A Study on Role of Personalization in E-Mail Marketing on Customer Engagement in Infognana Solutions, Coimbatore

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Abstract- *This study investigates the part of personalization in dispatch marketing and its effect on client engagement, with a focus on Infognana results, Coimbatore. Dispatch marketing remains a important tool due to its direct and cost-effective nature. A sample of 390 repliers was surveyed using a structured questionnaire, and data was anatomized through descriptive statistics, chi-square tests, correlation, and one-way ANOVA. The findings reveal a significant relationship between gender and preferences for substantiated dispatch content. The study highlights that constantly delivering acclimatized and applicable content enhances client engagement, satisfaction, and brand fidelity. It concludes that substantiated dispatch marketing is a critical strategy for fostering strong client connections and driving long- term success in the digital frugality.*

Keywords- Dispatch marketing, personalization, client engagement,

I. INTRODUCTION

One of the first digital communication methods is email, which is also one of the best digital marketing techniques available.

Email marketing is a direct marketing channel that companies may use to notify customers on their contact lists about new products, offers, and updates. Because subscribers prefer to sign up for emails, they have a greater conversion rate than other channels. Due to its significant return on investment (ROI), it is a crucial component of most businesses' complete inbound strategy.

Email marketing is a promotion method in which companies email large numbers of individuals promotional communications. By providing nurturing leads, or promotional offers or else enhancing the effectiveness of satisfied marketing initiatives, it is commonly utilised to increase sales.

It is a subset of direct and digital marketing. It might help you tell your customers about their latest offerings by integrating it into your marketing automation campaigns. In terms of lead generation, brand exposure, relationship building, or keeping clients in between transactions, it could also be essential to their marketing strategy to use different types of marketing emails.

COMPANY PROFILE

Infognana Solutions, Coimbatore

Businesses can stay ahead of the innovation curve with the help of Infognana Solutions' excellent digital transformation and technology services and solutions. Infognana is a high-growth IT solutions business that offers extensive services customised to meet your needs. Through the excellent execution of our service offering, we support cooperative development. Infognana offers focused IT solutions to the company, with innovation and process knowledge at the heart of our business.

The goal of Infognana Solutions' founding was to become the premier source for technological solutions for companies all over the world. We have become a leading interdisciplinary business service provider with a global presence thanks to our unwavering efforts and the backing of a strong management team that has over 80 years of combined expertise in a variety of sectors. Since its founding in 2000, Infognana has had consistent expansion in a number of industries, which has enabled us to become a top service provider for several businesses throughout the globe.

We are an ISO/IEC 27001:2013/ISO 9001:2015 organisation through more than 400 people with a wide range of specialities. We are aware that learning never stops and that things are always changing. We were able to easily transition to the next level and establish ourselves as a one-stop shop for the entire the technological explanations that the corporate sector needs because of our early focus on new

prospects. We are fortunate to have a very skilled and driven workforce that works really hard to ensure our success.

OBJECIVES OF THE STUDY

Primary objective

- To study on role of personalization in e-mail marketing on customer engagement in Infognana solutions, Coimbatore

Secondary objectives

- To understand the frequency of email communication in email marketing for customer engagement
- To evaluate the email marketing strategies and customer engagement levels within e-commerce platform

II. REVIEW OF LITERATURE

Singh, L., & Chetty, G. (2015). The technique of tailoring an email's content and structure to each member's unique requirements while utilising their navigational habits is known as email personalisation. A more sophisticated kind of customisation is personalisation, in which marketing is carried out automatically on behalf of user profiles rather than at the request of the individual client. There is a fine line between personalisation and customisation, which is accomplished by applying analytical tools to use customer-level data. Due to the rapid rise of e-commerce, businesses are now prepared to invest more in enhancing the online familiarity. Therefore, in this work, we suggest a novel architectural design for user profiling and email personalisation that uses optimised pruned intense learning machines as foundation estimators together with gradient boost trees.

Šinko Morandini, F., & Dobrinić, D. (2018). Email marketing is said to be the fastest-growing communication medium in history, and a large portion of the worldwide population now has access to the Internet and email services because to globalisation and the rapid advancement of technology. According to current trends, the use of personalisation in advertising efforts will increase the significance of email marketing even more. As a result, it is emphasised that a quality segmentation of current and future clients is an crucial component of present marketing initiatives. The practice of separating the market into various consumer groups (segments) based on some of their shared traits is known as segmentation. Numerous studies have demonstrated that effectively-segmented campaigns yield higher open, click-through, and conversion rates as well as a

advanced return on investment. This article presents the RFM approach and customer lifetime value (CLV), two widely used analytical segmentation methodologies.

