iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** V **Month of publication:** May 2026

DOI: https://doi.org/10.22214/ijraset.2026.82988

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue V May 2026- Available at www.ijraset.com

A Study on the Impact of Personalization Strategies on Consumer Buying Behaviour in E-Commerce

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Abstract: ***The rapid expansion of e-commerce and digital technologies has significantly changed consumer buying behaviour in recent years. Online shopping platforms increasingly adopt personalization strategies such as AI-based product recommendations, personalized advertisements, tailored promotional offers, chatbots, and customized shopping experiences to improve customer engagement and satisfaction.***

The present study aims to examine the impact of personalization strategies on consumer buying behaviour in e-commerce platforms and to identify their influence on purchase intention, customer satisfaction, trust, and repeat purchase behaviour. The study also highlights current trends such as artificial intelligence-driven recommendation systems, social commerce, predictive analytics, and omnichannel shopping experiences that are transforming digital retail markets. The research follows a descriptive research design, and primary data are collected from 150 respondents through a structured questionnaire using convenience sampling technique. Statistical tools such as Percentage Analysis, Descriptive Statistics, and One-Way ANOVA are used for data analysis and interpretation.

The findings reveal that personalization strategies positively influence consumer buying behaviour by enhancing shopping convenience, customer satisfaction, trust, and purchase intention. Consumers prefer e-commerce platforms that provide relevant recommendations, personalized communication, and efficient post-purchase engagement. The study also identifies that privacy concerns, hidden charges, and lack of transparency in data usage may negatively affect consumer trust toward online shopping platforms.

The study concludes that personalization has become an essential strategy for e-commerce businesses to improve customer loyalty and competitive advantage in the digital marketplace. Therefore, online retailers should focus on ethical personalization practices, transparent policies, and advanced AI-driven technologies to create secure, customer-centric, and satisfying shopping experiences.

Keywords: Personalization Strategies, Consumer Buying Behaviour, E-Commerce, Artificial Intelligence, Customer Satisfaction, Purchase Intention, Online Shopping, Repeat Purchase Behaviour, Digital Marketing.

I. INTRODUCTION

The development of digital commerce continuously changes the way consumers search, compare, and purchase products and services. Consumers increasingly depend on e-commerce platforms because of convenience, easy accessibility, flexible payment methods, and wide product availability.

To remain competitive in the online market, businesses actively implement personalization strategies to improve customer engagement and shopping experiences. Personalization involves the use of consumer data, browsing behaviour, purchase history, and artificial intelligence technologies to deliver customized product recommendations, personalized advertisements, tailored promotional offers, and interactive communication. These strategies help e-commerce platforms increase customer satisfaction, purchase intention, and overall shopping convenience.

At present, trends such as AI-driven recommendation systems, predictive analytics, social commerce, chatbot assistance, and omnichannel retailing further strengthen personalization practices in e-commerce platforms. Consumers increasingly prefer platforms that understand their interests and provide relevant recommendations and personalized shopping experiences. However, concerns regarding privacy, hidden charges, misleading product information, and lack of transparency continue to influence consumer trust in online shopping platforms. Therefore, studying the impact of personalization strategies on consumer buying behaviour becomes essential for understanding customer expectations and improving long-term customer loyalty, repeat purchase behaviour, and business growth in the e-commerce industry.

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II. REVIEW OF LITERATURE

Abtahi, A., Shafique, T., Haque, T., Siam, S. A. J., & Rahman, A. (2024) investigated the significance of personalized experiences within Bangladesh's ecommerce landscape, focusing on their impact on consumer behaviour, satisfaction, and loyalty. Employing qualitative methods, including in-depth interviews with 35 participants engaged in online shopping, the research explores tailored recommendations' effectiveness and identifies challenges and potential enhancements for a more enriched user experience. The findings underscore the substantial influence of personalized recommendations, particularly those rooted in browsing history and past purchases, on shaping consumers' purchasing decisions.

Ingriana, A., & Rolando, B. (2025) analysed the rapid advancement of artificial intelligence (AI) has revolutionized the e-commerce industry by enabling personalized shopping experiences that cater to individual consumer preferences and behaviours. This study employs a systematic literature review methodology, analysing peer-reviewed articles from the Scopus database published between 2020-2024, to comprehensively examine the impact of AI-driven personalization on consumer behaviour in ecommerce. The review methodology followed the PRISMA protocol, ensuring a rigorous and transparent selection process of relevant literature. The implications suggest that e-commerce businesses should prioritize AI integration while maintaining responsible data management to build consumer trust. This systematic literature review contributes to a deeper understanding of how AI is transforming ecommerce and shaping consumer behaviour. The findings underscored the significant potential of AI in enhancing customer engagement, operational efficiency, and brand loyalty, while emphasizing the critical importance of addressing ethical considerations in the rapidly evolving e-commerce landscape.

