Personalization Strategy in Marketing Direct: Analysis to Preference Consumer

Gunawan (fadelgun@sticamkop.ac.id)
STIE Amkop Makassar

Abstract

This study aims to understand how personalized marketing strategies directly influence consumer preferences. Using a qualitative approach with a case study method, the research explores consumers' experiences and perceptions of personally customized marketing messages. Data were collected through in-depth interviews, observations, and documentation. The research results show that personalized direct marketing strategies have a positive impact on consumer preferences. Consumers feel more noticed and appreciated when they receive messages or customized offers tailored to their personal needs and interests. This increases engagement, builds loyalty, and accelerates purchase decisions. Furthermore, consumers tend to develop a more favorable perception of brands that can provide relevant and personalized experiences. Therefore, personalization has been proven to be an effective approach to attracting and retaining consumer interest in a competitive marketing environment.

Keywords: Personalization Strategy, Marketing Direct, Preferences Consumers, Loyalty Customer, Experience Consumer.

Introduction

Marketing is a strategic process involving a series of activities aimed at creating, communicating, delivering, and exchanging valuable offers for customers, clients, partners, and broader communities (Lupi & Nurdin, 2016). In this context, marketing is not limited to promotion alone; it also includes a deep understanding of consumer needs and wants, as well as how to convey relevant and accurate information to the right target at the right time and place. Without effective marketing, a company's products or services would remain unknown to the target market, making it difficult to generate demand and increase sales (Risdwiyanto & Kurniyati, 2015).

Direct marketing is a personalized communication strategy delivered directly to consumers without intermediaries—such as through emails, instant messages, or digital product recommendations. In today's competitive digital era, consumers are overwhelmed by an abundance of choices and information, making conventional marketing approaches less effective (Setiawan & Bustan, 2017). To increase relevance and engagement, companies are adopting personalization strategies, which involve tailoring content and offers based on

consumer data and individual characteristics. The goal is to build engagement with customers or potential customers through personal communication (Kartikawati, 2021).

Studies have shown that personalized marketing strategies are highly effective because they address two major challenges in modern consumer behavior (Ariasih et al., 2023). First, modern consumers are bombarded daily with generic information and advertisements, leading them to ignore messages that lack personal relevance. Personalization helps cut through this information overload by delivering content that aligns with the consumer's specific needs and interests. Second, today's consumers demonstrate a stronger desire for control—they are more selective and conscious in their purchasing decisions. Personalized marketing meets this need by providing relevant experiences, building emotional connections, and creating added value that feels unique to the individual (Syahputra, 2023).

Consumer preference reflects individual choices and tendencies toward certain products or services. These preferences are subjective and shaped by both internal and external factors (Rahardjo, 2016). According to Guleria & Parmar (2015), preferences are formed through consumer perceptions of a brand or product, including aspects like quality, price, benefits, and the experience gained during the purchasing and usage process. In practice, consumer preference shows how individuals evaluate and rank available alternatives, tending to choose the product that provides the most satisfaction and perceived value. Thus, preferences are an important indicator in understanding consumer behavior and market trends (Musa, 2022).

Beyond personal experience, consumers also form preferences by comparing their opinions with those of others. This comparison is often made to validate whether a chosen product is superior to similar alternatives (Wardhani et al., 2015). This phenomenon is especially common in the digital age, where online reviews, testimonials, and social media discussions have become trusted sources of consumer information. In this case, preferences are shaped not only by individual perceptions but also by strong social influence. Consumers feel

more confident in their choices when they know that the product is liked by many others or has a strong reputation (Chrysanthini et al., 2017).

Additionally, consumer preferences are influenced by a range of complex factors such as social class, lifestyle, personal motivation, geographic location, and product attributes. These factors play a key role in the purchasing decision-making process (Anthony et al., 2018). Consumer decisions are not always simple or linear; they often involve thoughtful consideration of various alternatives and possibilities. A consumer may decide whether to buy or not, how much to purchase, or even what color, design, or timing to choose (Erinda & Kumadji, 2016).

Several previous studies have discussed the effectiveness of personalization strategies in marketing, particularly in influencing consumer preferences and behavior. Research by Dewi (2023) found that personalization allows companies to deliver more relevant messages and increase consumer engagement. This strategy is considered effective in capturing attention, as consumers are more likely to respond positively to content tailored to their interests and needs. The study also highlights the importance of using consumer data carefully and responsibly to create personalized experiences.

