CUSTOMER-CENTRIC MARKETING:
LEVERAGING DATA ANALYTICS IN BUSINESS

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Abstract

Customer-centric marketing leverages data analytics for personalized experiences. This research examines strategies and impacts.

Keywords: Customer-Centric, Data Analytics, Marketing, Personalization

Introduction

Customer-centric marketing uses data analytics to deliver personalized experiences, enhancing satisfaction and loyalty. This paper explores approaches and outcomes.

Statement of Problem

Businesses struggle to personalize marketing effectively. This study assesses data analytics' role.

Scope of Research Study

The research covers customer-centric marketing using data analytics in business contexts.

Significance of Research Study

The main significance of present research study is as under -

1. Educational Significance: Enhances understanding of data-driven marketing.
2. Functional Significance: Guides businesses in customer-centric strategies.

3. Social Significance: Improves customer satisfaction and engagement.

4. Political Significance: Informs policy on data privacy.

Relevance of Research Study

The main relevance of present research study is as under -

1. National Relevance: Boosts India's digital marketing capabilities.

2. International Relevance: Aligns with global marketing trends.

Objectives of Research Study

The main objectives of present research study is as under -

1. Assess data analytics' impact on customer-centric marketing.

2. Identify challenges and opportunities.

3. Recommend strategies for implementation.

Hypotheses of Research Study

The main hypothesis of present research study is as under -

1. Null Hypothesis (H0): Data analytics doesn't impact customer-centric marketing.

2. Alternative Hypothesis (H1): Data analytics enhances customer-centric marketing effectiveness.

Research Methodology

1. Research Design: Mixed-methods (surveys + case studies).

2. Research Sample: 30 businesses using data analytics.

3. Limitations: Data privacy concerns and sample size.

Findings

The main findings of present research study is as under -

1. Opportunities: Personalization, engagement, ROI, and customer insights.

2. Challenges: Data (quality, privacy, integration).

3. Success Examples: Personalized campaigns, chatbots.

Recommendations

The main recommendations of present research study is as under -

1. Leverage Data Insights: Use analytics for targeting.

2. Ensure Data Privacy: Build trust.

3. Foster Agile Marketing: Adapt quickly.

Contribution towards Society and Stakeholders

1. Businesses: Enhanced customer engagement and ROI.

2. Customers: Better experiences and personalization.

3. Society: Promotes responsible data use.

Conclusion

Data analytics drives customer-centric marketing success. Addressing challenges can maximize impact.

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