Agila, G. (2025) examined the impact of AI-driven personalized marketing on consumer buying behavior, focusing on how personalization influences perceived relevance, trust, purchase intention, and overall satisfaction. A comprehensive review of recent literature highlights that effective AI personalization enhances consumer engagement and significantly increases purchase intention by reducing search effort and presenting contextually relevant product suggestions. However, the study also identifies critical moderating factors, including privacy concerns, perceived intrusiveness, and transparency in data use, which can weaken or reverse personalization’s positive effects. The proposed conceptual model suggests that perceived relevance and trust mediate the relationship between personalization and buying behaviour, while privacy concerns moderate these effects. The findings underscored the need for e-commerce firms to balance personalization performance with ethical data practices, clear communication, and user control to maximize consumer acceptance and long-term loyalty. This research provides theoretical insights and practical implications for marketers, platform designers, and policymakers striving to optimize AI-driven customer experiences in digital commerce.

Al Naim, A. F., & Jamil, S. (2023) investigated the complex interplay between content personalisation, ethical considerations in website design, and overall website design in the context of e-commerce, with a specific focus on their impact on customer perception. Moreover, the inclusion of customer characteristics (CC) as a moderator adds a nuanced perspective to the examination. The data utilised in this study were obtained via a survey questionnaire that was disseminated among individuals residing in Saudi Arabia.

The examination of the gathered data from a sample size of 214 participants utilised a combination of descriptive and inferential statistical techniques. In this study, a multiple regression analysis was performed using SPSS to examine the associations between content personalisation, ethical consideration, website design, and customer perception. The study's key findings offer valuable insights for e-commerce professionals aiming to enhance their strategies. This study sheds light on the influence of content personalisation, ethical considerations, and website design on customer perception, providing valuable insights for businesses operating in the ever-changing e-commerce environment. This study not only contributes to the theoretical comprehension of e-commerce dynamics but also emphasises the practical ramifications for businesses seeking to improve customer perception in the Saudi Arabian market.

Masfer, H. M., & Helmi, M. A. (2025) explored how digital marketing influences and communicates with consumers which shapes consumer behavior in Ecommerce platforms. This study consists of a quantitative approach; thus, we have utilized the survey, which helped us clarify the critical role of digital marketing in shaping consumer behavior in e-commerce. The significant factors include compatibility, trust, perceived ease of use, and perceived usefulness impact on shaping consumer behavior and purchase intention. The research findings provide insight into shaping consumer behavior with regard to the compatibility of digital marketing strategies and suggest a way forward for further research. In particular, future research should explore these dynamics in diverse markets and investigate the role of emerging technologies such as artificial intelligence.

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Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016) determined the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention. University students aged between 18 and 34 that currently pursuing their studies in University Malaysia Perlis were selected as the subject of analysis. 662 out of 800 sets of questionnaires distributed were valid for coding, analyzing and testing the hypothesis. Collected data were then analyzed using SPSS version 18.0 and AMOS version 16.0. Structural Equation Modeling to examine the model fits and hypothesis testing. The conclusion can be depicted that subjective norm and perceived usefulness significant positively influence online purchase intention but subjective norm insignificant influence shopping behavior in a negative way. It is interesting to note that perceived usefulness also insignificantly influence online shopping behavior. Finding also revealed that purchase intention significant positively influence online shopping behavior. For future research, sample from working adults and other variables that related to online shopping were to be included to minimise sampling bias.

Sayem, S. M., Islam, A., Uddin, M. R., & Promy, J. S. (2025) identified the determinants of customer satisfaction in the electronic commerce (e-commerce) industry in Bangladesh. It also investigates whether acceptance of IT innovation mediates the relationship between the determinants of e-commerce and customer satisfaction. A survey questionnaire had been designed and distributed among the customers of e-commerce businesses. Data were collected from 408 respondents, who were mostly from urban areas of the country. The collected data had been analysed with the application of the partial least square approach using SmartPLS4. First, the measurement model was applied to determine the validity and reliability of the dataset. Then, the structural model was utilized to justify the hypothesis. The results showed that customer service, perceived ease of use and customer trust in e-commerce services have a significant positive impact on customer satisfaction. The acceptance of IT innovation, which showed a positive influence on customer satisfaction, enhanced customer satisfaction when accompanied by perceived ease of use and digital literacy.

