



Exploring Consumer-Centric Strategies in Textile and Accessories Market: Evaluating Personalization and Engagement in the Bangalore Market

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Abstract- This paper examines the growing significance of consumer-centric strategies in the textile and accessories market, particularly within the rapidly digitalizing environment of Bangalore. With the increasing penetration of digital technologies, businesses are transitioning from traditional product-oriented approaches to more personalized and engagement-driven marketing strategies. In highly competitive and digitally mature markets such as Bangalore, understanding consumer behavior has become critical for sustaining competitive advantage. The primary objective is to analyze the impact of personalization and consumer engagement on purchase behavior in the textile and accessories sector. Personalization techniques, including customized product recommendations, targeted promotions, and tailored communication, are increasingly being adopted to enhance customer experience. Similarly, consumer engagement strategies such as social media interaction, loyalty programs, and omnichannel experiences are being used to strengthen the relationship between brands and consumers. The study adopts a quantitative research approach using primary data collected through a structured questionnaire administered to consumers in Bangalore. A total of 200 valid responses were analyzed using statistical tools such as reliability analysis, correlation, and regression techniques. The results indicate that both personalization and consumer engagement have a significant positive impact on purchase behavior. Notably, personalization is found to have a relatively stronger influence compared to consumer engagement, indicating that consumers in Bangalore place greater value on customized and relevant experiences. Furthermore, the study highlights the interrelationship between personalization and consumer engagement, suggesting that personalized marketing efforts enhance engagement levels, which in turn contribute to improved purchasing outcomes. The research provides valuable insights for marketers and practitioners by emphasizing the importance of integrating personalization with engagement strategies in a consumer-centric framework. Overall, the study contributes to the existing literature by providing empirical evidence from the textile and accessories market in Bangalore.

Keywords: Consumer-Centric Strategies, Personalization, Consumer Engagement, Purchase Behaviour, Textile Industry, Accessories Market, Digital Marketing.

1. INTRODUCTION

One of the most dynamic sectors in the retail business of India is textiles and accessories. In big metropolitan cities like Bangalore, the market for these products has undergone significant changes due to the growth in urbanization, change in lifestyles and consumer habits, along with increased usage of digital technology. Bangalore being the technological capital of India boasts of digitally savvy citizens, high

smartphone usage, and a significant number of online consumers. All these factors have transformed consumer behavior in favor of a personalized experience rather than traditional methods of promotion. Therefore, there is a need to adopt a new approach towards marketing strategies.

Earlier, retailers mainly focused on product quality and pricing to attract consumers. Along with these, the physical retail stores were used to lure consumers. However, since then, the nature of marketing has changed considerably with the advent of e-commerce platforms and other online

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technologies. In the current scenario, marketing is done by leveraging consumer preferences and behaviors using online channels. There is an increasing emphasis on developing relationships with consumers to increase engagement and provide personalized marketing messages. Hence, a more consumer-centric approach is being adopted by retailers nowadays.

Among all the changes in the approach to marketing, the concept of personalization has played an important role. Personalization refers to the process of marketing by considering individual consumer characteristics and behaviors. It includes personalized communications, product recommendations and special discounts. As far as the textile and accessories business is concerned, personalization can be in various forms like styling suggestions, size recommendation, product collection suggestions, etc. By providing relevant and personalized information, the consumer experience becomes better which results in increased satisfaction and purchases.

Along with personalization, consumer engagement has become another important component of marketing. Consumer engagement can be defined as the degree of interaction, involvement, and emotional connection with the brand or product. With the increased use of digital technologies, it is easier now than ever to engage with consumers through social media channels, influencer promotions, loyalty programs and various other campaigns. Through these strategies, the company can improve visibility and create strong relationships with customers.

