

Effectiveness of Personalisation in Enhancing Customer Satisfaction in the Apparel Industry

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Introduction

In today's retail world, the apparel industry is more competitive than ever. Customers don't just want good products anymore—they want shopping experiences that feel special and tailored to them. Personalisation in the apparel industry means creating products, services, and marketing strategies that match what each customer likes and needs.

Thanks to digital tools and data analysis, companies can now learn more about what customers do and what they want. This lets them offer custom product suggestions, send personalized messages, and create shopping experiences that feel unique. This helps brands build better relationships with customers and make them feel more satisfied.

Personalisation is key to making customers loyal, improving how people see a brand, and making shopping more enjoyable. Many clothing brands use things like custom product recommendations, special offers, and targeted ads to draw in and keep customers. That's why it's important to study how personalisation affects customer satisfaction and how it fits into the way people shop today.

Objectives of the Study

The main goals of this study are:

- To understand what personalisation means in the apparel industry.
- To look at how personalisation affects customer satisfaction.
- To see how personalized services influence what customers buy.
- To find out how customers feel about personalized shopping experiences.
- To suggest ways that clothing brands can improve satisfaction through personalisation.

Research Methodology

Research methodology is the process of gathering and looking at data to answer questions.

Research Design:

This study uses a descriptive research design to explore the link between personalisation and customer satisfaction.

Data Collection:

Both primary and secondary data were used.

Primary Data:

This was collected through a questionnaire given to customers who buy clothes.

Secondary Data:

This came from research papers, journals, websites, and books about customer satisfaction and personalisation.

Sample Size:

A total of 100 people were included in the study.

Sampling Technique:

A convenience sampling method was used to collect responses from customers.

Data Analysis Tools:

The data was analyzed using percentages and charts to understand customer responses.

Data Analysis

The data analysis shows that most customers prefer brands that offer personalized experiences. Many people agree that getting personalized product suggestions and special offers makes shopping easier and more fun.

Customers also say that personalisation helps them find the right products quickly, which saves time and effort. A lot of respondents feel more connected to brands that understand their needs and preferences.

The results also show that personalized communication, like customized emails and product recommendations, makes customers more involved with the brand. Overall, the data suggests that personalisation has a positive effect on customer satisfaction and how people decide what to buy.

Findings

Based on the data analysis, these findings were noticed:

- Personalisation greatly improves customer satisfaction in the apparel industry.
- Customers like brands that offer personalized product recommendations.
- Personalized marketing messages help increase customer engagement.
- Customers feel appreciated when brands know and respect their preferences.
- Personalisation helps build customer loyalty and encourages repeat purchases.

Conclusion

The study shows that personalisation is a strong way to improve customer satisfaction in the apparel industry. As customer expectations change, brands must focus on creating shopping experiences that match what people want and need.

Personalisation not only makes shopping better but also strengthens the bond between customers and brands. Clothing companies that use personalisation in their marketing can gain an edge over competitors and keep customers coming back. Therefore, businesses should invest in technology and tools to understand customer behavior and offer customized solutions.

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