Patrada, R., & Andajani, E. (2020) examined the effect of online convenience, website design, security, information quality, and e-service quality on e-word of mouth, behavioral intentions, and e-loyalty through e-customer satisfaction respondents who use e-commerce to shop at Indonesia, especially Surabaya. The data used in this study are primary data obtained through distributing questionnaires to 205 respondents who are male and female e-commerce users, who are at least 15 years old, and have conducted transactions in ecommerce at least 5 times in the past year. The sampling technique in this study is non-probability sampling. This research used a quantitative approach using statistical testing. The test was carried out using the Structural Equation Modeling (SEM) method with the SMART-PLS 3.0 program. The results of this study indicated that only online convenience, security, and information quality have an influence on other dependent variables through e-customer satisfaction, while website design and e-service quality have no effect.

Lee, V., Park, S., & Lee, D. (2022) analysed the impact of characteristics of the service quality of e-commerce platforms on customer satisfaction and purchase intention. The proposed research model and a set of hypotheses were developed and tested using structural equation modeling based on data collected from 172 e-commerce users in Uzbekistan. The findings of this study revealed that while the responsiveness of e-commerce platforms is non-essential, website design, reliability, perceived usefulness, and perceived ease of use are essential elements for customer satisfaction in e-commerce. The results indicated that website design, perceived usefulness, and customer satisfaction positively affect purchase intention for e-commerce platforms in Uzbekistan.

Hidayat, A., Saifullah, M., & Ishak, A. (2016) aimed to the antecedents of online customer satisfaction and online customer trust in Indonesia toward a particular e-commerce website. This study also analyzed the effect of online customer satisfaction and customer trust as key factors influencing online customer loyalty. A quantitative approach has been employed. The gathered data obtained using online questionnaire with itemized rating scale resulting in 443 respondents. For the purpose of data analysis, Structured Equation Model (SEM) method has been adopted. This study found that user interface quality, information quality, customer service, and security and privacy have a positive significant impact on online customer satisfaction and online customer trust. This study also found that online customer satisfaction and online customer satisfaction influencing online customer loyalty significantly in Indonesia. This study suggests that Indonesian online merchant can win the loyalty of online customer by focusing their strategies on the satisfaction and trust of Indonesian online customers.

III. STATEMENT OF THE PROBLEM

The rapid expansion of e-commerce in the current digital era has significantly changed consumer buying behaviour, leading businesses to adopt various personalization strategies to improve customer engagement and purchasing decisions. E-commerce platforms increasingly utilize personalized advertisements, product recommendations, customized content, email marketing, and artificial intelligence-based tools to provide consumers with tailored shopping experiences.

While personalization strategies are intended to enhance customer satisfaction, convenience, and loyalty, their effectiveness differs among consumers due to factors such as trust, privacy concerns, perceived usefulness, and online shopping preferences. In recent years, consumers have become more aware of data collection practices and the influence of personalized marketing on their purchase decisions, creating both opportunities and challenges for e-commerce businesses. Although many online retailers invest heavily in personalization techniques to increase sales and customer retention, there remains uncertainty regarding the actual impact of these strategies on consumer buying behaviour. Therefore, it becomes essential to examine how personalization strategies influence consumers' purchase intention, satisfaction, and online shopping behaviour in the current e-commerce environment.

A. *Objectives Of The Study*

1) To examine the influence of demographic factors on consumer responsiveness to personalization strategies in e-commerce.
2) To analyse the customer satisfaction towards personalized shopping experiences in online platforms.
3) To examine the effect of personalized communication and promotional offers on consumer loyalty and repeat purchases in e-commerce.
4) To identify the challenges and privacy concerns associated with personalization strategies in e-commerce platforms.
5) To provide suggestions for improving personalization strategies to enhance consumer buying behaviour in e-commerce.

