



ASSESSING THE EFFECTIVENESS OF PERSONALIZATION TECHNIQUES IN ENHANCING CUSTOMERS ENGAGEMENT IN RETAIL

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ABSTRACT

This study assessed the effectiveness of personalization techniques in enhancing customer engagement in retail as basis for strategic recommendations. Thirty (30) respondents were selected using purposive sampling and a survey was conducted to gather data on their profile, shopping behavior, and perceptions of personalization in terms of privacy, identification, and satisfaction. Findings revealed that most respondents were 18–24 years old, male and female, who shop occasionally online or in-store.

They agreed that privacy, identification, and satisfaction affect their buying behavior, while no significant difference was found in the effectiveness of personalization techniques when profile was considered. Based on the results, recommendations were formulated to help retail businesses improve personalization strategies to boost customer engagement.

Keywords: *personalization techniques, customer engagement, privacy, identification, satisfaction, retail*

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