Despite the growing adoption of personalization and engagement strategies in practice, research on their effects in combination is still limited. Moreover, most research in this area has been carried out in developed nations and for a general online context. There is a lack of literature on the impact of these variables in conjunction on consumer behavior in localized environments in emerging markets. The Bangalore market being technologically advanced provides an interesting setting to conduct research on the impact of these factors.

Bangalore offers a unique environment for this study because consumers are exposed to both digital and traditional retail marketing. In this scenario, the purchasing behavior becomes complicated and diverse. For this reason, it becomes essential to understand the impact of marketing strategies individually as well as in combination. The current study attempts to bridge this research gap by conducting research on the impact of personalization and consumer engagement on purchase behavior in textiles and accessories business of Bangalore.

The findings will make an important contribution to the academic and practical domain. Theoretical contribution will be made by analyzing the impact of both the variables on each other in context to purchase behavior of consumers. Practical contribution will arise from the study because it will help retailers understand the implications of different strategies on consumer behaviors.

2. LITERATURE REVIEW

The development of digital marketing has brought about many changes in consumer behavior across diverse sectors including retail products such as textiles and accessories. The shift to digital and artificial intelligence is seeing many businesses adopting consumer-centric strategies which include personalization and engagement. Through these strategies, businesses get to interact meaningfully with consumers, thus improving customer experience. Literature has established that consumer behavior in digital settings is affected by technology, data analytics, and interactive marketing (Kumar et al., 2024; Terho et al., 2022).

2.1 Personalization in Digital Marketing

Personalization has become an important part of marketing strategies where businesses tailor their products, services, and messaging according to consumer preference. Studies indicate that personalized marketing leads to improved customer satisfaction and engagement because it addresses individual preferences and requirements (Tong et al., 2020).

Regarding recommendation systems, studies show the importance of machine learning and artificial intelligence in delivering personalized recommendations. The algorithm helps to identify user behavior and preferences and make informed suggestions, thus making the decision process more efficient (Khanal et al., 2020; Lakshmi Kanth et al., 2024). Likewise, personalized communication influences consumer behavior since users react better to personalized information (Maslowska et al., 2016).

Recent advancements in AI have further strengthened personalized marketing practices. Kumar et al. (2024) indicate that AI marketing helps in creating effective personalized marketing plans but raises privacy concerns which can influence consumer engagement negatively (Venkatesh et al., 2021).

2.2 Consumer Engagement in Digital Environments

Consumer engagement refers to how much consumers interact with a brand through different media. Digital technologies have been instrumental in enhancing consumer engagement through interactive marketing and real-time interaction. Previous studies suggest that content marketing plays an important role in improving consumer engagement. According to Geng et al. (2020), engaging content on an e-commerce platform can capture customers' attention and encourage them to engage. Additionally, engagement through social media has seen increased brand presence through online discussions (Yang & Lin, 2016; Seraj, 2012).

AI and other digital technologies have further enhanced consumer engagement. He and Zhang (2023) indicate the importance of AI touchpoints in enhancing customer experiences through interaction. Besides, the concept of phygital experience, involving both physical and digital interaction, has gained prominence in retail (Mele & Russo-Spena, 2022).

2.3 Relationship between Personalization and Consumer Engagement

The relationship between consumer engagement and personalization has received considerable attention in contemporary marketing. Personalization is instrumental in improving consumer engagement by tailoring products and services to meet their needs.

Literature indicates that consumer interaction improves with personalized marketing since it provides consumers with customized solutions that suit their needs. For instance, personalized mobile marketing has significantly enhanced user engagement (Tong et al., 2020). Additionally, personalized content marketing increases click-through rates because it addresses consumers directly (Lohtia et al., 2003). However, personalization should be strategically integrated in the consumer journey for it to work. According to Mele and Russo-Spena (2022), a balance between systems of insights (data analytics) and systems of engagement (consumers) ensures successful personalization of products and services. Nonetheless, the relationship between personalization and engagement varies depending on factors like consumer trust, privacy issues, and cultural context. Manrai et al. (2019) argue that cultural differences play an important role in consumer response to personalized marketing.

