
**IMPACT OF MARKETING AUTOMATION ON CUSTOMER ENGAGEMENT – WITH
SPECIAL REFERENCE TO PRIVATE LABEL BRANDS**

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ABSTRACT

Marketing automation has gained marketers attention as an ideology that enables to automate traditionally manual marketing tasks. It enables automated, timely and personalized communications to customers.. This article analyses the impact of Marketing automation on private label brand. It shows that brand awareness, attract new customers, send timely messages, increase sales, Build customer loyalty and nurture leads are the impact of Marketing automation on private label brands.

Keywords: Marketing automation, customer engagement

INTRODUCTION

The retail sector has undergone a remarkable change in recent years. With the pandemic accelerating the shift towards online commerce and bringing in a wave of technological transformation, brick-and-mortar stores have been severely impacted. Even businesses that were modeled around online retail have witnessed numerous challenges. Rapidly evolving customer expectations and increasing demand for prompt, high-quality service from both online and offline businesses have put enormous pressure on the retail sector to adapt to change rapidly. This is where automation comes in.

Customer behavior has a significant impact on online marketing since it informs advertisers and marketers about the requirements and wants of consumers, enabling them to develop efficient marketing strategies and plans. The way individuals shop and use goods and services has changed as a result of e-commerce. As things can be conveniently delivered to homes, more and more individuals are using computers and smart devices to place purchases. Making the best selections and maximizing online advertising strategies to draw in potential customers requires an understanding of consumer behavior on the part of advertisers and marketers. Advertisers can better understand client demands and tailor offers and promotions to them by using data on website usage, purchase habits, and decisions to use products and services. Additionally, observing consumer behavior enables advertisers and marketers to respond quickly to changes in consumer behavior and modify their marketing plans.

Marketing automation has gained marketers attention as an ideology that enables to automate traditionally manual marketing tasks. It enables automated, timely and personalized communications to customers. However, as marketing automation is still a young phenomenon, there is very limited amount of academic research about it. Successful customer experiences, on the other hand, have become more and more important as value creators for both customers and organizations. Superior customer experiences create clear competitive advantage.

Email marketing remains a highly effective digital marketing tool for private label brands to nurture leads, build customer loyalty, and drive sales. Implement email marketing automation as part of your digital marketing strategy to send personalized, timely, and relevant messages to the customers.

REVIEW OF LITERATURE

Tiia Rae (2016) The effect of marketing automation on customer experience. The findings indicate that marketing automation has both positive and negative effects on customer experience. Some of the suggested positive effects are personalized and timely customer interactions and increased trust and intimacy of customer relationships. Some of the negative effects are privacy risks and inaccuracy of customer data.

Kavitha M, (June/2017)A Study Of Customer Perception Of Youth Towards Branded Fashion Apparels In Chennai City.International Journal of Applied Business and Economic Research, Vol.15 (2017).ISSN : 0972-7302. The main purpose of this paper is to study & analyze the brand preference of youth in buying branded apparels in Chennai city and to find the factors which influence the buying behavior of youth for branded apparels. The researcher applied simple random sampling method collect 500 respondents from different customers. This research finds that the customer of youth gets more satisfaction and convenient when they use the branded apparels. The only reason to attract this is branded stores are offering exclusive apparels with good quality and reasonable price.

Werner (2019) The impact of digital transformation on the retailing value chain.IJRM.36(3).Consumers have traditionally made purchase decisions at the store shelf, giving institutional brick-and-mortar retailers great power to learn about and influence behaviors and preferences. However, increasing diffusion of branded-product platforms including connected devices and online retail platforms is shifting this authority to new players. For the parties involved in this multilayered competition, acknowledging the changes and actively managing their position in the evolving eco-systems is crucial.

Akhilasai (2022) MARKETING AUTOMATION Towards Understand the Customer Journey. IJRTI | Volume 7, Issue 5 | ISSN: 2456-3315. Marketing automation is the utilization of technology (i.e., software) to manage and automate -marketing processes across multiple channels. The improvements marketing automation offers complement the benefits of Customer Relationship Management (CRM) software. It is helps marketers understand the customer journey, automate repetitive tasks, generate qualified leads, nurture leads and finally convert them into sales. Marketing automation software is ideal for saving time, personalization, multi-channel campaign management, consistent tone, thereby increasing productivity and achieving better ROI.