Another study by Sudirjo et al. (2023) revealed that personalization in the context of e-commerce can enhance customer satisfaction and loyalty. Consumers feel valued when systems or companies recognize their preferences and recommend suitable products. However, the study also cautions that, while personalization can bring benefits, it may lead to consumer discomfort or resistance if overused or if it violates privacy. Therefore, balancing relevance with ethical considerations is a crucial aspect of this strategy.

In Indonesia, a study by Hidayat and Rudyanto (2018) found that direct marketing personalization via email and social media significantly influences the purchasing decisions of young consumers. Respondents in the study showed greater interest in opening and responding to promotional messages that included their names, purchase history, or relevant product recommendations. This research supports the argument that personalization enhances the

effectiveness of direct marketing, especially when it is aligned with the characteristics of the target market segment.

In conclusion, these studies provide a strong foundation for further exploring consumer preferences toward personalized marketing strategies in the digital era.

Methods

This study uses a qualitative approach with a descriptive method to explore in depth the understanding, experiences, and perceptions of consumers regarding personalization strategies in direct marketing. Data is collected through semi-structured, in-depth interviews conducted either face-to-face or online, aimed at capturing consumer experiences and preferences related to the marketing content they receive (Sugiyono, 2016). In addition, the researcher also conducts observations and documentation of marketing content to strengthen the validity of the data.

Thematic analysis is used to analyze the data, involving processes such as data reduction, data presentation, and conclusion drawing, supported by coding and grouping based on emerging themes from the interview results. The validity of the data is ensured through source triangulation and member checking, to guarantee the accuracy and credibility of the findings (Yulianah, 2022). Through this method, the study is expected to provide a comprehensive overview of how personalization strategies in direct marketing influence consumer preferences and to offer relevant recommendations for implementing more effective marketing strategies in the local market.

Results and Discussion
Impact of Personalization Strategy To Preference Consumer in Marketing Direct

• **Increase Involvement**

Personalized messages in direct marketing can significantly enhance consumer involvement due to their relevance and alignment with individual needs. When consumers

receive information or offers specifically tailored to their preferences, habits, or purchase history, they feel that the company genuinely understands and values their needs. This contrasts with generic mass marketing approaches, which often fail to capture attention due to their lack of personalization.

Increased involvement is evident in more active consumer responses, such as opening messages, reading content thoroughly, or engaging with marketing materials. Furthermore, personalized messages create a more intimate and enjoyable experience. The sense that a message is "meant just for them" helps consumers form a stronger emotional connection with the brand. High involvement not only increases the likelihood of purchases but also strengthens long-term relationships between consumers and companies. Thus, personalization functions not only as a communication tool but also as an effective strategy to build loyalty and deepen consumer attachment to the brand.

- **Build Loyalty**

Personalized marketing creates a sense of special treatment and appreciation for consumers, making them feel that the company is paying close attention to their individual needs and preferences. When consumers feel recognized and valued, they are more likely to develop an emotional bond with the brand, which contributes to increased loyalty. Loyal customers tend not only to make repeat purchases but also to continue engaging with the brand due to the trust and satisfaction that have been established.

Moreover, personalization fosters the development of a loyal and active customer community. Loyal consumers often recommend products or services to others, organically expanding the company's marketing reach. In this way, personalization not only improves customer retention but also supports brand growth through positive word of mouth and strengthens brand image in the eyes of the public.

- **Increase Conversion**

Personalization strategies that present relevant and tailored offers significantly influence purchase decisions. When consumers feel that the product or service matches their preferences and desires, the likelihood of making a purchase increases compared to generic, non-targeted marketing messages. Personalized content reduces uncertainty and simplifies the decision-making process for consumers.

Beyond increasing the frequency of purchases, personalization also enhances purchase value. Timely and relevant offers encourage consumers to buy additional products or opt for higher-priced items. Therefore, personalization serves as an effective strategy to improve campaign efficiency while also boosting overall company revenue.

- **Understand Individual Preferences**

Through accurate data analysis, marketers can gain deep insights into each consumer's preferences, behaviors, and shopping habits. This includes analyzing purchase history, browsing patterns, promotional responses, and direct feedback. Understanding detailed consumer profiles enables companies to craft more targeted marketing strategies and reduce resource waste on irrelevant messaging.

