

## The Effectiveness of Personalized Marketing Strategies on Consumer Engagement and Loyalty (Evidence from KSA)

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### Abstract

Nowadays, more than ever, there are global as well as local companies with only web sales. To mention a few: Google, Amazon, Ali Express and more. With a growing digital landscape and a tech-savvy population, companies in Saudi Arabia are increasingly adopting personalized marketing approaches to cater to individual preferences, cultural nuances, and consumer behaviors. This research utilizes both secondary data and primary data as data collection tools in terms of theoretical framework of literature review and an online survey questionnaire with a combination of Likert-scale options. The target population will consist of Saudi consumers across different demographics of age, gender. A stratified random sampling technique will be used to ensure representation from each stratum.

The sample of the study will start with people living in the vicinity of Jeddah International College then expand to random consumers online through means of snowball sampling of referrals from participants. The sample of the study consists of 100 respondents. The independent variable of the study is personalized marketing strategies. The dependent variables of the study are consumer engagement and consumer loyalty.

The study concludes that personalized marketing strategies have a favorable impact on consumer perceptions, engagement, and loyalty in Saudi Arabia. The majority of respondents expressed positive attitudes towards personalized offers, recommendations, and communications from brands. They also exhibited active engagement with personalized marketing efforts and demonstrated a willingness to make repeat purchases and recommend brands that utilize personalized marketing strategies.

**Keywords:** Personalized Marketing Strategies, Consumer Engagement, Consumer Loyalty, Consumer Perception

## 1. Introduction

### 1.1. Overview about Personalized Marketing Strategies

Personalization in marketing refers to the practice of delivering customized content, offers, and experiences to individual consumers based on their unique characteristics and preferences. It involves leveraging customer data, such as demographics, purchase history, browsing behavior, and social media interactions, to create targeted and relevant marketing messages. Personalized marketing encompasses various tactics, including personalized emails, product recommendations, dynamic website content, and tailored advertising (Zeng & Huang, 2020).

Nowadays, more than ever, there are global as well as local companies with only web sales. To mention few: Google, Amazon, Ali Express and more. These online shops use marketing personalization strategies to sell their products. They recommend personalized products to each individual consumer based on the preferences, search history, and past purchases of the consumer. Thus, it became normal when visiting any of the online shops to see a personalized experience with certain products that are carefully recommended based on the consumer's online behavior (Smith & Linden, 2017).

The personalized strategies include for example suggesting the right product at the right time to the right consumer as well as including elements of personalization such as the consumers name, or a personalized message that matches their past behavior (Karaduman and Zalova, 2018).

The rise of personalized marketing strategies and the growth of online shops are the reasons behind selecting this research topic as they entail an effect on consumer engagement and loyalty. In today's highly competitive business landscape, companies are constantly seeking innovative approaches to engage customers and foster their loyalty. Personalized marketing strategies have emerged as a powerful tool to enhance consumer engagement and loyalty. By tailoring marketing efforts to individual preferences, needs, and behaviors, businesses can create meaningful and relevant experiences that resonate with consumers on a personal level. This not only drives engagement but also cultivates a sense of loyalty and strengthens the customer-brand relationship (Verhoef, 2015).

### 1.2. Enhancing Consumer Engagement and Consumer Loyalty

Personalized marketing strategies have been shown to significantly enhance consumer engagement. When customers receive personalized messages that align with their interests and needs, they are more likely to pay attention, interact with the content, and take desired actions.

Studies have found that personalized emails, for instance, generate higher open and click-through rates compared to generic mass emails (Li et al., 2019). Similarly, personalized product recommendations on e-commerce websites have been shown to improve conversion rates and increase customer satisfaction.

Personalized marketing strategies play a crucial role in fostering consumer loyalty. By demonstrating an understanding of individual preferences and delivering relevant experiences, businesses can build a stronger emotional connection with consumers. This connection creates a sense of loyalty and encourages repeat purchases, referrals, and advocacy. Research has indicated that personalization can lead to higher customer satisfaction, increased customer lifetime value, and reduced customer disloyalty rates (Yang & Chen, 2019).