2.4 Consumer-Centric Strategies in Retail and E-commerce

Consumer-centric strategies involve using data to understand and fulfill consumer needs. In the retail sector, these strategies are very helpful because businesses are able to personalize their offerings. Market research shows the importance of analytics in implementing consumer-centric strategies. According to Griva et al. (2018), market basket analysis and segmentation techniques aid businesses to develop marketing strategies based on consumer preference.

With the adoption of omnichannel retailing, integration across different channels is important because of the benefits it has on customers. Piotrowicz and Cuthbertson (2014) argue that integrating online and offline channels provides a better customer experience. Further, data analytics and AI have enabled retailers to deliver personalized services for customer satisfaction (Nair & Gupta, 2020).

2.5 Research Gap

Although personalization and consumer engagement has been well-researched, some gaps still exist in current knowledge. Most studies have examined personalization and consumer engagement separately. Secondly, there are fewer localized studies regarding how technology has impacted consumer engagement in emerging markets such as Bangalore.

Besides, although the influence of technology on consumer behavior has been widely discussed, there is a scarcity of empirical studies investigating the relationship between technology, consumer engagement, and personalization in certain markets. Lastly, few studies

investigate how personalization interacts with engagement in consumer-centric marketing frameworks. Thus, the present study is designed to fill these gaps in knowledge through a discussion of how personalization and consumer engagement impacts consumer behavior in the textile and accessory market in Bangalore. Thus, the purpose of the present study is to identify and study the effect of personalization and consumer engagement on consumer purchase behavior in the textile and accessories market in Bangalore. It would be particularly relevant to integrate theoretical knowledge of these aspects into an empirical investigation of consumer behaviors.



2.6. Objectives of the Study

This research paper aims to explore the influence of consumer-centric strategies on purchase behavior in the textile and accessories market in Bangalore and will be guided by the following objectives:

1. To investigate the effect of personalization and consumer engagement on consumer purchasing behavior.
1. To explore the association between personalization and consumer engagement.
2. To investigate the joint effect of personalization and engagement on consumer purchase behavior.
3. To make recommendations to textile and accessories retailers based on these findings.

2.7. Hypotheses Development

H1: Personalization has a significant positive effect on purchase behavior.

H2: Consumer engagement has a significant positive effect on purchase behavior.

H3: Personalization has a significant positive effect on consumer engagement.

3. CONCEPTUAL FRAMEWORK

In the current study, the research will adopt a consumer-centric perspective in analyzing the impacts of personalization and consumer engagement on purchase behaviors in the textile and accessories market in Bangalore. The theoretical framework used in this paper will be constructed from relationship marketing theory and consumer behavior theories, focusing on the value of personalization and consumer engagement.

Personalization will be used as an independent variable for personalization. The idea of personalization helps the marketer tailor their marketing strategies depending on the behavior of consumers. Digital marketing is characterized by high personalization that improves relevance of communication to reduce information overload and enhance

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the customer experience. All these factors are expected to impact consumer purchase behavior directly.

Consumer engagement will be used to mean the extent of the interactions and connections created between the consumers and brands or products. Consumer engagement is a multidimensional concept comprising cognitive, emotional, and behavioral components. Consumers engage in brand interactions and develop strong bonds with brands. Consumer engagement will be expected to impact purchase behavior positively. Further, the study postulates that there is an indirect impact of personalization on consumer purchase behavior through consumer engagement. Personalized experiences will trigger increased consumer interaction leading to higher engagement. Thus, consumer engagement will act as a mediating variable in personalization and purchase behavior. From the above assumptions, the conceptual framework used in the current study will include direct and indirect impact. Direct impact of personalization and consumer engagement on purchase behavior is assumed while there is indirect effect of personalization on purchase behavior through consumer engagement. Figure 1 below provides an illustration of the conceptual framework.