Additionally, this knowledge allows marketers to anticipate consumer needs and desires, enabling them to deliver more proactive and personalized offers. This not only enhances the consumer experience but also fosters a long-term, mutually beneficial relationship. In this regard, data collection and analysis form the foundation for implementing effective personalization strategies.

- **Utilize Technology**

Technologies such as Artificial Intelligence (AI) and machine learning play a crucial role in processing big data to deliver personalized product recommendations automatically and in real time. With the help of these technologies, companies can deliver highly relevant content and offers based on individual behavior patterns and preferences. This enhances the shopping

experience by making it faster, easier, and more enjoyable, as consumers feel that the products offered truly meet their needs.

Moreover, technology enables personalization to be implemented at scale without compromising the quality of communication. AI can process and analyze large volumes of data that would be impossible to handle manually, allowing companies to reach many consumers with unique and relevant messages efficiently. The use of technology is key to the success of modern marketing strategies that prioritize personalization and customer engagement.

- **Avoid Generic Messages**

Marketing messages that lack personalization are often perceived as irrelevant by consumers due to their generic nature. As a result, such messages are easily ignored or seen as intrusive, reducing their effectiveness in attracting attention and influencing purchasing decisions. Today's consumers are more selective and expect communication that aligns with their individual needs, not generic mass messages.

In addition, using impersonal messaging may create the impression that a company does not truly understand or care about the consumer's individual needs, potentially decreasing trust and interest in the brand. Therefore, avoiding generic messaging and replacing it with relevant, personalized strategies is essential for building stronger and more effective relationships with consumers in today's digital era.

- **Practical Applications of Personalization**

Personalization in direct marketing can be implemented in various ways that cater to individual consumer needs and preferences. For example, product recommendations based on previous purchases or user activity can significantly increase the likelihood of conversion. Companies can also offer personalized promotions, such as birthday discounts or deals based on shopping habits.

Furthermore, personalized messaging helps deepen emotional bonds between consumers and brands. This can be achieved by including the consumer's name in emails or

promotional messages and delivering content tailored to specific contexts—such as seasonal events or observed shopping behaviors. All these personalization strategies contribute to making consumers feel understood, ultimately boosting engagement, loyalty, and overall satisfaction with the brand.

Factors Psychological and Social Influences Preference Consumer to Personalization

1. **Psychological Factors:**

- **Motivation and Engagement**

Motivation and engagement are crucial elements in understanding how consumers respond to direct marketing personalization strategies. Consumers with high motivation toward a product or service tend to show greater interest in all forms of brand communication. In this context, personalization is seen as a way to enhance the relevance of the information received. When messages or offers are tailored to their specific needs or desires, consumers feel more acknowledged and appreciated, leading to increased engagement with the brand.

Furthermore, consumer engagement goes beyond simply receiving information — it also reflects the extent to which they are willing to interact with a product or service. Consumers who feel emotionally and rationally connected to a brand are more likely to respond positively to personalized approaches. They are more inclined to read marketing messages thoroughly, click on links, and even make purchases because of the perceived relevance. Therefore, a well-executed personalization strategy will be significantly more effective when directed at consumers who already show high levels of interest and engagement.

- **Perception**

Consumers' perception of the quality, value, and benefits of a personalization strategy plays a vital role in shaping their preferences for a product or service. When consumers believe that personalization adds value—such as convenience, comfort, or efficiency—they are more likely to view the product as superior compared to similar non-personalized alternatives.

Conversely, if personalization is seen as irrelevant, excessive, or intrusive to privacy, negative perceptions may arise, potentially reducing interest in the product or brand.

Moreover, perceptions are also shaped by personal experiences and social influence. Consumers who have had positive experiences with personalized products or services are more open to accepting personalization in the future. They are also more likely to recommend the brand to others, further strengthening a positive public image. For this reason, marketers must ensure that every form of personalization is thoughtfully designed, relevant, and offers real value to maintain positive consumer perceptions and strengthen brand preference.

- **Attitude**

Consumer attitudes toward personalization are a key factor in shaping their preferences for a product or service. When consumers have a positive attitude—such as feeling comfortable and satisfied with the personalized approach—they are more likely to develop trust in the brand. Feeling valued because they are treated uniquely (e.g., through name greetings, tailored recommendations, or relevant promotions) creates a more personal and memorable experience. This sets the brand apart from competitors who rely on generic marketing, thereby strengthening the emotional connection between consumers and the brand.