### 1.3. Personalized Marketing Strategies in Saudi Arabia

In the context of Saudi Arabia, personalized marketing strategies have gained significant attention as businesses strive to engage Saudi consumers effectively. With a growing digital landscape and a tech-savvy population, companies in Saudi Arabia are increasingly adopting personalized marketing approaches to cater to individual preferences, cultural nuances, and consumer behaviors.

Personalization in marketing within Saudi Arabia involves tailoring marketing efforts to the unique characteristics, preferences, and cultural sensitivities of Saudi consumers. It encompasses strategies such as customized content, targeted advertising, and personalized offers, all designed to resonate with the Saudi consumers (Alalwan et al., 2017). By considering factors such as language, local customs, religious observances, and regional preferences, businesses can create more relevant and engaging experiences for Saudi consumers.

Saudi Arabia, like many other countries, has seen a rise in the adoption of personalized marketing techniques. These strategies aim to deliver targeted and relevant messages to individual consumers based on their preferences, behaviors, and demographics. By tailoring marketing efforts to the unique needs and interests of Saudi consumers, businesses can create more engaging and personalized experiences that drive customer satisfaction and loyalty (Al-Debei et al., 2020).

According to Awan and Siddiqui (2019), at the core of personalized marketing strategies is the goal of enhancing the customer experience. By understanding consumer preferences, interests, and needs, businesses can deliver messages and offers that resonate with Saudi consumers.

This tailored approach makes individuals feel valued and understood, creating a positive brand perception and fostering a deeper connection between the consumer and the company.

One of the key advantages of personalized marketing is its ability to deliver relevant and meaningful messages to Saudi consumers. By tailoring marketing campaigns to their cultural context, language preferences, and local market needs, businesses can ensure that their messages resonate with the target audience. When consumers feel that a brand understands their unique requirements, it leads to higher levels of satisfaction and engagement.

While personalized marketing offers numerous benefits, it is essential for businesses to prioritize consumer trust and data privacy. In Saudi Arabia, as in many other countries, data privacy regulations and consumer protection laws are in place to safeguard personal information. Businesses must handle consumer data responsibly, ensuring transparency and compliance with applicable regulations. By doing so, they can build trust with consumers and alleviate concerns about privacy (Brodie et al., 2011).

Moreover, while personalization is valuable, it is crucial to strike a balance and avoid overwhelming Saudi consumers with excessive or intrusive messages. Bombarding consumers with irrelevant or repetitive content can lead to annoyance and disengagement. To prevent this, businesses should use data analytics and consumer feedback to fine-tune their personalized marketing efforts and ensure that targeting is relevant and appropriate (Pappas, 2018).

Personalized marketing strategies have a significant impact on Saudi consumers. By delivering tailored and relevant experiences, businesses can enhance customer satisfaction, drive engagement and conversion, foster loyalty, and increase overall brand perception. However, businesses must navigate data privacy considerations, maintain transparency, and avoid overwhelming consumers with excessive personalization. When implemented effectively, personalized marketing can create a win-win situation for businesses and Saudi consumers, leading to mutually beneficial relationships and long-term success.

#### **1.4. Effect on Saudi Consumer Engagement and Loyalty**

In today's competitive business landscape, companies are increasingly turning to personalized marketing strategies to engage consumers on a deeper level. Implementing personalized marketing strategies has been shown to positively impact Saudi consumer engagement. When marketing messages align with individual preferences and reflect an understanding of local culture,

Saudi consumers are more likely to respond favorably. Research has indicated that personalized content tailored to Saudi consumers' interests and needs generates higher engagement levels, leading to increased brand awareness and customer loyalty (Al-Debei et al., 2020).

Personalized marketing strategies play a vital role in cultivating loyalty among Saudi consumers. By demonstrating an understanding of their unique needs and preferences, businesses can foster a stronger emotional connection with Saudi consumers, leading to increased brand trust and loyalty (Alalwan et al., 2017). Customized offers, personalized recommendations, and tailored customer experiences contribute to a sense of valued and recognized customers, encouraging repeat purchases, positive word-of-mouth, and long-term brand advocacy.

