchase history, and behavioral insights, businesses can deliver customized products, services, and promotional messages that meet individual customer needs. This study examines the impact of personalized marketing strategies on customer satisfaction and explores how tailored marketing efforts influence consumer perceptions, engagement, and loyalty.

The research focuses on understanding the effectiveness of personalization techniques such as targeted advertisements, personalized recommendations, customized email campaigns, and individualized customer experiences. Data collected from consumers is analyzed to evaluate their responses to personalized marketing initiatives and the extent to which these strategies contribute to satisfaction and purchasing decisions.

The findings indicate that personalized marketing significantly enhances customer satisfaction by improving relevance, convenience, and overall customer experience. Customers are more likely to engage with brands that understand their preferences and provide personalized solutions. The study also highlights the role of technology, data analytics, and customer relationship management systems in implementing successful personalization strategies. However, concerns related to data privacy and information security remain important challenges that organizations must address.

The study concludes that personalized marketing is an effective tool for increasing customer satisfaction, strengthening customer relationships, and gaining a competitive advantage in today's dynamic marketplace. Businesses that successfully implement personalized marketing strategies can improve customer retention, brand loyalty, and overall organizational performance.

I. INTRODUCTION

In today's highly competitive business environment, understanding and meeting customer expectations has become essential for organizational success. With the rapid advancement of digital technologies and data analytics, businesses are increasingly adopting personalized marketing strategies to deliver customized experiences to individual customers. Personalized marketing refers to the practice of tailoring products, services, communications, and promotional activities based on customer preferences, behaviors, demographics, and purchasing patterns. This approach enables organizations to create more relevant and meaningful interactions with their customers.

Customer satisfaction is a critical factor that influences customer retention, loyalty, and long-term profitability. Traditional mass marketing techniques often fail to address the unique needs of individual consumers, leading to lower engagement and satisfaction levels. Personalized marketing helps bridge this gap by providing customers with content and offers that match their specific interests and requirements. As a result, customers feel valued and understood, which enhances their overall experience with the brand.

The increasing availability of customer data through online platforms, social media, mobile applications, and e-commerce websites has significantly contributed to the growth of personalized marketing. Businesses use advanced technologies such as artificial intelligence, machine learning, and customer relationship management (CRM) systems to analyze customer information and deliver personalized

recommendations and communications. These efforts help improve customer engagement, increase purchase intentions, and strengthen brand relationships.

This study focuses on analyzing the impact of personalized marketing strategies on customer satisfaction. It examines how customized marketing efforts influence customer perceptions, purchasing behavior, and loyalty. The study also explores the benefits and challenges associated with personalization, including issues related to data privacy and consumer trust. The findings are expected to provide valuable insights for organizations seeking to enhance customer satisfaction and achieve sustainable competitive advantages through effective personalized marketing practices.

Automobile industry:

Industry that produces automobiles and other gasoline-powered vehicles, such as buses, trucks, and motorcycles. The automobile industry is one of the most important industries in the world, affecting not only the economy but also the cultures of the world. It provides jobs for millions of people, generates billions of dollars in worldwide revenues, and provides the basis for a multitude of related service and support industries. Automobiles revolutionized transportation in the 20th century, changing forever the way people live, travel, and do business.

The automobile has enabled people to travel and transport goods farther and faster, and has opened wider market areas for business and commerce. The auto industry has also reduced the overall cost of transportation by using methods such as *mass production* (making several products at once, rather than one at a time), *mass marketing* (selling products nationally rather than locally), and *globalization of production* (assembling products with parts made worldwide). From 1886 to 1898, about 300 automobiles were built, but there was no real established industry. A century later, with automakers and auto buyers expanding globally, auto making became the world's largest manufacturing activity, with nearly 58 million new vehicles built each year worldwide.