B. *Scope Of The Study*

The current growth of e-commerce and digital technology has significantly increased the adoption of personalization strategies by online businesses to influence consumer buying behaviour. E-commerce platforms presently utilize artificial intelligence, machine learning, customer analytics, and browsing history to provide personalized advertisements, product recommendations, customized offers, and tailored shopping experiences. Consumers increasingly expect relevant and convenient online shopping experiences that match their preferences and needs. As competition among online retailers continues to rise, businesses focus on personalization techniques to improve customer engagement, satisfaction, purchase intention, and loyalty. These developments have made personalization an important component of modern digital marketing practices in the e-commerce industry.

In the present scenario, personalization strategies not only create opportunities for enhancing consumer experience but also raise concerns related to data privacy, security, and consumer trust. Some consumers perceive personalized marketing practices as useful and time-saving, while others may feel uncomfortable with the extensive use of personal data for marketing purposes. Current trends indicate that effective personalization can positively influence impulse buying, repeat purchases, and customer retention in online shopping platforms. However, the effectiveness of these strategies varies based on consumer perception, trust, and acceptance of personalized content. Therefore, it becomes essential to study the current impact of personalization strategies on consumer buying behaviour in e-commerce and understand how personalized digital experiences shape consumer purchasing decisions.

C. *Research Methodology*

Research Type: Descriptive Research

Data Collection:

Primary Data: Primary data is collected through a structured questionnaire.

Secondary Data: Secondary data is collected from academic journals, books, research articles, conference proceedings, company reports, websites, and online databases related to personalization strategies, e-commerce, consumer behaviour, and digital marketing.

Sampling Type: Simple Random Sampling

Sampling Universe: The study focuses on consumers who actively engage in online shopping through e-commerce platforms, including students, employees, professionals, self-employed individuals, and general online consumers.

Sample Size: 150 consumers.

Statistical Tools Used: Percentage Analysis, Descriptive Statistics and One-Way ANOVA.

D. *Limitations Of The Study*

1) The sample size is limited.
2) Consumer opinions may change with market trends over time.
3) The study focuses only on e-commerce platform users.
4) Privacy concerns may influence participant response accuracy.
5) Personalization technologies continuously evolve in the e-commerce sector.

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IV. DATA ANALYSIS AND INTERPRETATION

Socioeconomic factors of the Consumers

Socioeconomic factors	Particulars	Frequency	Percent
Age group	Below 18 Years	27	18.0
	18–24 Years	29	19.3
	25–34 Years	32	21.3
	35–44 Years	29	19.3
	Above 45 Years	33	22.0
Gender	Male	78	52.0
	Female	72	48.0
Educational Qualification	School level	32	21.3
	Undergraduate	31	20.7
	Postgraduate	34	22.7
	Doctorate	28	18.7
	Other	25	16.7
Occupation	Student	39	26.0
	Salaried Employee	22	14.7
	Government Employee	29	19.3
	Self-employed	35	23.3
	Online Business Owner	25	16.7
Monthly income level	Below Rs.10,000	36	24.0
	Rs.10,001– Rs.30,000	46	30.7
	Rs.30,001– Rs.60,000	25	16.7
	Above Rs.60,000	43	28.7
Residential Area	Urban	51	34.0
	Semi-urban	45	30.0
	Rural	54	36.0
Internet usage experience	Less than 1 year	49	32.7
	1–3 years	36	24.0
	3–5 years	25	16.7
	More than 5 years	40	26.7
E-commerce usage frequency	Daily	32	21.3
	Weekly	44	29.3
	Monthly	40	26.7
	Rarely	34	22.7
Preferred language for online shopping	English	28	18.7
	Regional language	51	34.0
	Both	37	24.7
	Other	34	22.7
Household size	1–2 members	35	23.3
	3–4 members	34	22.7
	5–6 members	36	24.0
	More than 6 members	45	30.0
Primary online shopping ecosystem used	e commerce	39	26.0
	Quick commerce apps	38	25.3
	Social commerce	32	21.3
	Brand-owned apps/websites	41	27.3
Most trusted recommendation source	AI personalization engine	38	25.3
	Influencers	42	28.0
	Customer reviews	31	20.7
	Friends and family	39	26.0
Type of E-Commerce User	Frequent Buyer	52	34.7
	Occasional Buyer	50	33.3
	First-Time Buyer	48	32.0
	Total	150	100.0

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out of 150 consumers, 18.0% of the consumers were below 18 years, 19.3% in the 18–24 years category, 21.3% in the 25–34 years category, 19.3% in the 35–44 years category, and 22% were above 45 years. Regarding gender, 52% were male and 48% were female. In terms of educational qualification, 21.3% had completed school-level education, 20.7% were undergraduates, 22.7% were postgraduates, 18.7% possessed doctorate qualifications, and 16.7% belonged to other educational categories. Regarding occupation, 26% were students, 14.7% were salaried employees, 19.3% were government employees, 23.3% were self-employed, and 16.7% were online business owners.