Hartemo, M. (2022), The study aims to investigate the effects of using volunteered data on consumer email marketing response and unsubscribe rates. The study compares customised advertising emails based on offered to help consumer data to emails that are personalised based on observed customer data and to control emails that are completely untailored by the marketer in three long-term field tests conducted among 1,864 applicants to universities. Given that response rates are greater for emails that use provided data, the findings suggest that marketers should involve customers as active participants in the communication process. Customised emails, however, have the greatest unsubscribe rate. The authors show how emails with empowering elements affect customers' actions and provide results that are generally better than those of emails without such elements.

Defau, L., Zauner, A. (2023). This premise is tested in this paper using the findings of Sahni et al. (Marketing Science 37:236–258, 2018). According to a study by Sahni et al. email marketing perform better when the recipient's first name appears in the subject line. However, this marketing tactic has become widely employed in email marketing in recent years, so it's possible that readers' behaviour altered as they grew accustomed to it. We are unable to replicate the results from (Sahni et al., Marketing Science 37:236–258, 2018) since our empirical study shows no substantiation that including the recipient's first name in the subject line increases opening or click-through rates.

III. RESEARCH METHODOLOGY

An organised study of the topic based on borrowed materials with appropriate citation and consultation in the paper's main body is known as a documented prose work. In order to understand various occurrences, research in management is rather significant. Its objective is to use methodical, scientific approaches to find solutions to issues.

a. Study area

The study area is Infognana Solutions, Coimbatore.

b. Design of the study

A research design is a set of rules for collecting and evaluating data that aims to strike a balance between procedural effectiveness and study objective relevance. The descriptive research design was chosen for this investigation.

People's attitudes and opinions on anything might be the focus of a descriptive study design. It focusses on figuring out how something happens or how two variables change in tandem.

c. Source of the data

The different ways that researchers gather information or evidence to answer their research questions or objectives are referred to as sources of data. These sources can be divided into primary and secondary sources, and choosing the right ones is essential to research methodology because it directly affects the validity, reliability, and depth of the research findings. To ensure thorough coverage and triangulation of data, researchers frequently combine primary and secondary sources, which strengthens the robustness of their findings.

Primary data

Data that are obtained for the first time and are hence unique in nature are referred to as primary data. Primary data, or data obtained via the use of questionnaires, is obtained straight from the employee. Primary data for descriptive research can be gathered using surveys, in-person interviews, direct communication with respondents in one way or another, or observation. Surveys were used to gather information.

Secondary data

Books, journals, periodicals, and company websites were the sources of secondary data used in this investigation.

d. Sampling technique

Sample Design

The term or other designation for the particular procedure used to choose the sample's entities is a sampling technique. This study used the non-probability sampling technique. Instead of using a preset selection process, the non-probability method is a sampling strategy that collects input based on the sample selection abilities of a researcher or researcher. When a non-probable sample is used in a survey, the results are usually biassed and may not fully represent the target population.

Sampling Method

In this study, the convenience sampling approach is employed. Convenience sampling is the method of collecting samples by choosing ones that are ideally located throughout a website or Internet service.

Population

The population, from which the sample will be taken, is the sum of all units with particular attributes. The whole clientele of Infognana Solutions in Coimbatore makes up the study's population. This business deals with around 750 clients.

Sample Unit

Here sampling unit is Coimbatore.

Sampling Element:

In this study, sampling element is entire employees who are working in the company Infognana Solutions, Coimbatore.

Analytical tools and methods

The researcher utilised the following instruments to analyse the data and draw study conclusions.