The effectiveness of personalized marketing in Saudi Arabia is supported by technological advancements and the availability of consumer data. Machine learning algorithms, artificial intelligence, and data analytics enable businesses to collect, analyze, and leverage consumer data to deliver personalized experiences at scale. However, it is important to address data privacy concerns and comply with local regulations to ensure the trust and confidence of Saudi consumers (Alalwan et al., 2017).

Personalized marketing has the power to captivate Saudi consumers and increase their engagement with a brand. By delivering customized content, product recommendations, and exclusive promotions, businesses can capture the attention of Saudi consumers and increase their likelihood of conversion. When consumers receive personalized messages and offers that align with their interests and preferences, they are more inclined to consider making a purchase.

By tailoring marketing messages and offers to the specific preferences and interests of Saudi consumers, personalized marketing ensures that the content they receive is highly relevant to their needs. This relevance creates an immediate connection between the consumer and the brand, capturing their attention and piquing their interest. When consumers feel that a brand understands their individual preferences, they are more likely to engage with the marketing content and explore what the brand has to offer. In addition, personalized marketing has the potential to create a strong emotional connection with Saudi consumers. When businesses demonstrate an understanding of consumers' unique needs, aspirations, and challenges, it fosters a sense of empathy. This emotional connection can deepen the consumer's engagement with the brand as they feel that the brand genuinely cares about their individual experiences and desires. It creates a bond of trust and loyalty, leading to long-term customer relationships (Pappas, 2018).

Personalized marketing strategies often involve customizing the user experience across various touch points, such as websites, mobile apps, and social media platforms. By tailoring the user experience to individual preferences, businesses can create a seamless and enjoyable journey for Saudi consumers. This includes personalized recommendations, relevant content, and streamlined interactions, all of which contribute to a positive user experience. When consumers have a smooth and personalized experience with a brand, they are more likely to engage further and explore what the brand has to offer.

Therefore, personalized marketing captivates Saudi consumers by delivering relevant content, creating emotional connections, enhancing user experiences, surprising consumers, and fostering advocacy. By leveraging these factors, businesses can increase consumer engagement, build stronger relationships, and ultimately drive business growth in the Saudi market.

Finally, personalized marketing strategies have the potential to foster customer loyalty among Saudi consumers. By demonstrating an understanding of individual preferences and catering to their specific needs, businesses can create an emotional connection with consumers. This emotional bond can lead to repeat purchases, increased customer retention, and positive word-of-mouth recommendations, all of which contribute to long-term customer loyalty.

### 1.5. Problem Statement

Upon researching personalization in marketing, it is found out that a considerable number of studies have been conducted, researching into the benefits and consequences of personalized strategies and their connection with consumers. The personalized marketing strategies allow online shops and web companies to target different consumer segments with an ability to provide each consumer with a personalized experience to whereby strong customer-brand engagement and loyalty relationship can show (Pappas, 2018).

Now, building on the growing trend of marketing personalization and as the personalized marketing strategies are expected to greatly continue developing in the coming years, major shifts impacting consumers are likely to occur.

Therefore, the problem which this research is addressing is identifying how personalized marketing strategies affect consumers engagement and loyalty, especially that the creation of personalized customer experiences often results in higher customer satisfaction and profits for the company.

## 1.6. Research Questions

The following questions are derived from the research title, and by answering these questions in the context of the study, the research objectives will be achieved.

1. To what extent do personalized marketing strategies affect consumer engagement?
2. To what extent do personalized marketing strategies affect consumer loyalty?
3. Do personalized marketing strategies stimulate positive or negative consumer attitude toward the advertisers?

## 1.7. Research Objectives

- Add to the literature of personalized marketing and consumer behavior, particularly in KSA.
- Identify the effectiveness of personalized marketing strategies on consumer engagement.
- Identify the effectiveness of personalized marketing strategies on consumer loyalty.
- Explore consumers attitude toward the personalized marketing advertisers.

