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ПЕРСОНАЛИЗАЦИЯ КАК ОДИН ИЗ ГЛАВНЫХ ТРЕНДОВ СОВРЕМЕННОГО МАРКЕТИНГА

Аннотация: В данной статье рассматриваются преимущества и проблемы использования стратегии маркетинговой персонализации. Дается сравнение персонализированного и традиционного маркетинга, а также описываются факторы, влияющие на маркетинговую персонализацию, причины роста популярности маркетинговой персонализации и мнение потребителей об использовании данной стратегии компаниями.

Ключевые слова: маркетинг, персонализация, стратегия, компания, потребитель, интернет, информация.

Annotation: This article discusses the advantages and problems of applying marketing personalization strategy. A comparison of personalized and traditional marketing is given, as well as the factors that influence marketing personalization, the reasons for the growth in popularity of marketing personalization, and the opinion of customers about the use of this strategy by companies.

Key words: marketing, personalization, strategy, company, customer, internet, information.

Marketing personalization, also known as one-to-one marketing, is a fairly new branch of marketing concerned with the use of available data to deliver messages/advertisements to a specific group of individuals in a significantly shorter amount of time (Quick, 2019). When talking about marketing personalization, it is

characterized by an increased number of customers for a company, as well as increased quality of information delivered to a customer. Its use has been significantly increasing due to the noticeable time and resource savings made when applying such a marketing strategy. When compared to traditional customization, marketing personalization is considered to be a more refined and effective strategy. Personalization is automated by the marketer on behalf of the customer, while customization is requested by a customer on his/her own behalf (Montgomery et. al, 2009).

The entire concept of marketing personalization is based on the analysis of the data collected about potential customers/users and their digital presence. The type of data that is usually collected includes the demographic location of a customer, region, purchasing/shopping habits, age, gender, and product preference. All of this information is further used to determine the level of personalization (Kagool, 2015).

One of the main strengths of this marketing strategy is marketing automation, which is an online system set up to fulfill the company's wishes and views. Besides that, the use of marketing personalization leads to an increased number of sales; higher average order values; the increased customer retention; and, finally, a better-focused marketing strategy (Kagool, 2015). However, the results of the study by Vesanen (2007) have shown that marketing personalization can have its disadvantages. One of them is that the application of personalization in itself seems to be complicated. This problem is mainly caused by the absence of one coherent and general definition of what personalization is. The differences in understanding of the concept, by companies and individuals, lead to a decreased and limited communication between companies and their customers, as well as it negatively influences the sales rates of a company. Developing that one general framework would be useful when developing the idea of personalization further (Vesanen, 2007).

This paper will look more closely at why the use of personalization marketing is becoming more and more popular across different platforms and businesses [1].

As it has been mentioned before, marketing personalization has become more and more popular, especially when it comes to the use of it on the Internet. The increased popularity of the use of marketing personalization online is mainly due to the environment that the Internet provides. Online platforms provide highly interactive, wide, and rich information space for the companies to obtain data required for better marketing personalization. The study by Montgomery and Smith (2009) has closely looked at the concept of marketing personalization in the context of the Internet. The throughout research has shown that nowadays the Internet has planted and cultivated the most interest in the concept of personalization, as well as it aided in the advancement of its practice more than any other technology (Montgomery et al., 2009). When reviewing the past research as a part of this paper, multiple reasons have been found to explain the increased popularity of personalization marketing online. To begin with, one of the reasons is the possibility of anonymity for the customers when developing marketing personalization. As it was mentioned before, with traditional customization, the adjustments are made on behalf of the customer him/herself, therefore, the identity is known to the company. In this case, a lot of customers decide to either remain silent about possible wanted improvements, or they choose to find a better fit company [2].

However, when talking about marketing personalization, conjoint analysis is used more often. The conjoint analysis includes the possibility of answers to direct questions from the customers and/or analysis of already available information about the customer online [3]. When a customer refuses to provide more information, the information that is already available is still appropriate and useful for the development of marketing personalization.