- Percentage Analysis
- Chi-square Analysis
- Correlation Analysis
- Anova Analysis

Percentage Analysis:

Percentage analysis is a simple and widely used method to interpret data by showing the proportion of responses. It helps compare distributions and relationships among data series.

$$\text{Percentage analysis} = \frac{\text{No. of respondents}}{\text{Total of respondents}} \times 100$$

Chi-Square Test:

Chi-square is a non-parametric test used to examine the association between categorical variables. It tests whether observed frequencies differ significantly from expected ones.

$$\chi^2 = \Sigma(O-E)^2/E$$

Correlation:

Correlation measures the strength and direction of a relationship between two variables. Pearson's correlation coefficient (r) is the most common.

$$r \, \frac{\sum xy}{\sqrt{\sum x^2 * \sum y^2}}$$

Anova Analysis

Analysis of variance is one method for distinguishing between variation due to one set of reasons and variation due to another. The total variance consists of the following two components: Variability within sample subgroups

F-statistic = Variance between the samples
Variance within the samples

IV. DATA ANALYSIS & INTERPRETATIONS

CORRELATION ANALYSIS

RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND FREQUENCY OF EMAIL COMMUNICATION IN EMAIL MARKETING FOR CUSTOMER ENGAGEMENT

Correlations			
		AR	FE
AGE OF THE RESPONDENTS	Pearson Correlation	1	-.150[**]
	Sig. (2-tailed)		.003
	N	390	390
FREQUENCY OF EMAIL COMMUNICATION IN EMAIL MARKETING FOR CUSTOMER ENGAGEMENT	Pearson Correlation	-.150[**]	1
	Sig. (2-tailed)	.003	
	N	390	390
**. Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION

The Above table indicates that out of 390 respondents, co-efficient of correlation between the age of the respondents and frequency of email communication in email marketing for customer engagement is -.150[**]. It is below 1.So there is negative relationship between the age of the respondents and frequency of email communication in email marketing for customer engagement.

ONE WAY ANOVA TEST

Table - to analyze the educational background of the respondents and the effectiveness of dynamic content in email marketing for customer engagement

NULL HYPOTHESIS (HO): There is no significant relationship between educational background of the respondents and the effectiveness of dynamic content in email marketing for customer engagement.

ALTERNATIVE HYPOTHESIS (H1): There is a significant relationship between educational background of the respondents and the effectiveness of dynamic content in email marketing for customer engagement.

ANOVA					
DYNAMIC CONTENT IN EMAIL MARKETING FOR CUSTOMER ENGAGEMENT					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.373	3	.458	.989	.398
Within Groups	178.639	386	.463		
Total	180.012	389			

Interpretation

The table clearly shows that educational background of the respondents and the effectiveness of dynamic content in email marketing for customer engagement has a figure on .989values and significance around .398levels than the sum of squares within group between groups values have 1.373and 178.639respectively. Hence, the significant value is greater than 0.05 for which the significant percentage is above 95%, hence null hypothesis. Thus, rejecting alternative hypothesis i.e., There is no significant relationship between educational

background of the respondents and the effectiveness of dynamic content in email marketing for customer engagement.

V. FINDINGS

- 63.8% of the respondents are male.
- 93.6% of the respondents are in the age group of 18-24 years.
- 58.5% of the respondents have completed master's degree.
- 90.5% of respondents have belowRs. 1,00,000 as income.
- 41.8% of the respondents are strongly agree towards the personalized content in the emails makes feel valued as a customer.
- 28.5% of the respondents are strongly agree towards the personalized recommendations in emails to be helpful in shopping experience.
- 37.9% of the respondents are agree towards the personalized content increases interest in exploring product/services offered.
- 33.8% of the respondents are strongly agree towards the personalized emails tailored to preferences grab attention more effectively.

VI. SUGGESTIONS

- The company should keep personalising email content to make customers feel like they are getting more for their money.
- The business needs to improve its personalised recommendation algorithms so that they give better ideas.
- Customers will probably be more interested in products if personalisation efforts are stepped up.
- When customers use advanced segmentation methods, their personalised email campaigns will work better.
- Delivering highly personalised material on a regular basis is key to keeping customers interested and loyal to the brand.
- Companies should try to find the best email regularity that keeps customers interested without sending too many emails.
- The best times to send emails can be found using data analytics to find peak interaction times.

VII. CONCLUSION

After a thorough study of how personalisation in email marketing affects customer interaction on e-commerce platforms, it has been decided that personalised content has a big impact on how customers think and act. The study found that customers like personalised content and suggestions that not only make their shopping experience better but also make them feel like the brand cares about them. The study also showed how important it is to find the right mix between email frequency and message length so that recipients don't get too much and become tired of receiving emails, which could eventually lead to less engagement.

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