## 1.8. Significance of the Study

The study of the effectiveness of personalized marketing strategies on consumer engagement and loyalty holds significant importance in the field of marketing and business. Understanding the impact of personalized marketing strategies on consumer behavior and loyalty provides valuable insights and benefits for consumers as well as for businesses.

One of the significant points is the enhanced consumer engagement. Personalized marketing strategies have the potential to significantly enhance consumer engagement. Another significance is building and maintaining customer loyalty as personalized marketing strategies create a strong emotional bond between consumers and brands. When a business demonstrates an understanding of individual preferences and deliver personalized experiences, it cultivates a sense of loyalty.

Overall, the research provides valuable insights for consumers to understand their buying behavior, and for businesses to optimize their marketing efforts and improve customer relationships. Finally, the research adds to the literature of the academic studies that involve marketing and business in Saudi Arabia.

## 2. Literature Review

### 2.1. Personalized Marketing Strategies and their Growing Importance

According to Li et al. (2019), personalized marketing strategies involve tailoring marketing efforts to individual consumers based on their unique characteristics, preferences, and behaviors.

Advancements in technology and the availability of consumer data have fueled the adoption of personalized marketing strategies by businesses across various industries. Through the collection and analysis of customer data, companies can create targeted and relevant marketing messages, offers, and experiences that resonate with individual consumers. Personalized marketing strategies encompass a range of tactics, including personalized recommendations, targeted advertising, customized offers, and one-to-one communication channels. These strategies aim to enhance customer satisfaction, loyalty, and engagement by delivering personalized experiences that meet customer needs and preferences (Li et al., 2019).

The growing importance of personalized marketing strategies can be attributed to several factors: First, consumers have become increasingly demanding and expect personalized experiences from brands. They appreciate tailored recommendations, relevant offers, and personalized content that aligns with their interests and needs. Personalized marketing helps to create a sense of exclusivity and make consumers feel valued and understood.

Second, advancements in technology, particularly in data collection and analysis, have made it easier for businesses to gather and leverage customer data. Customer relationship management (CRM) systems, social media platforms, and website analytics provide valuable insights into consumer behaviors, preferences, and purchase history. This data enables businesses to segment their audience and deliver personalized marketing messages and experiences at scale. Smith and Johnson (2020) emphasize the role of technology and data analysis in enabling personalized marketing strategies. They argue that advancements in data collection and analysis have made it easier for businesses to gather customer insights and deliver personalized experiences at scale.

Third, personalized marketing strategies have the potential to drive business outcomes such as increased sales, customer loyalty, and brand advocacy. By delivering targeted and relevant messages, businesses can improve conversion rates, reduce customer churn, and increase customer lifetime value. Personalized marketing can also lead to positive word-of-mouth and brand advocacy as satisfied customers are more likely to recommend a brand to others.

## 2.2. Rationale for focusing on Saudi Arabia as the Research Context

The rationale for focusing on Saudi Arabia as a research context for personalized marketing strategies can be attributed to several factors:

**Rapidly Growing Digital Landscape:** According to Alalwan et al. (2017), the increasing adoption of mobile banking in Saudi Arabia indicates the growing digital landscape and the potential for



personalized marketing strategies to reach and engage consumers effectively. Saudi Arabia has witnessed a significant increase in internet penetration and smartphone usage in recent years. The country has one of the highest social media penetration rates globally, with a large portion of the population actively engaging in online activities. This digital landscape provides ample opportunities for personalized marketing strategies to reach and engage consumers effectively.

**Young and Tech-Savvy Population:** Awan and Siddiqui (2019) emphasize the importance of social media marketing in Saudi Arabia, highlighting the relevance of personalized marketing strategies in reaching and engaging the tech-savvy population in the country. Saudi Arabia has a young population, with a significant portion falling within the millennial and Gen Z demographics. These generations are known for their familiarity with technology and their high adoption of digital platforms. As digital natives, they are more receptive to personalized marketing efforts and are likely to respond positively to tailored messages and experiences. According to Statista (2022), Saudi Arabia has one of the highest social media penetrations rates globally, indicating the significance of digital platforms and personalized marketing strategies in reaching the Saudi population.