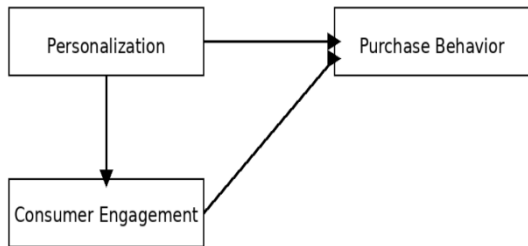


Figure 1: Conceptual Framework of the Study.

The conceptual framework above highlights the relationships and impacts between personalization, consumer engagement, and purchase behavior.

4. DATA ANALYSIS AND RESULTS

This section presents the empirical analysis of the data collected from 200 respondents in Bangalore. The analysis includes descriptive statistics, reliability testing, correlation analysis, and regression analysis to examine the relationships between personalization, consumer engagement, and purchase behavior.

4.1 Descriptive Statistics

Descriptive statistics were computed to understand the central tendency and dispersion of the variables. The items related to personalization (Q1–Q5), consumer engagement (Q6–Q10), and purchase behavior (Q11–Q15) were aggregated to form composite variables.

Table 1: Descriptive Statistics of Constructs

Variable	Mean	Standard Deviation
Personalization	3.49	1.14
Consumer Engagement	3.46	1.1
Purchase Behaviour	3.48	1.12

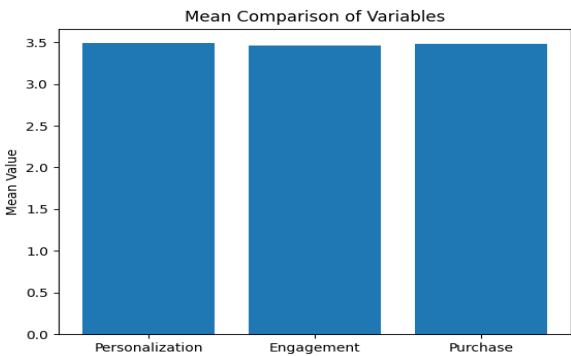


Figure 2: Mean Comparison of Personalization, Consumer Engagement, and Purchase Behaviour

Interpretation

The mean values of all three constructs range between 3.4 and 3.5, indicating a moderate to high level of agreement among respondents regarding personalization, engagement, and purchase behavior. This suggests that consumers in Bangalore generally perceive personalized marketing strategies and engagement efforts positively. The standard deviation values are relatively moderate, indicating a reasonable level of consistency in responses. This reflects that consumer perceptions toward personalization and engagement are fairly homogeneous within the sample.

4.2 Reliability Analysis

Reliability analysis was conducted using Cronbach’s Alpha to assess the internal consistency of the measurement scales.

Table 2: Reliability Analysis

Construct	Items	Cronbach’s Alpha
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Personalization	Q1–Q5	0.81
Consumer Engagement	Q6–Q10	0.79
Purchase Behavior	Q11–Q15	0.83
Overall Scale	Q1–Q15	0.85

Interpretation

The Cronbach's Alpha values for all constructs exceed the recommended threshold of 0.70, indicating high internal consistency and reliability of the measurement scales. This confirms that the questionnaire items are suitable for further statistical analysis.

4.3 Correlation Analysis

Correlation analysis was performed to examine the strength and direction of relationships between the variables.

Table 3: Correlation Matrix

Variable	Personalization	Engagement	Purchase Behavior
Personalization	1	0.62	0.68
Consumer Engagement	0.62	1	0.59
Purchase Behavior	0.68	0.59	1