As a result of easier and faster transportation, the united states and world economies have become dependent on the mobility that automobiles, trucks, and buses provide. This mobility allowed remote populations to interact with one another, which increased commerce. The transportation of goods to consumers and consumers to goods has become an industry in itself. The automobile has also brought related problems, such as air pollution, the emission of greenhouse gases that contribute to global warming, congested traffic, and highway fatalities. Nevertheless, the automobile industry continues to be an important source of employment and transportation for millions of people worldwide.

AUTOMOBILE INDIA

The history of the automobile industry in india actually began about 4,000 years ago when the first wheel was used for transportation. In the early 15th century, the portuguese arrived in china and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By the 1600s, small steam-powered engine models were developed, but it was another century before a full-sized engine-powered automobile was created.

The dream a motors age that moved on its own was realized only in the 18th century when the first motors rolled on the streets. Steam, petroleum gas, electricity and petrol started to be used in these motorss.

The automobile, as it progressed, was a product of many hands, of revolutionary concepts, and of simple, almost unnoticed upgrading. India's transport network is developing at a fast pace and the automobile industry is growing too. The automobile industry also provides employment to a large section of the population. Thus the role of automobile industry cannot be overlooked in indian economy. All kinds of vehicles are produced by the automobile industry. It includes the manufacture of trucks, buses, passenger motors, defense vehicles, two-wheelers, etc. The industry can be broadly divided into the motors manufacturing, two-wheeler manufacturing and heavy vehicle-manufacturing units.

Need of the Study

Personalized marketing has become an essential strategy for businesses aiming to meet the evolving expectations of customers in a highly

competitive marketplace. Customers today expect brands to understand their preferences and provide relevant products, services, and communications. Traditional marketing approaches often fail to address individual customer needs, resulting in lower engagement and satisfaction. Therefore, there is a need to study how personalized marketing strategies influence customer satisfaction and contribute to stronger customer relationships. This study helps identify the effectiveness of personalized marketing techniques and their role in improving customer experiences, retention, and loyalty.

Importance of the Study

1. Helps understand the relationship between personalized marketing and customer satisfaction.
2. Identifies customer perceptions toward personalized advertisements, recommendations, and communications.
3. Assists organizations in developing more effective customer-centric marketing strategies.
4. Provides insights into factors that enhance customer engagement and loyalty.
5. Helps businesses improve customer retention and long-term profitability.
6. Evaluates the effectiveness of technology-driven personalization tools and techniques.
7. Supports decision-making regarding investments in customer relationship management (CRM) systems and data analytics.
8. Highlights the role of personalized marketing in creating a competitive advantage.
9. Identifies challenges related to data privacy, security, and customer trust.
10. Contributes to academic research and provides a foundation for future studies in marketing and consumer behavior.
11. Helps organizations deliver better customer experiences through targeted and relevant marketing efforts.
12. Enhances understanding of how personalization influences purchasing decisions and brand loyalty.

OBJECTIVES OF STUDY

1. To analyze the impact of personalized marketing strategies on customer satisfaction.
2. To examine customer perceptions towards personalized marketing practices.
3. To identify the various personalized marketing strategies used by organizations.
4. To evaluate the influence of personalized advertisements on customer engagement.
5. To study the effect of personalized product recommendations on purchasing decisions.
6. To assess the relationship between personalization and customer loyalty.
7. To determine the role of customer data and analytics in delivering personalized experiences.
8. To measure the impact of personalized communication on customer satisfaction levels.
9. To identify the factors that contribute to the success of personalized marketing campaigns.
10. To examine customer preferences regarding customized products and services.
11. To analyze the effectiveness of digital marketing channels in delivering personalized content.
12. To study the challenges associated with implementing personalized marketing strategies.
13. To provide suggestions for improving personalized marketing practices to enhance customer satisfaction and business performance.