Further, another reason for the increased use of marketing personalization online is its ability to make the results of an online search more specific to a customer/user, by this increasing the likelihood of a particular company to be in the top matches. For example, multiple users entering the same keyword, such as “travel”, are very likely to receive the same set of matches, despite the differences in the underlying reasons for such search between the customers. In this case, the main

function of marketing personalization is to adapt the results of the search based on the previous searches, and the possible goals of the user/customer (Montgomery, 2009). In this respect, by putting more resources and focus into the marketing personalization, the company increases the probability of its own success and increased profit.

However, as in any situation, it is important to consider possible limitations of the strategy. The study by Tam and Ho (2006) has considered when the marketing personalization is and is not effective. The results of the research have shown that the success of marketing personalization depends on two factors: the relevance of the content provided by a company and self-reference when considering the use of the product/information. Moreover, another study conducted by the same researchers a year earlier has shown that not only external factors have an influence on personalization but, also, the user's need for cognition may play a role in the effectiveness of online marketing personalization (Tam et al., 2005) [4].

Besides the question of the effectiveness of marketing personalization from the perspective of a company, it is important to also consider the opinions of customers/users on that topic. Nunen and Kambil (2001) conducted research asking consumers about their opinions on marketing personalization and how familiar they are with this concept. The results of this study have shown that the majority of clients prefer the control that a user-customizable interface provides rather than the services of personalization. The customer has explained their preference by their wish to provide personal information gradually because they consider it to be a violation of trust if jumping into a highly personalized interface (Nunes et al., 2001) [5].

As it can be seen from the results of the research presented above, when considering and using marketing personalization, it is important to consider both: perspective and benefits of the company and those of the customers.

After looking closer at the concept of marketing personalization and its use, I think that nowadays it is one of the best strategies to develop one's business or a successful company. Especially at times like pandemic, most people socialize, learn, and entertain themselves online [6]. Therefore, there is a great chance for one to build

a completely new approach to the customers through personalized marketing. People spend the majority of their time on the Internet now, and as it was mentioned before, the role of marketing personalization is to make this time spent more useful and customer-directed. If a company does manage to refocus from traditional customization to marketing personalization, a company not only benefits itself in the short term but in the long run because of the increased number of customers.

However, as the study by Vesanen (2007) has shown, marketing personalization is not understood coherently across the world. In my opinion, it is important to consider when choosing the strategy in the first place. A company should define for itself what they include in this concept and how they understand it before applying it. The customers of the particular company should also be asked what they consider to be personalization, so as the result there is the same understanding of the concept by both, the company and its customers.

Marketing personalization is a fairly new concept that has been in use for the past couple of decades. The goal of marketing personalization is to adapt the products or the services of a company for the users/customers based on the data about customers' behavior and their digital presence. Marketing personalization is most commonly used to increase the profit and the number of customers of the company, as well as to provide better, customer-focused services [7].

Past research has shown that the use of marketing personalization is more prevalent on online platforms due to multiple reasons: the possibility of anonymity for the customers; and faster and more productive work for the company. The success of marketing personalization highly depends on content relevance. For the strategy to be successful a company needs to get as much information as possible about a possible goal, intentions, and wishes of a customer when performing a particular online search.

It is also important to consider the possible limitations of marketing personalization, such as the lack of a single definition of the concept. The absence of such understanding can lead to miscommunication, biases, and loss of clients for a company. For further successful development and application of this concept, it is

important to come to a single definition. Moreover, marketing personalization does not only depend on how a company sees it, it also depends on customers' understanding and willingness to be a part of such strategy. Some of the clients do not wish to be a part of marketing personalization due to the trust that they give by providing more information that they would want to.

Overall, the concept of marketing personalization has been progressing and developing more and more over the years. But, for it to become even more popular it is important to reconsider the limitation and their possible solution.

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