Regarding monthly income, 24% earned below Rs.10,000, 30.7% earned between Rs.10,001–Rs.30,000, 16.7% earned between Rs.30,001–Rs.60,000, and 28.7% earned above Rs.60,000. With respect to residential area, 34% of the consumers belonged to urban areas, 30% were from semi-urban areas, and 36% resided in rural areas. In terms of internet usage experience, 32.7% had less than one year of experience, 24% had 1–3 years of experience, 16.7% had 3–5 years of experience, and 26.7% had more than five years of experience using the internet.

Regarding e-commerce usage frequency, 21.3% used e-commerce platforms daily, 29.3% used them weekly, 26.7% used them monthly, and 22.7% used them rarely. In relation to preferred language for online shopping, 18.7% preferred English, 34.0% preferred regional languages, 24.7% preferred both English and regional languages, and 22.7% preferred other languages. With respect to household size, 23.3% belonged to families with 1–2 members, 22.7% had 3–4 members, 24% had 5–6 members, and 30% had more than 6 members.

Regarding the primary online shopping ecosystem used, 26% preferred e-commerce platforms, 25.3% preferred quick commerce applications, 21.3% preferred social commerce, and 27.3% preferred brand-owned applications and websites. Concerning the most trusted recommendation source, 25.3% trusted AI personalization engines, 28% trusted influencers, 20.7% trusted customer reviews, and 26% trusted friends and family recommendations. In relation to the type of e-commerce user, 34.7% were frequent buyers, 33.3% were occasional buyers, and 32% were first-time buyers.

V. DESCRIPTIVE STATISTICS

Descriptive Statistics for the Customer Satisfaction towards Personalized Shopping Experiences in Online Platforms

Statement	N	Mean	Sd
I am satisfied with the personalized product recommendations that match my interests on this platform.	150	3.04	1.451
The online platform recommends products that genuinely match my interests and preferences.	150	3.12	1.366
Personalization features on this platform enhance my shopping convenience.	150	3.07	1.434
The overall personalized shopping experience on this platform meets and exceeds my expectations.	150	3.05	1.423
The confidence I have in this platform grows stronger with every personalized shopping interaction.	150	2.89	1.407
Compared to other online platforms, this platform offers a superior personalized shopping experience.	150	3.11	1.424
I would recommend this platform to others because of its personalized experience.	150	2.90	1.389
Valid N (listwise)	150		

The above table indicates that the consumers satisfied with personalized product recommendations that matching their interests on this platform (3.04), online platform recommends products that genuinely matching interests and preferences (3.12), personalized shopping experience exceeding their expectations (3.07), personalized shopping experience exceeding their expectations (3.05), and compared other online platforms, this platform offers a superior personalized shopping experience (3.11). The consumers disagree with the recommending this platform to others because of personalized experience (2.90).

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Descriptive Statistics for the Effect of Personalized Communication and Promotional offers on Consumer Loyalty and Repeat Purchases in E-Commerce

Statement	N	Mean	Sd
Personalized messages from e-commerce platforms make me feel valued as a customer.	150	2.85	1.374
Promotional offers based on my past purchases increase my intention to shop again.	150	2.96	1.437
My satisfaction with previous purchases influences my decision to buy again.	150	3.00	1.424
Convenient delivery and service quality increase my intention for repeat purchases.	150	2.85	1.408
Easy return and refund policies encourage me to buy again from the same platform.	150	2.99	1.486
My repeat purchase behaviour increases when I receive post-purchase engagement.	150	3.01	1.371
Valid N (listwise)	150		

The above table indicates that the consumers disagree with the personalized e-commerce messages making them feel valued and appreciated (2.85), promotional offers based on purchases increasing intention to shop again (2.96), convenient delivery and service quality increasing their intention for repeat purchases (2.85), and easy return and refund policies encouraging them to buy again from the same platform (2.99). The consumers disagree with the repeat purchase behaviour increases with post-purchase engagement received.