SCOPE OF THE STUDY

The scope of this study is to examine the impact of personalized marketing strategies on customer

satisfaction across various industries and business sectors. The study focuses on understanding how customized marketing efforts, such as personalized advertisements, product recommendations, promotional offers, email campaigns, and customer communications, influence customer perceptions and satisfaction levels. It evaluates the effectiveness of personalization in enhancing customer engagement, loyalty, and purchasing behavior.

The study covers customers who have experienced personalized marketing through digital platforms, including e-commerce websites, mobile applications, social media channels, and email marketing. It also explores the role of customer data analytics, artificial intelligence, and customer relationship management (CRM) systems in delivering personalized experiences. Furthermore, the study investigates the benefits and challenges associated with personalized marketing, including issues related to privacy, trust, and data security.

The findings of the study are intended to help organizations develop effective customer-centric marketing strategies, improve customer satisfaction, strengthen brand loyalty, and achieve sustainable competitive advantages in the marketplace. The study also provides valuable insights for researchers and marketers interested in understanding the growing significance of personalization in modern marketing practices.

II. RESEARCH METHODOLOGY

Research is the plan structure & strategy for investigation conceived to answer to research question & control variance. It is the overall operation pattern to framework of project that stipulated the information to be collected from which sources by word procedure. What are the two possible sources of data for securing in the above mentioned information in the primary & secondary data.

SAMPLE SIZE: The Total Sample Size Is 100 Only.

SAMPLE METHOD: The information is planned to be collected by sample method, the sample method followed is random sampling method. The probability random sampling method is stratified random sampling.

DATA COLLECTION:

The information is collected through questionnaires and personal interviews. And the information of customers is known by company's service sheet and the free service sheet.

A direct structure questionnaire has been asked to all the respondents in the sample followed by direct personal interviews.

SOURCES OF DATA:

A classification of data is very important procedure in this concept. The collected data can be classified into two types.

1. **PRIMARY DATA**
2. **SECONDARY DATA**

PRIMARY DATA

The primary data is very important source for to make suggestions to the title obtained. This data can be collected in various methods like survey, interviewing, feedback, i.e. group discussion etc., for collection of primary data the survey method is used, which involved predetermined questions. The structured questionnaire contained a form list of question framed so as to get the facts. But it involves high risk and huge expensive method to get the facts.

SECONDARY DATA

Collection of secondary data is very easy compared with primary data. But this data is also very important for the growth of an organization, to predict the future and will help to make the future plan regarding sales and improve the measures of sales.

This data can be collected from the magazines. Annual reports of the organization and other published data.

SAMPLE PROCEDURE

The sample size consists of 100 consumers. The sample consists of businessman, doctors, engineers, officers and contractors etc.

The survey was conducted in the form of an interview among randomly chosen sample of 100 consumers of tata customers sample size form the dealer randomly.

LIMITATIONS OF THE STUDY

1. The study is limited to a specific sample of respondents and may not represent the views of all customers.
2. The findings are based on the responses provided by participants, which may be

influenced by personal opinions and perceptions.

3. Time constraints may limit the depth and extent of data collection and analysis.
4. The study focuses only on personalized marketing strategies and does not consider all factors affecting customer satisfaction.
5. The accuracy of the results depends on the honesty and understanding of the respondents while answering the questionnaire.
6. The study is confined to selected geographical areas and may not reflect customer behavior in other regions.
7. Rapid changes in technology and marketing practices may affect the long-term relevance of the findings.
8. Customer preferences and expectations may change over time, which can influence the effectiveness of personalized marketing strategies.
9. The study primarily considers digital personalization methods and may not fully cover offline personalized marketing activities.
10. Limited access to organizational data and marketing performance metrics may restrict a comprehensive evaluation of personalized marketing effectiveness.
11. Privacy concerns may prevent respondents from sharing complete information regarding their experiences with personalized marketing.
12. The conclusions drawn from the study may not be universally applicable across all industries and market segments.