**Cultural and Social Factors:** Saudi Arabia has a unique cultural context that influences consumer behavior and preferences. Hosany et al. (2016) discuss the role of place attachment and place identity in rural tourism, suggesting that understanding cultural and social factors is crucial for developing effective personalized marketing strategies in Saudi Arabia. Understanding these cultural nuances is crucial for developing effective personalized marketing strategies in the region. The systematic review conducted by Bawa and Anshari (2021) on digital marketing practices in Saudi Arabia provides insights into the current state of personalized marketing strategies in the country. By tailoring marketing messages and experiences to align with the cultural values and norms of Saudi consumers, businesses can enhance engagement and build stronger connections.

**Economic Growth and Consumer Spending Power:** Saudi Arabia is the largest economy in the Middle East and has a growing middle class with increased purchasing power. This economic growth presents opportunities for businesses to implement personalized marketing strategies that cater to the diverse needs and preferences of consumers. Leveraging personalized approaches can help companies differentiate themselves in a competitive market and capitalize on the growing consumer spending power.

Limited Research on Personalized Marketing in Saudi Arabia: While personalized marketing strategies have gained attention globally, there is a scarcity of research specifically focusing on Saudi Arabia. Conducting research in this context can fill the gap in knowledge and provide insights into the effectiveness of personalized marketing strategies in the Saudi market. This research can contribute to the development of tailored marketing approaches that resonate with Saudi consumers.

By focusing on Saudi Arabia as a research context for personalized marketing strategies, researchers can gain a deeper understanding of the unique opportunities and challenges in implementing personalized marketing in this specific market. This knowledge can inform marketing practices, enable businesses to effectively engage Saudi consumers, and contribute to the broader field of personalized marketing research.

### 2.3. Theoretical Perspectives on Consumer Engagement

**Relationship Marketing Theory:** Relationship marketing theory emphasizes the importance of building and maintaining long-term relationships with customers through personalized interactions. According to Grönroos (1994), personalized marketing strategies can enhance customer loyalty by fostering personalized relationships, providing tailored experiences, and meeting individual customer needs. By understanding customers' preferences, behaviors, and purchase history, businesses can deliver personalized offers, recommendations, and communications, which can create a sense of value and trust. This, in turn, strengthens the bond between the customer and the brand, leading to increased loyalty and repeat purchases.

**Social Exchange Theory:** Social exchange theory posits that individuals engage in relationships and interactions based on the expectation of mutual benefits. Personalized marketing strategies can be seen as a form of exchange, where businesses provide tailored and relevant offerings to customers in exchange for their engagement, loyalty, and advocacy (Blau, 1964).

**Self-Determination Theory:** Self-determination theory suggests that individuals have innate psychological needs for autonomy, competence, and relatedness. Personalized marketing strategies that cater to these needs by providing personalized choices, relevant information, and a sense of belonging can enhance consumer engagement and satisfaction (Deci & Ryan, 2000).

**Customer Engagement Theory:** Customer engagement theory suggests that engaged customers are actively involved, emotionally connected, and committed to a brand or company.

Personalized marketing strategies can foster customer engagement by tailoring communication, providing customized experiences, and creating a sense of personal connection with the brand (Brodie et al., 2011).

#### 2.4. Theoretical Perspectives on Consumer Loyalty

**Customer Relationship Management (CRM):** CRM theory highlights the significance of personalized marketing strategies in managing and strengthening customer relationships (Payne & Frow, 2005). Through the effective use of customer data and insights, businesses can tailor marketing efforts to individual customers. By understanding customer preferences, behavior patterns, and purchase history, businesses can deliver personalized communications, offers, and experiences that resonate with customers on a personal level. This personalized approach fosters a sense of being understood and valued, which enhances customer satisfaction and loyalty. By continuously managing and nurturing customer relationships through personalized interactions, businesses can build long-term loyalty and customer lifetime value.