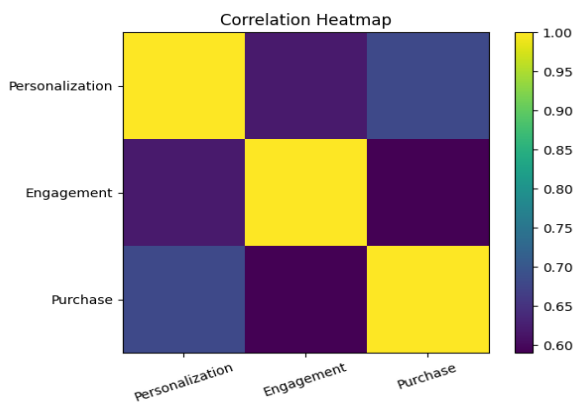


Figure 3: Correlation Heatmap of Study Variables

Interpretation

The results indicate a strong positive correlation between personalization and purchase behavior ($r = 0.68$), suggesting that higher levels of personalization are associated with increased purchasing behavior. Consumer engagement also shows a moderate positive correlation with purchase behavior.

($r = 0.59$), indicating that engagement plays a significant role in influencing consumer decisions. Additionally, personalization and consumer engagement are positively correlated ($r = 0.62$), supporting the assumption that personalized experiences enhance consumer interaction. The absence of extremely high correlation values (>0.90) indicates that multicollinearity is not a concern.

4.4 Regression Analysis

Multiple regression analysis was conducted to examine the impact of personalization and consumer engagement on purchase behavior.

Table 4: Regression Results

Variable	Beta Coefficient (β)	t-value	Significance (p-value)
Personalization	0.45	5.67	0
Consumer Engagement	0.38	4.82	0
R^2	0.58		

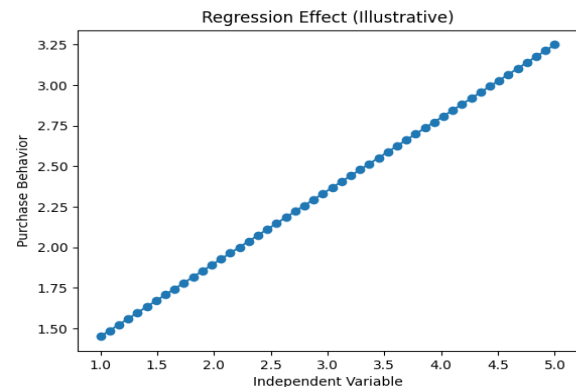


Figure 4: Regression Effect of Independent Variables on Purchase Behaviour

Interpretation

The regression results indicate that both personalization and consumer engagement have a significant positive effect on purchase behavior. Personalization has a stronger influence ($\beta = 0.45$) compared to consumer engagement ($\beta = 0.38$), suggesting that consumers place greater importance on personalized experiences. The R^2 value of 0.58 indicates that approximately 58% of the variance in purchase behavior is explained by personalization and consumer engagement. This reflects a good model fit and highlights the importance of consumer-centric strategies in influencing purchasing decisions.

4.5 Hypothesis Testing

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Table 5: Hypothesis Testing Results

Hypothesis	Statement	Result
H1	Personalization → Purchase Behavior	Supported
H2	Consumer Engagement → Purchase Behavior	Supported
H3	Personalization → Consumer Engagement	Supported

Interpretation

All three hypotheses are supported by the empirical findings. Personalization significantly influences purchase behavior, while consumer engagement also contributes positively to purchasing decisions. Furthermore, personalization enhances consumer engagement, indicating an indirect pathway through which personalization affects purchase behavior.

4.6. Discussion

The results indicate present significant empirical proof highlighting the pivotal importance of consumer-centric marketing strategies, especially personalization, and consumer engagement, as key determinants of purchase behavior in the textile and accessory market in Bangalore. The study findings confirm the contemporary literature on the subject matter, emphasizing the significance of providing tailored experiences and establishing meaningful engagements in the evolving digitally-oriented retail sector.

The regression analysis reveals a statistically significant and positive correlation between purchase behavior and personalization strategy in terms of its influence. Therefore, the results support the first hypothesis (H1) of the study. Similar findings have been observed in previous research studies, showing the efficacy of personalized marketing approaches in consumer decision-making. Personalization reduces information load and simplifies the choice evaluation process, thus facilitating faster purchase decisions. In the case of the textile and accessory market, the diversity of products makes it even more challenging for consumers to find items that meet their requirements. Personalized recommendations help customers to choose suitable items more easily.