III. REVIEW OF LITERATURE

CUSTOMER SATISFACTION

DEFINITION OF CUSTOMER SATISFACTION

KOTLER (1997) defines customer satisfaction as follows:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

BROWN (1992) defines customer satisfaction as:

The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth.

According to **jones and sasser** (1995), four basic elements affect customer satisfaction.

They are: the basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

Satisfaction is a function of perceived performance and expectation. If the performance matches the expectations the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied and delighted. If the performance does not match the expectations the customer is dissatisfied. Satisfaction is a person's feelings of pleasure of disappointment resulting for comparing a products perceived performance (out-come) in relation t his/her expectation. The link between customer satisfaction and customer loyalty is proportional. Suppose customer satisfaction is rated on a scale from 1 – 5. At a very low levels of customer satisfaction.

level-1, customers are likely to abandon.

Level-2 to 4, customers are fairly satisfied but still find tit easy to switch when a better offer comes along.

Level-5, the customer is very likely to repurchase an even spread good word of mouth about the company.

The key to generating high customer loyalty is to deliver high customer value. A company's value proposition is much more than it's positioning on a single attribute. Most of the successful companies are raising expectations and delivering performances to match. These companies are aiming for tcs – total customer satisfaction. Customer satisfaction is both a goal and a marketing tool. Companies that achieve high customer satisfaction ratings make sure that their target market is known.

After sales support management system is apart of erp *enterprise resource planning* solution dealing with the support module after the sales of

product. It creates an advanced environment to the organization, which are in to technical support after sales e.g. companies offering electronic goods and motor vehicles etc.

CUSTOMER COMPLAINTS TRACKING

Customer Complaint Tracking is a systematic process used by organizations to record, monitor, manage, and resolve customer complaints efficiently. It helps businesses identify issues faced by customers, take corrective actions, and improve the overall customer experience. An effective complaint tracking system enables organizations to respond promptly to customer concerns, enhance customer satisfaction, and build long-term customer loyalty.

The process of customer complaint tracking involves receiving complaints through various channels such as phone calls, emails, websites, social media platforms, and customer service centers. Each complaint is documented, categorized based on its nature and severity, assigned to the appropriate department, and monitored until it is resolved. The collected data is analyzed to identify recurring problems, service gaps, and areas requiring improvement.

SERVICE ENGINEERS INFORMATION TRACKING:

Information about the engineers is inevitable in job scheduling. Information about the engineers has to be added, deleted or modified in the database. It may contain the following: the name, id of the engineer; the skill set of the manager; the status of the engineer.

JOB SCHEDULING FOR THE COMPLAINTS:

Job scheduling means sequencing the request to its intensity, assignment of a service engineer and creating a job card. It is done to optimize the technical resources and to render the best service to the customer. Minor problem are processed by technicians requests are handled by the expert team.

THE JOB CARD INCLUDES THE FOLLOWING:

The compliant id, the assigned engineer id, the data and time of service, the spare details, no. Of man hours required etc.

- The spare part name and serial number
- The available quantity of each spare part
- The prize, warranty and other specifications
- The supplier information.

CUSTOMER SATISFACTION TRACKING:

Customer satisfaction is the key concept to dictate the future of the organization. In order to maximize the customer satisfaction along with quick response and efficient service some other activities are to be performed.

Challenges in Customer Complaint Tracking

- Delays in complaint resolution.
- Incomplete or inaccurate complaint information.
- Lack of coordination among departments.
- High volume of customer complaints.
- Difficulty in tracking complaints across multiple channels.
- Maintaining customer privacy and data security.

Benefits of Customer Complaint Tracking

- Improves customer satisfaction and loyalty.
- Enhances organizational reputation and brand image.
- Helps identify product and service deficiencies.
- Enables faster problem resolution.
- Reduces customer churn and negative feedback.
- Provides valuable insights for business improvement.
- Supports quality management and decision-making.