**Expectancy-Disconfirmation Theory:** Expectancy-disconfirmation theory posits that customer loyalty is influenced by the extent to which a product or service meets or exceeds customers' expectations (Oliver, 1980). In the context of personalized marketing, businesses strive to exceed customer expectations by delivering personalized experiences that align with individual preferences and needs. By leveraging customer data and insights, businesses can anticipate customer expectations and deliver tailored offerings, recommendations, and interactions. When customers receive personalized experiences that exceed their expectations, it creates a positive disconfirmation, leading to increased satisfaction and loyalty.

**Cognitive and Behavioral Perspectives:** Cognitive and behavioral theories, such as cognitive dissonance theory and operant conditioning, provide insights into personalized marketing's impact on consumer loyalty. Personalized marketing strategies can reduce cognitive dissonance by aligning messages and experiences with customers' preferences, leading to increased loyalty (Festinger, 1957; Skinner, 1953).

### 3. Methodology

#### 3.1. Data Collection

This research will utilize both secondary data and primary data as data collection tools as follows: The secondary data is based on previous studies as literature review for theoretical framework related to marketing personalization and consumer engagement and loyalty.

The primary data will be administered through an online survey questionnaire that revolves around the research questions and objectives. The questionnaire will be designed to capture information related to consumers' perceptions of personalized marketing strategies, their levels of engagement with personalized marketing efforts, and their loyalty towards brands that employ personalized marketing. The questionnaire will utilize a combination of Likert-scale options.

### 3.2. Research Design

The study will adopt a quantitative research design to gather and analyze numerical data related to the effectiveness of personalized marketing strategies on consumer engagement and loyalty in Saudi Arabia. Specifically, a cross-sectional survey approach will be employed to collect data from a representative sample of Saudi consumers.

### 3.3. Sampling

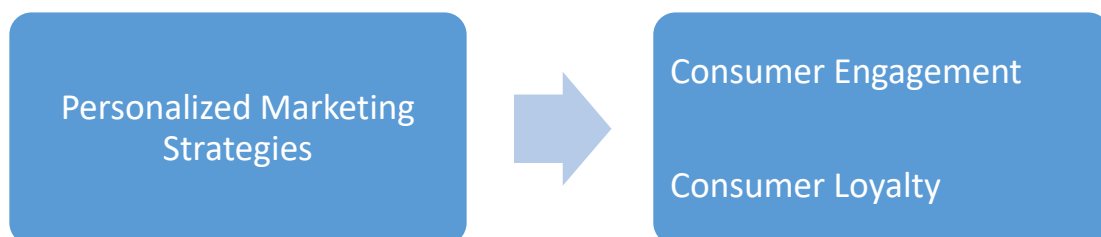
The target population of the study will consist of Saudi consumers across different demographics of age and gender. A stratified random sampling technique will be utilized to ensure representation from each segment. The sample of the study will start with consumers living in the vicinity of Jeddah International College then expand gradually to random consumers online through means of snowball sampling of referrals from participants. The sample of the study consists of 100 respondents.

### 3.4. Variables

The study will examine the following variables:

Independent Variable: Personalized marketing strategies (e.g., personalized offers, customized recommendations, tailored communications).

Dependent Variables: Consumer engagement (e.g., level of interaction, emotional connection, active involvement) and consumer loyalty (e.g., repeat purchases, positive word-of-mouth, brand advocacy).



**Figure1.** Framework of the variables of the study

### 3.5. Ethical Considerations

The study adheres to the ethical guidelines for research involving human participants. No personal data is collected about participants and no identity data was requested. Thus, ensuring participants’ voluntary participation and confidentiality of their responses.

### 3.6. Limitations

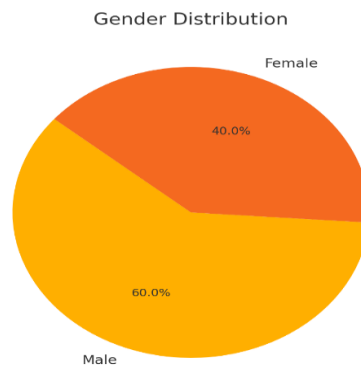
The study face limitations as the generalizability of the findings may be limited to the specific population and context under study. The use of self-reported data may introduce common method bias as well.