Trang Mai (2023) The Impact Of Customer Behavior On Marketing Automation In E-Commerce Industry. Compared to traditional marketing, marketing has undergone many distinct changes due to the development of technology, engineering, and digitalization. Marketing today concentrates on individualized and tailored content for customers with the aim of attracting more customers based on research findings and knowledge about customer behavior towards products and services. Automated marketing strategies are seen to be effective instruments for luring clients. This study's primary focus is on the factors that affect consumer behavior as well as the pros and downsides of marketing automation as seen through the eyes of the consumer.

INDENT OF THE STUDY

1. To analyse the impact of Marketing Automation on Private label Brands
2. To find the relationship between Marketing Automation and Customer Engagement

HYPOTHESES OF THE STUDY

1. There is no significant impact of Marketing Automation on Private label Brands
2. There is no significant relationship between Marketing Automation and Customer Engagement

ANALYSIS AND INTERPRETATION

Private label brands use segmentation to target specific customer groups based on their interests, browsing behavior, and purchase history. This tailored digital marketing approach can significantly improve email open and click-through rates, ultimately leading to higher conversion rates and revenue.

The Marketing Automation consist of six variables and it subsequent influence over Customer Engagement is measured through linear multiple regression analysis. The results are presented below

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .983 ^a | .967 | .967 | 1.387 |

a. Predictors: (Constant), V3, V6, V1, V5, V2, V4

Source –Computed data

From the above table it is found that R=.983 R square = .967 and adjusted R square .967. This implies the Marketing Automation variable create 97% variance over the Customer Engagement. The cumulative influence of six variables of Marketing Automation over Customer Engagement is ascertained through the following one way analysis of variance.

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|----------|-------------------|
| 1 | Regression | 23684.524 | 6 | 3947.421 | 2051.573 | .000 ^b |
| | Residual | 808.120 | 420 | 1.924 | | |
| | Total | 24492.644 | 426 | | | |

a. Dependent Variable: CustomerEngagement

b. Predictors: (Constant), V3, V6, V1, V5, V2, V4

Source –Computed data

Table 2 presents that $f=2051.573$ $p=.000$ are statistically significant at 5% level. This indicates all the six variables cumulatively responsible for Customer Engagement. The individual influence of all this six variables is clearly presented in the following co-efficient table.

| Table – 3 Coefficients^a | | | | | | |
|--|------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.761 | .364 | | 4.839 | .000 |
| | Brand awareness | .637 | .194 | .101 | 3.276 | .001 |
| | Attract new customer | .057 | .189 | .007 | .303 | .762 |
| | Send timely messages | .256 | .188 | .028 | 1.361 | .174 |
| | Increase sales | .733 | .124 | .153 | 5.914 | .000 |
| | Build customer loyalty | 1.517 | .171 | .245 | 8.855 | .000 |
| | Nurture leads | 3.485 | .218 | .482 | 16.022 | .000 |
| a. Dependent Variable: Customer Engagement | | | | | | |

Source –Computed data

From the above table it shows that Brand awareness(Beta=.101, $t=3.276$, $p=.001$), Increase sales (Beta=.153, $t=5.914$, $p=.000$), Build customer loyalty(Beta=.245, $t=8.855$, $p=.000$), Nurture leads (Beta=.482, $t=16.022$, $p=.000$)., The brand has a high reputation for quality (Beta=.293, $t=4.819$,

p=.000) are statistically significant at 5% level. This indicates that the marketing automation nurture leads in the private label brands.

FINDINGS AND CONCLUSIONS

The power of branding cannot be overstated in today's competitive retail space. And as private labels gain traction, retailers have a unique chance to propel their brand name forward. Technology continues to play a vital role in the organization and automation of business processes for marketing, sales, and customer service. These features aid in the attraction of new clients and maintaining existing relationships. This article analyses the impact of Marketing automation on private label brand. It shows that brand awareness, attract new customers, send timely messages, increase sales, Build customer loyalty and nurture leads are the impact of Marketing automation on private label brands. This indicates that the marketing automation nurture leads in the private label brands is the most impact from marketing automation and this enhances the customer engagement.

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