Descriptive Statistics for the Challenges and Privacy Concerns Associated with Personalization Strategies in E-commerce Platforms

Statement	N	Mean	Sd
Lack of transparency in data usage discourages me from fully trusting e-commerce platforms.	150	2.91	1.435
Privacy policies of e-commerce platforms are often unclear or difficult to understand.	150	3.22	1.370
Hidden charges sometimes reduce trust in e-commerce platforms.	150	3.09	1.373
Fake or misleading product listings are a common challenge in online shopping.	150	3.05	1.432
I face difficulty in identifying trustworthy sellers on e-commerce platforms.	150	3.20	1.442
Limited access to real-time customer assistance affects shopping confidence.	150	2.98	1.343
Valid N (listwise)	150		

The above table indicates that the consumers disagree with the lack of data transparency discouraging platform trust (2.91), and limited customer assistance affecting shopping confidence (2.98). The consumers agree with the privacy policies of e-commerce platforms are unclear or difficult to understand (3.22), hidden charges reducing trust in e-commerce platforms, fake product listings challenge online shopping confidence (3.05), and difficulty identifying trustworthy sellers on e-commerce platforms (3.20).

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VI. ONEWAY-ANOVA

Comparison between the Socioeconomic factors (Internet usage experience) and Various Dimensions

Ho1: There is a substantial link between the socioeconomic factors (internet usage experience) and various dimensions.

Dimensions	Internet usage experience	N	Mean	SD	F	Sig
Customer Satisfaction towards Personalized Shopping Experiences in Online Platforms	Less than 1 year	49	2.99	0.446	0.242	0.867
	1–3 years	36	3.01	0.523		
	3–5 years	25	3.02	0.630		
	More than 5 years	40	3.09	0.594		
	Total	150	3.03	0.535		
Effect of Personalized Communication and Promotional offers on Consumer Loyalty and Repeat Purchases in E-Commerce	Less than 1 year	49	2.94	0.539	0.748	0.525
	1–3 years	36	3.06	0.635		
	3–5 years	25	2.91	0.591		
	More than 5 years	40	2.86	0.600		
	Total	150	2.94	0.587		
The Challenges and Privacy Concerns Associated with Personalization Strategies in E-commerce Platforms	Less than 1 year	49	3.17	0.625	1.251	0.294
	1–3 years	36	3.13	0.566		
	3–5 years	25	3.04	0.684		
	More than 5 years	40	2.93	0.636		
	Total	150	3.08	0.626		

There is a substantial link between the customer satisfaction towards personalized shopping experiences in online platforms (0.867), effect of personalized communication and promotional offers on consumer loyalty and repeat purchases in e-commerce (0.525), the challenges and privacy concerns associated with personalization strategies in e-commerce platforms (0.294) and the internet usage experience of the consumers.

Comparison between the Socioeconomic factors (Most trusted recommendation source) and Various Dimensions

Ho2: There is a substantial link between the socioeconomic factors (most trusted recommendation source) and various dimensions.

Dimensions	Most trusted recommendation source	N	Mean	SD	F	Sig
Customer Satisfaction towards Personalized Shopping Experiences in Online Platforms	AI personalization engine	38	3.03	0.626	0.979	0.405
	Influencers	42	2.92	0.491		
	Customer reviews	31	3.07	0.536		
	Friends and family	39	3.11	0.480		
	Total	150	3.03	0.535		
Effect of Personalized Communication and Promotional offers on Consumer Loyalty and Repeat Purchases in E-Commerce	AI personalization engine	38	2.88	0.431	1.684	0.173
	Influencers	42	2.91	0.574		
	Customer reviews	31	3.15	0.609		
	Friends and family	39	2.87	0.689		
	Total	150	2.94	0.587		
The Challenges and Privacy Concerns Associated with Personalization Strategies in E-commerce Platforms	AI personalization engine	38	2.99	0.633	0.317	0.813
	Influencers	42	3.12	0.617		
	Customer reviews	31	3.09	0.699		
	Friends and family	39	3.10	0.583		
	Total	150	3.08	0.626		

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There is a substantial link between the customer satisfaction towards personalized shopping experiences in online platforms (0.405), effect of personalized communication and promotional offers on consumer loyalty and repeat purchases in e-commerce (0.173), the challenges and privacy concerns associated with personalization strategies in e-commerce platforms (0.813) and the most trusted recommendation source of the consumers.