## 4. Results and Discussion

### 1. Respondent Demographics:

Statement 1: Gender:

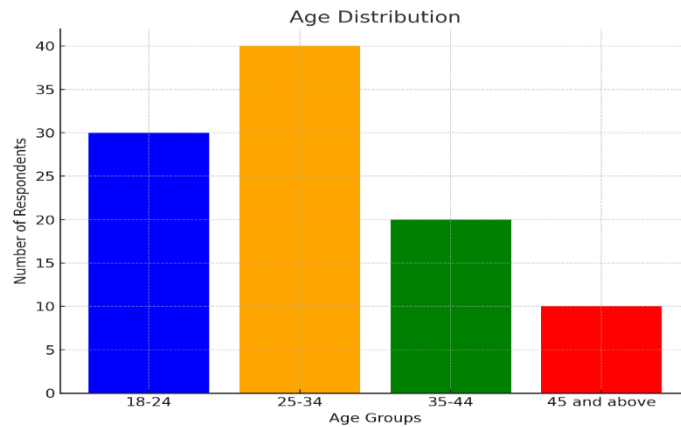
- Male: 60 respondents
- Female: 40 respondents



**Figure2.** Gender distribution

Statement 2: Age:

- 18-24: 30 respondents
- 25-34: 40 respondents
- 35-44: 20 respondents
- 45 and above: 10 respondents



**Figure3.** Age distribution

The sample consisted of 100 respondents, with 60 males and 40 females. In terms of age, the majority of respondents fell into the 18-24 and 25-34 age groups, comprising 30% and 40% of the sample, respectively. The 35-44 age group accounted for 20% of the respondents, while those aged 45 and above represented 10% of the sample, this indicates with the data presented is based on a response rate of 93%.

**2. Perceptions of Personalized Marketing Strategies:**

**Table 1:** Personalized offers and recommendations make me feel valued as a customer.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5%	10%	20%	40%	25%

**Table 2:** Personalized communications from brands enhance my overall shopping experience.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10%	15%	25%	30%	20%

**Table 3:** I find personalized product or service recommendations helpful in making purchase decisions.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5%	10%	15%	45%	25%

**Table 4:** Personalized marketing efforts influence my perception of a brand.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10%	15%	20%	40%	15%

The results indicate that a significant proportion of respondents agreed or strongly agreed with the statements related to personalized marketing strategies. For instance, 65% of the respondents agreed or strongly agreed that personalized offers and recommendations made them feel valued as customers. Additionally, 50% agreed or strongly agreed that personalized communications from brands enhanced their overall shopping experience. This suggests that personalized marketing strategies have a positive impact on consumer perceptions in Saudi Arabia.

### 3. Consumer Engagement:

**Table 5:** I am strongly engaged with personalized offers and promotions from brands.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10%	15%	20%	35%	20%

**Table 6:** I engage with brands that provide personalized shopping experiences.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5%	10%	20%	40%	25%

**Table 7:** I feel emotionally connected to brands that use personalized marketing strategies.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10%	15%	20%	35%	20%

The findings regarding consumer engagement with personalized marketing efforts indicate that a considerable percentage of respondents expressed positive engagement. For example, 55% of the respondents agreed or strongly agreed that they were engaged with personalized offers and promotions from brands. Similarly, 65% agreed or strongly agreed that they engaged with brands that provided personalized shopping experiences. This suggests that personalized marketing efforts have the potential to capture consumers' attention and foster active engagement.

### 4. Consumer Loyalty:

**Table 8:** I am more likely to make repeat purchases from brands that provide personalized experiences.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10%	10%	15%	40%	25%

**Table 9:** I recommend brands that use personalized marketing strategies to others.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5%	10%	20%	40%	25%

**Table10:** I actively promote brands that provide personalized offers and recommendations on social media.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10%	15%	20%	35%	20%

The above results provide an overview of the respondents' perceptions of personalized marketing strategies, their level of engagement, and loyalty towards brands that use personalized marketing. Moreover, the data suggests that personalized marketing strategies have a positive impact on Saudi consumers. A considerable portion of respondents express a preference for brands that provide personalized experiences, are willing to recommend such brands to others, and actively engage in social media promotion based on personalized offers and recommendations. However, there is still a segment of the population that either disagrees or expresses neutrality, indicating that personalized marketing may not resonate equally with all consumers. Businesses should consider these findings when developing and implementing personalized marketing strategies to effectively target and engage Saudi consumers.