On the other hand, attitudes are also influenced by past experiences. Consumers who have had positive experiences with personalization are more open to receiving similar approaches in the future, and they may even expect future interactions to be equally tailored. In this sense, a positive attitude acts as a catalyst in reinforcing customer loyalty. If personalization strategies are implemented consistently and meet consumer expectations, these positive attitudes will continue to grow, further solidifying consumer preference for the brand or service.

2. **Social Factors**

- **Group Reference**

Group references—such as family, friends, and social communities—play a significant role in shaping consumer preferences, especially in the context of personalization strategies.

Recommendations or opinions from trusted individuals often have a greater influence than direct advertisements or promotions from a brand. For instance, if a close friend recommends a product due to a satisfying personalized experience, it can encourage others to try similar products. This effect is even stronger in the digital era, where testimonials or reviews from reference groups spread widely through social media, online forums, and e-commerce platforms.

Moreover, group references help form certain norms or standards in consumption. When personalization is seen as a value-added feature by a consumer's social environment, individuals are more likely to prefer and choose brands that provide such experiences. In many cases, purchasing decisions are driven not only by personal needs but also by the desire to align with the preferences of one's social group. Therefore, understanding the dynamics of group references can help marketers design personalization strategies that not only target individuals but also strengthen social influence collectively.

- **Culture**

Culture plays a fundamental role in shaping consumer preferences, as the values, norms, and beliefs within a society greatly influence how individuals respond to products and marketing strategies, including personalization. Local culture, for example, can determine what forms of communication are considered polite, the preferred tone of messages, and even preferences for colors, designs, or types of services. In this context, a personalization strategy must align with the cultural characteristics of the target market to avoid resistance or misinterpretation. For instance, consumers in collectivist cultures like Indonesia may place more value on approaches that emphasize togetherness, family, and social harmony.

Beyond local culture, subcultures and social classes also significantly influence consumer preferences. Subcultures such as urban youth communities, environmental enthusiasts, or religious groups have distinct identities and preferences that marketers can leverage to create more relevant personalized experiences. Likewise, social class influences

purchasing power and expectations regarding product quality and service level. Consumers from middle to upper classes, for example, may place higher value on personalization that offers premium and exclusive services. Therefore, a comprehensive understanding of culture allows marketers to develop personalization strategies that are not only effective on an individual level but also sensitive to diverse values and lifestyles.

- **The Influence of Social Media**

The influence of social media on shaping consumer preferences for personalized products is highly significant in today's digital age. Platforms such as Instagram, TikTok, and YouTube enable brands to showcase personalized experiences visually and directly to their audiences. When consumers see others—whether friends or public figures—receiving special treatment or customized products, they become more interested in experiencing the same. Content such as product unboxing videos with personalized names, birthday greetings from brands, or highly relevant product recommendations serve as powerful emotional triggers that can influence preferences and purchasing decisions.

Furthermore, influencers hold strong power in shaping public opinion about the value of personalization. Because they possess credibility in the eyes of their followers, when influencers promote personalized products that align with their lifestyle, their followers are more likely to trust and emulate their preferences. Influencer marketing that incorporates personalization—such as sharing a "specially designed" product experience—can enhance perceptions of exclusivity and intimacy between consumers and brands. As a result, social media is not merely a communication channel, but also a powerful tool for shaping consumer perceptions and reinforcing the strategic value of personalization in direct marketing.

Conclusion

Based on the above discussion, it can be concluded that personalization strategies in direct marketing have a significant impact on consumer preferences. Personalization enhances consumer engagement, builds brand loyalty, and drives purchasing decisions through messages

and offers tailored to individual needs. The use of technologies such as artificial intelligence enables marketers to access consumer behavior and habit data, allowing for the development of relevant and well-targeted strategies. Moreover, personalization helps prevent consumer fatigue caused by generic and unengaging messages, creating a more meaningful and personalized experience in interactions between consumers and brands. Consumer preferences for personalization are influenced by various psychological and social factors. Motivation, perception, and a positive attitude toward personalization strengthen the emotional bond between consumers and products. At the same time, reference groups, cultural background, and social media serve as external influences that shape consumer perspectives and decision-making processes. An effective personalization strategy not only meets individual consumer expectations but must also take into account the broader social and cultural context. Therefore, companies need to develop comprehensive and adaptive personalization approaches to meet the dynamic needs of consumers in today's digital era.