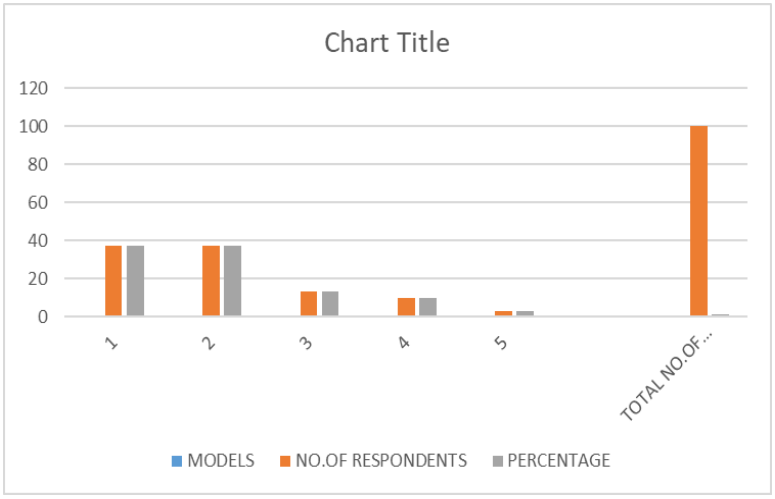
IV. DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

1. **WHAT IS THE MODEL OF CARES USED BY CUSTOMERS?**
   A) INDICA DLX
   B) INDICA V2

C) TATA SUMO
D) TATA SAFARI
E) TATA DICOR

S.NO	MODELS	NO.OF RESPONDENTS	PERCENTAGE
1	INDICA DLX	37	37
2	INDICA V2	37	37
3	TATA SUMO	13	13
4	TATA SAFARI	10	10
5	TATA DICOR	03	03
TOTAL NO.OF RESPONDENTS		100	100%

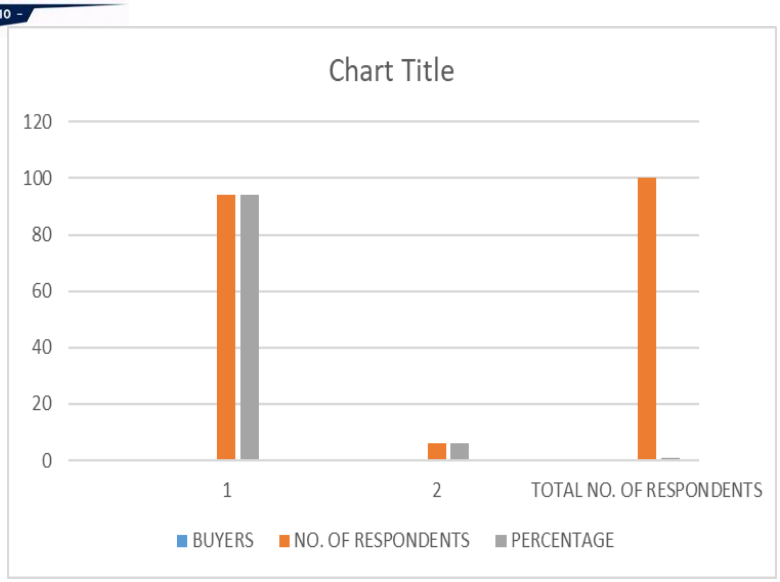


INTERPRETATION: It is observed that 37% of the total respondents use indica dlx, 37% of the respondents use indica v2,13% of the respondents use tata sumo,10% of the respondents use tata safari and last 03% of respondents use tata dicor model.