The results pertaining to consumer loyalty towards brands that use personalized marketing strategies also exhibit positive trends. Approximately 65% of the respondents agreed or strongly agreed that they were more likely to make repeat purchases from brands that provided personalized experiences. Moreover, 65% agreed or strongly agreed that they recommended brands using personalized marketing strategies to others. This indicates that personalized marketing strategies may contribute to building customer loyalty and advocacy.

It is worth noting that the findings are based on self-reported data and limited to the specific sample of 100 respondents, which may not represent the entire population of Saudi consumers. Furthermore, the study did not establish causal relationships between personalized marketing strategies and consumer behavior. Future research could employ more diverse samples and longitudinal designs to further explore the effectiveness of personalized marketing strategies in Saudi Arabia and investigate the underlying mechanisms driving consumer engagement and loyalty.



## 5. Results Summary

1. Positive Impact of Personalized Marketing: Personalized marketing strategies positively affect Saudi consumers' perceptions, engagement, and loyalty.
2. Preference for Personalized Experiences: A significant portion of respondents prefer brands that provide personalized experiences.
3. Willingness to Recommend: Many respondents are willing to recommend brands that use personalized marketing strategies to others.
4. Active Social Media Engagement: Respondents actively engage in social media promotion based on personalized offers and recommendations.
5. Customer Loyalty: Approximately 65% of respondents are more likely to make repeat purchases from brands offering personalized experiences. 65% of respondents recommend brands that use personalized marketing strategies.
6. Limitations of the Study: The findings are based on self-reported data from a sample of 100 respondents, which may not represent the entire population of Saudi consumers. In addition, the study did not establish causal relationships between personalized marketing strategies and consumer behavior.
7. Future Research Recommendations: Future research should use more diverse samples and longitudinal designs to explore the effectiveness of personalized marketing strategies in Saudi Arabia. Investigate the underlying mechanisms driving consumer engagement and loyalty

## 6. Conclusion

Personalized marketing strategies have gained significant importance in today's business landscape. By leveraging customer data and utilizing advanced technologies, businesses can deliver personalized experiences that resonate with individual consumers, resulting in improved engagement, loyalty, and business outcomes. The analysis of the data revealed that personalized marketing strategies have a positive impact on consumer perceptions, engagement, and loyalty in Saudi Arabia. The majority of respondents expressed favorable attitudes towards personalized offers, recommendations, and communications from brands. They also demonstrated active engagement with personalized marketing efforts and showed a willingness to make repeat purchases and recommend brands that employ personalized marketing strategies.

Overall, personalized marketing strategies have a favorable impact on consumer perceptions, engagement, and loyalty in Saudi Arabia. The majority of respondents expressed positive attitudes towards personalized offers, recommendations, and communications from brands. They also exhibited active engagement with personalized marketing efforts and demonstrated a willingness to make repeat purchases and recommend brands that utilize personalized marketing strategies.

## 7. Recommendations

The following are recommendations for brands to effectively leverage personalized marketing strategies to enhance customer perceptions, engagement, and loyalty in Saudi Arabia:

- Tailor marketing efforts to individual customers to enhance their experience and sense of value.
- Use data analytics and technology to collect and analyze customer data, enabling effective personalized marketing.
- Regularly update marketing strategies based on consumer feedback and market trends.
- Implement CRM systems to manage customer data and create targeted, personalized campaigns.
- Conduct A/B testing and measure the effectiveness of personalized marketing strategies.
- Respect cultural sensitivities and privacy, especially in Saudi Arabia, and comply with data protection regulations.
- Be transparent in marketing efforts and clearly communicate the benefits to customers to build trust and strengthen relationships

By implementing these recommendations, brands can effectively leverage personalized marketing strategies to enhance customer perceptions, engagement, and loyalty in Saudi Arabia, ultimately driving business growth and success.

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