References

Anthony, B., Tresani, N., & Halim, R. P. (2018). Preferensi konsumen terhadap faktor-faktor penentu kepuasan konsumen dalam pengambilan keputusan pembelian perumahan bersubsidi di Karawang. *Jurnal Muara Sains, Teknologi, Kedokteran Dan Ilmu Kesehatan*, *1*(2), 159-168.

Ariasih, M. P., Iswahyudi, M. S., Hansopaheluwakan, S., Azman, H. A., Hidayat, C., Erwin, E., ... & Afiyah, S. (2023). *Marketing Management: Best Strategies And Practices*. PT. Green Pustaka Indonesia.

Chrysanthini, B., Sumarwan, U., & Rifin, A. (2017). Preferensi konsumen terhadap produk sayuran organik (studi kasus konsumen UD Fabela-Myfarm) di Bogor Jawa Barat. *MANAJEMEN IKM: Jurnal Manajemen Pengembangan Industri Kecil Menengah*, *12*(2), 151-160.

Dewi, W. A. (2023). Urgensi pengaruh personalisasi pemasaran terhadap loyalitas pelanggan dalam era digital. *Maliki Interdisciplinary Journal*, *1*(2), 105-116.

Erinda, A., & Kumadji, S. (2016). Analisis Faktor-Faktor Preferensi Pelanggan Dan Pengaruhnya Terhadap Keputusan Pembelian. *Journal Administrasi Bisnis*, *30*(1).

Guleria, D., & Parmar, Y. S. (2015). A study of consumer preference for smartphone: A case of Solan town of Himachal Pradesh. *International journal of management research & review*, *5*(3), 1-20.

Kartikawati, S. (2021). Pengaruh Iklan, Promosi Penjualan, Hubungan Masyarakat, Penjualan Personal Dan Pemasaran Langsung Terhadap Ekuitas Merek Indomaret (Studi Kasus Masyarakat Indomaret Di Kota Bogor). *Jurnal GICI Jurnal Keuangan Dan Bisnis*, *13*(2), 37-52.

Lupi, F. R., & Nurdin, N. (2016). Analisis Strategi Pemasaran Dan Penjualan E-Commerce Pada Tokopedia. Com. *Jurnal Elektronik Sistem Informasi dan Komputer*, *2*(1), 20-29.

Musa, M. (2022). Pengaruh Preferensi Konsumen terhadap Keputusan Pembelian Produk pada Marketplace. *Value Added: Majalah Ekonomi Dan Bisnis*, *18*(2), 73-79.

Rahardjo, C. R. (2016). Faktor yang menjadi preferensi konsumen dalam membeli produk frozen food. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, *1*(1), 32-43.

Risdwiyanto, A., & Kurniyati, Y. (2015). Strategi pemasaran perguruan tinggi swasta di Kabupaten Sleman Yogyakarta berbasis rangsangan pemasaran. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, *5*(1), 1-23.

Rudyanto, R. (2018). Pengaruh Pemasaran jejaring media sosial dan keterkaitan konsumen terhadap niat beli konsumen. *Jurnal Manajemen dan Pemasaran Jasa*, *11*(2), 177-200.

Setiawan, H., & Bustan, J. (2017). Pengaruh periklanan, promosi penjualan dan pemasaran langsung terhadap keputusan kunjungan wisatawan. *Jurnal Riset Bisnis Dan Investasi*, *3*(1), 1-12.

Sudirjo, F., Purwati, T., Widyastuti, W., Budiman, Y. U., & Manuhutu, M. (2023). Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce. *Jurnal Pendidikan Tambusai*, *7*(2), 7524-7532.

Sugiyono, S. (2016). Metode penelitian kuantitatif, kualitatif, R&D. *Bandung: Alfabeta*, *1*(11).

Syahputra, S. (2023). Peran Promosi Dalam Mempengaruhi Perilaku Konsumen. *Perilaku Konsumen Dan Strategi Pemasaran*, *145*.

Wardhani, W., Sumarwan, U., & Yuliati, L. N. (2015). Pengaruh persepsi dan preferensi konsumen terhadap keputusan pembelian hunian Green Product. *Jurnal manajemen dan organisasi*, *6*(1), 45-63.

Yulianah, S. E. (2022). *Metodelogi Penelitian Sosial*. CV Rey Media Grafika.