2. WHICH TYPE OF CAR HAVE YOU BOUGHT?

A) NEW
B) PRE OWNED

S.NO	BUYERS	NO. OF RESPONDENTS	PERCENTAGE
1	NEW	94	94
2	PRE OWNED	6	6
TOTAL NO. OF RESPONDENTS		100	100%



INTERPRETATION:

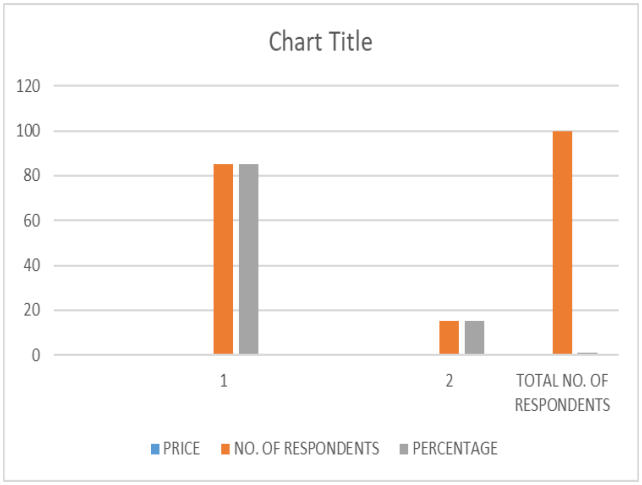
From the survey conducted it is observed that 94% of the respondent's purchased new cars and 6% of the respondent's purchased pre owned cars.

3. WHETHER THE PRICE OF THE VEHICLE IS?

A) AFFORDABLE

B) NOT AFFORDABLE

S.NO	PRICE	NO. OF RESPONDENTS	PERCENTAGE
1	AFFORDABLE	85	85
2	NOT AFFORDABLE	15	15
TOTAL NO. OF RESPONDENTS		100	100%



INTERPRETATION:

It is observed that 85% of the people feel that the price of vehicle is affordable, and 15% of people feel that the price of vehicle is not affordable.

V. FINDINGS:

- ✓ Most of the buyers are professionals and business people using the tata cars.
- ✓ 94% of the respondents purchase new cars only.
- ✓ Nearly about 85% of the customers feel that the price of vehicle is affordable.
- ✓ About 87% of the respondents use tata cars for there personal use.
- ✓ The reason for purchase only tata is necessity for 54% of the customers, 24% of the consumers feels status and 18% feel comfortable.
- ✓ Many of the respondents are satisfied with regard to mileage, price.
- ✓ 45% of the respondents use there vehicle to take there family out and 44% use for going to office.
- ✓ 61% of the respondents were satisfied with service provided by the dealer at the service center, 24% and 7% of the respondents said ok and excellent, and 8% of the respondents were not satisfied with service at service station.
- ✓ Above 56% of the respondents feel the prices are reasonable at the service center. Where 8% and 38% of the respondents feel that the prize are high and medium respectively.
- ✓ 62% of the respondents feel that the overall performance of the vehicle is good, 8% and 23% of the respondents feel that the performance of the vehicle is excellent and o.k.

VI. SUGGESTIONS

- ➢ It is suggested that some more place should be provided for luggage.
- ➢ To provide better service to customers at work shop
- ➢ To make the vehicle more spacious inside
- ➢ To improve the comfort ness in the vehicle
- ➢ Skilled and experienced persons should be provided at service center, so that problems of the vehicle should be resolved completely.
- ➢ Engine capacity should be increase, this leads to increase mileage and pickup once when a/c is on
- ➢ To increase the place of parking at work shop.

VII. CONCLUSION

"The global business environment is buzzing with the single most important issue of building a competitive edge by creating and retaining a large number of customers than their goods and services every organization is there fore seized of the task of establishing sustaining its worth to the customer, who has been rendered unpredictable by competition"

Therefore every business is making a continuous effort for achieving customer effort for achieving customer loyalty

In short it is total organizational culture and brand equity, which face challenge. So that there is a perennial struggle amongst organizations to sustain their existence in the market place, and hence in order to sustain the stiff competition the company has to take up market research frequently to know the changing needs & preference of the customers.

This helps the company to reframe the policies in providing cutting edge technology to satisfy the customer & retain him for a life time.

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