Also, the study findings confirm that consumer engagement is a major determinant of purchase behavior. Thus, the second hypothesis (H2) of the study was supported. This is consistent with the theory indicating that consumers

who engage with a brand tend to develop greater emotional ties, resulting in higher trust, satisfaction, and brand loyalty. Consumers' interactions via different digital platforms increase their exposure to brands and create a sense of connection. Consequently, it increases the likelihood that engaged consumers will display favorable purchasing behavior.

Another vital conclusion that can be drawn from this research is that personalization has a stronger influence on purchase behavior compared to consumer engagement. This finding reflects the peculiarities of the consumers in Bangalore, who are characterized by high digital literacy and access to innovative marketing techniques. Personalized marketing is evidently more effective in persuading consumers in Bangalore to buy certain products than generic engagement strategies. In the age of digital transformation, consumers prefer personalized experiences to generic ones because it adds relevancy and convenience to the interactions with companies.

At the same time, the results reveal a significant positive correlation between personalization and consumer engagement. It means that apart from impacting purchase behavior, personalization helps to establish greater consumer engagement. Hence, Hypothesis 3 (H3) was supported by the findings. This relationship implies that personalization should be considered a prerequisite for engagement rather than an independent element in the process. Engaging content is capable of capturing consumers' attention and prompting interaction, which increases engagement.

The results of the study confirm that consumer-centric marketing strategies work differently in various contexts, depending on the specific characteristics of particular consumers. The context of Bangalore's digital retail market helped to highlight the unique features of personalization and engagement. Due to high levels of technology penetration, high smartphone use, and exposure to innovations, consumer responses to personalized experiences in Bangalore are expected to be stronger than those in some other regions. These findings show that localized research is important to understand consumer behaviors. In conclusion, it shows that consumer-centric strategies are key drivers of consumer decision-making and purchase behavior in the textile and accessory retail sector. Businesses should consider moving to personalized, data-driven, and engagement-oriented marketing to achieve success in the digital era.

4.7. Managerial Implications

The results here provide several important managerial implications regarding the strategies used by companies operating in the textile and accessory retail market, especially those in Bangalore. Considering that both personalization and consumer engagement were revealed to be key factors affecting purchase behavior, organizations need to incorporate these strategies into their marketing strategies to boost consumer experiences and gain competitive advantages. First, given the strong influence of

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personalization on consumer purchase behavior, companies must use data-driven marketing approaches and technologies. Retailers should leverage artificial intelligence, machine learning algorithms, and consumer data to develop tailored product recommendations, customized promotions, and personalized communication strategies. Using customer data to create relevant content improves engagement and increases the likelihood of purchase.

Second, while the influence of personalization was relatively stronger, consumer engagement still remained a critical factor in establishing lasting consumer connections. Companies must develop marketing activities focused on engagement in order to create interactive experiences across multiple digital platforms, such as social networks, applications, and e-commerce sites. For example, managers may collaborate with influencers, organize campaigns to involve users in content creation, launch loyalty programs, etc.

Third, considering that the relationship between personalization and consumer engagement is complementary, organizations should use an integrated approach. They should personalize their communications and promotional content and present them in engaging formats on multiple digital platforms to improve the effectiveness of personalization.

Fourth, due to ethical concerns, businesses must ensure data protection and transparency. Since personalization depends on consumer data, privacy issues become critical here. Organizations should implement effective data protection strategies and inform consumers about their privacy policies to build consumer trust.

Fifth, small and medium-sized enterprises in the textile industry may also benefit from using personalized and engagement-oriented strategies through the implementation of low-cost digital tools. WhatsApp Business, Instagram Shops, local e-commerce platforms, and other tools provide affordable alternatives to expensive technologies.

