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PERSONALIZATION OF MARKETING COMMUNICATIONS AS A TOOL FOR INCREASING CONSUMER ENGAGEMENT AND LOYALTY

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In the face of intensifying market competition, companies are increasingly implementing personalized marketing strategies to improve the effectiveness of their interactions with consumers. Marketing messages that consider the individual characteristics and interests of the target audience help to generate a positive consumer response. Content tailored to customer needs ensures higher engagement, positively impacting brand awareness and customer loyalty [1].

Personalized marketing adapts communications and products to individual consumer needs, aiming to create relevant and valuable interactions. It enhances consumer engagement, drives sales, strengthens the brand, and builds long-term loyalty. By considering customer preferences, companies establish emotional

connections that encourage repeat purchases, recommendations, and sustained support, boosting customer satisfaction and long-term value while reducing churn [2].

In today's environment, advanced approaches to personalized marketing research developed by leading foreign scientists significantly increase consumer loyalty by fostering a sense of individualized attention and a deep understanding of unique needs.

In his research, Philip Kotler emphasizes the need to create consumer value tailored to specific customers. Kotler interprets personalized marketing as the process of forming commercial offers that meet the unique needs of consumers by customizing goods and services. Don Peppers, in collaboration with Martha Rogers, views personalized marketing as a mechanism for building long-term customer relationships by recognizing individual needs and adapting products and services to meet them. Leonard Berry, in turn, emphasizes the importance of personalization in customer service, considering it the result of an in-depth analysis of consumer needs and the provision of high-quality, individualized service. American researcher Frederick F. Reichheld focuses on the role of positive customer experience as a key driver of loyalty. Simultaneously, Kevin Lane Keller notes that personalized marketing involves developing unique strategies tailored to individual customer needs and expectations, thereby strengthening the emotional connection between consumers and brands [1].

Applying strategic approaches from leading scientists can boost customer loyalty by creating personalized experiences and understanding customer needs. Modern marketing, evolving as "Marketing 5.0," integrates AI, IoT, Big Data, and other digital tools to deliver unique consumer value. These technologies enhance marketing effectiveness by automating processes, analyzing data, optimizing resources, and supporting the development of products and services that align with dynamic market demands [3].

In summary, personalization in marketing is a key strategy that leverages an understanding of consumer needs and individualized approaches. It requires data collection, analysis, integration into all marketing activities, and adaptation to changing consumer behavior. By addressing individual preferences, personalized marketing fosters emotional connections, encourages repeat purchases, enhances retention, and promotes positive word of mouth, ultimately strengthening long-term customer loyalty.

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