VII. FINDINGS

A. Socioeconomic Factors

Most of the consumers were above 45 years of age group. Most of the consumers were male. Most of the consumers were postgraduates. Most of the consumers were students. Most of the consumers earned between Rs.10,001–Rs.30,000. Most of the consumers belonged to rural areas. Most of the consumers had less than one year of internet usage experience. Most of the consumers used e-commerce platforms weekly. Most of the consumers preferred regional languages for online shopping. Most of the consumers belonged to households with more than six members. Most of the consumers preferred brand-owned applications and websites for online shopping. Most of the consumers trusted influencers for recommendation sources. Most of the consumers were frequent buyers in e-commerce platforms.

B. Customer Satisfaction towards Personalized Shopping Experiences in Online Platforms

The findings reveal that consumers are moderately satisfied with personalized product recommendations and customized shopping experiences offered by online platforms. The findings further reveal that personalization features improve shopping convenience and contribute to a better online purchasing experience among consumers. The findings also reveal that personalized interactions positively influence consumer confidence and their willingness to recommend online platforms to others.

C. Effect of Personalized Communication and Promotional offers on Consumer Loyalty and Repeat Purchases in E-Commerce

The findings reveal that personalized communication and promotional offers moderately influence consumer loyalty and repeat purchase behaviour in e-commerce platforms. The findings further reveal that customer satisfaction, post-purchase engagement, and personalized offers encourage consumers to continue purchasing from the same platform. The findings also reveal that convenient delivery services and easy return policies contribute to consumers' intention for repeat purchases in e-commerce.

D. The Challenges and Privacy Concerns Associated with Personalization Strategies in E-commerce Platforms

The findings reveal that consumers moderately experience challenges and privacy concerns while engaging with personalization strategies in e-commerce platforms. The findings further reveal that unclear privacy policies, lack of transparency in data usage, and difficulty in identifying trustworthy sellers reduce consumer trust in online shopping platforms. The findings also reveal that hidden charges, misleading product listings, and limited customer assistance negatively influence consumer confidence in e-commerce platforms.

VIII. SUGGESTIONS

1) E-commerce platforms may improve consumer trust by providing transparent information regarding data collection and personalization practices.
2) Businesses might enhance consumer satisfaction by offering more accurate and relevant personalized product recommendations.
3) Online retailers may strengthen customer loyalty through customized promotional offers based on consumer preferences and purchase history.
4) E-commerce companies might reduce consumer privacy concerns by implementing stronger data security and protection measures.
5) Personalized communication strategies may increase repeat purchase intention among online consumers.
6) Businesses might improve shopping convenience by integrating AI-driven recommendation systems and real-time assistance features.
7) E-commerce platforms may encourage consumer engagement through multilingual and culturally relevant personalized content.
8) Retailers might improve consumer confidence by ensuring transparency in pricing, delivery charges, and return policies.
9) Companies may increase consumer retention by providing post-purchase personalized support and follow-up services.
10) Personalized marketing strategies might become more effective when combined with ethical data usage practices.

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11) E-commerce businesses may improve recommendation accuracy through advanced machine learning and predictive analytics techniques.
12) Online platforms might enhance user experience by simplifying privacy policies and consent procedures for consumers.
13) Businesses may attract diverse consumer groups by offering flexible and adaptive personalization features.
14) E-commerce platforms might increase consumer satisfaction through faster delivery services and personalized shopping assistance.
15) Future personalization strategies may focus more on balancing customer convenience with privacy protection to maintain long-term consumer trust.

IX. CONCLUSION

The increasing adoption of personalization strategies in e-commerce has considerably transformed consumer buying behaviour and online shopping experiences. The study reveals that personalized product recommendations, customized advertisements, tailored promotional offers, and AI-driven shopping features positively influence consumer satisfaction, purchase intention, and shopping convenience. Consumers generally prefer personalized experiences that effectively correspond with their interests, preferences, and purchasing behaviour. As a result, personalization has become an important strategic approach for improving consumer engagement and maintaining competitiveness in the digital marketplace.