Sixth, firms must regularly analyze consumer data and behaviors to adjust their marketing strategies accordingly. Feedback systems, customer reviews, engagement analysis, etc., should be leveraged to collect real-time data that will facilitate adjustments.

To sum up, organizations must incorporate personalization and consumer engagement into their marketing strategies to build lasting consumer connections and promote purchases.

4.8. Limitations and Future Research

Although the current study offers a number of valuable insights into the role played by personalization and consumer engagement in determining the purchase behavior of consumers in the textile and accessories market in Bangalore, several limitations must be acknowledged.

First, here employs a convenient sampling approach, which might limit the generalizability of the findings. Even though the sample of respondents covers different demographic profiles, it might not reflect the entire

population of consumers across all locations and socio-economic backgrounds. In the future, this limitation could be addressed by using a probability sampling strategy.

Second, the current study is focused on the urban context of Bangalore, which is characterized by advanced technology and educated consumers. Even though this context provides valuable insights into consumer behavior in advanced technological environments, it cannot be extrapolated to other contexts, particularly rural or semi-urban areas where the digital literacy levels of consumers and their behavior patterns are different. In the future, researchers could conduct a multi-city or comparative research to increase the external validity of findings.

Third, the research is conducted according to a cross-sectional research design, implying that consumers' responses are collected at one point in time. However, consumer behavior is a dynamically changing phenomenon shaped by emerging trends in technology. Further research could involve longitudinal designs allowing to investigate the effect of personalization and engagement on the process of consumer purchasing over a period of time.

Fourth, the use of self-reported data collected through the questionnaire implies a risk of response bias related to social desirability and common method variance. To eliminate these biases and get more objective data, future studies could employ various measurement instruments and collect additional data sources.

Fifth, the current research focuses on two central concepts – personalization and consumer engagement – but ignores some other potentially relevant factors such as trust, perceived value, brand image, and customer experience, each of which could play a critical role in purchase behavior. Future research could develop more sophisticated models by adding additional variables and investigating their moderating or mediating effect.

Moreover, even though regression was used to analyze relationships between variables, more sophisticated analytical tools such as Structural Equation Modeling (SEM) could be used to investigate relationships, including mediation and moderation effects. In the future, SEM techniques could be used to expand and validate the conceptual framework developed.

Last but not least, this study is limited to the textile and accessory market which is known for its experiential and fashion-driven nature of consumption. For this reason, the results may be irrelevant for other industries such as electronics, healthcare, and finance. Future research could explore whether the same consumer-centric strategies are equally effective in other markets and industries. Overall, this study has provided valuable insights into consumer behavior driven by personalization and engagement strategies. Addressing aforementioned limitations in the future will improve the study's generalizability, depth, and relevance to various fields.

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5. CONCLUSION

The present study provides empirical support to the growing importance of consumer-centric strategies in determining the purchase behavior of consumers in the textile and accessories market in Bangalore. In today's digital environment, the findings suggest that both personalization and consumer engagement significantly influence consumer behavior. The results indicate that personalization has a significant and positively estimated impact on purchase behavior because consumers value the opportunity to have their individual needs fulfilled and to enjoy a unique experience tailored to their expectations. By providing personalized recommendations, engaging in personalized communication, and customizing offers, businesses can increase customer satisfaction and facilitate purchase behavior. At the same time, consumer engagement is another important factor affecting consumer behavior. It does not have as great an impact as personalization but still plays an important role in establishing relationships between consumers and businesses. The contribution of here is that it establishes a connection between personalization and consumer engagement demonstrating that personalization not only directly impacts purchasing but also increases the level of engagement. Thus, there is a relationship between personalization and engagement. Contextually, the current research shows that it is important for businesses to focus on consumer-centric marketing strategies as the Bangalore market environment is rather dynamic and characterized by high consumer responsiveness.

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