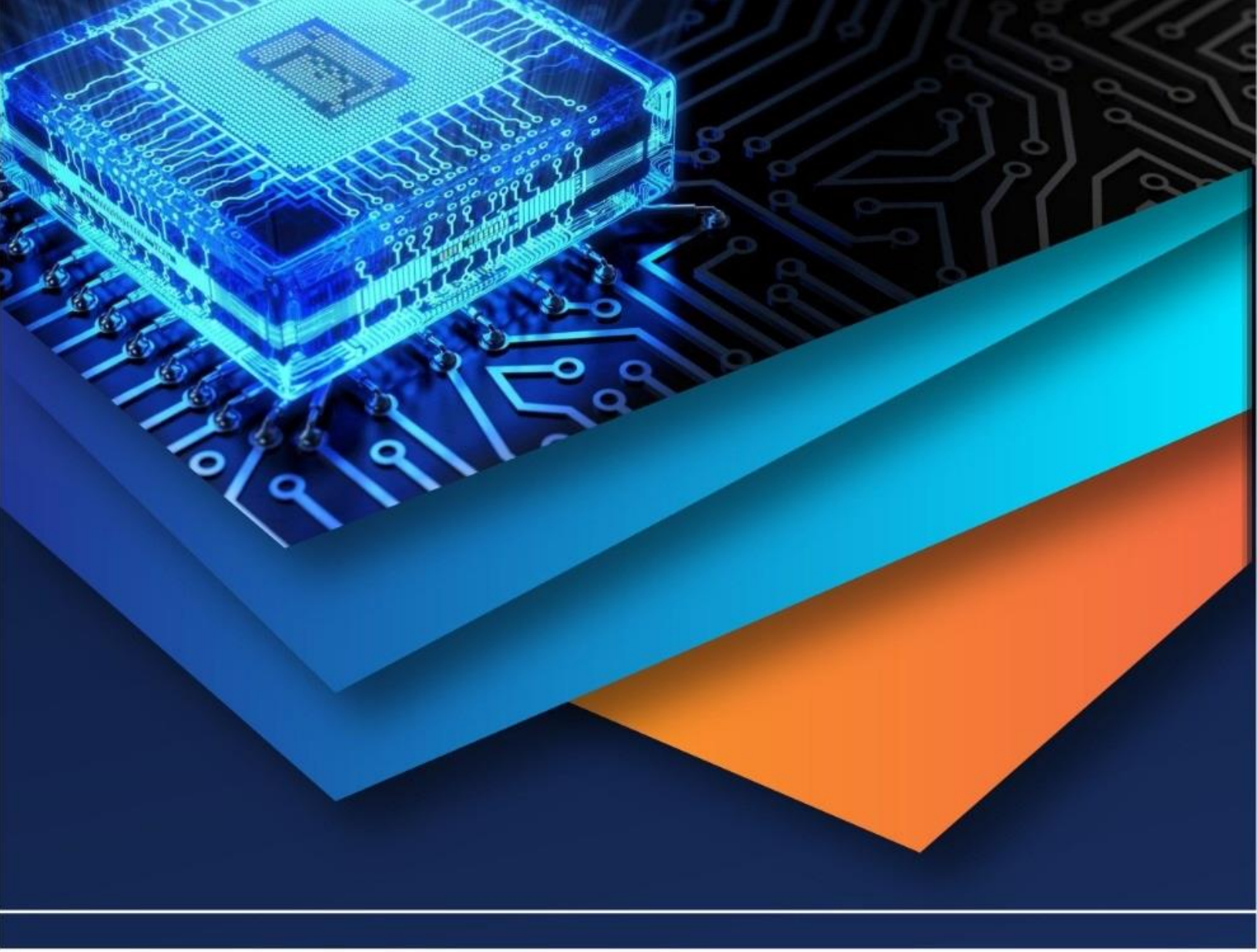
The findings of the study indicate that personalized communication and promotional activities contribute significantly to consumer loyalty and repeat purchase behaviour. Consumers are more likely to continue purchasing from e-commerce platforms that provide relevant recommendations, post-purchase engagement, convenient services, and customer-oriented experiences. Furthermore, factors such as service quality, transparency, convenience, and return policies play a major role in influencing consumer trust and long-term relationships with online platforms. Therefore, the effective implementation of personalization strategies may support customer retention and organizational growth in the e-commerce industry.

Despite the advantages of personalization strategies, the study identifies several challenges related to privacy concerns, lack of transparency in data usage, misleading product information, and trust-related issues among consumers. The growing dependence on consumer data in e-commerce increases the importance of ethical data management and secure online practices. Consumers expect clear privacy policies, secure transactions, and responsible handling of personal information while engaging with online platforms. Hence, e-commerce businesses should focus on balancing personalized shopping experiences with consumer privacy protection and trustworthy business practices to ensure sustainable development in the evolving digital environment.

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