

Chapter 7

The Impact of Personalized Messages and Designs on Consumer Experiences and Marketing Communications in Technology: Hyper–Personalization

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ABSTRACT

Personalization entails adapting messages, designs, products, or services to individual needs and preferences, a process executed using data such as personal preferences, past behaviors, demographic characteristics, or online activities. This approach aims to enhance brand loyalty, consumer satisfaction, and profitability by providing

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more engaging experiences. Widely used in fields like e-commerce, digital marketing, media, and entertainment, personalization extensively leverages new technologies. The study, focusing on personalized products and messages tailored to consumer preferences and needs, underscores the critical role of technology in personalization, emphasizing that digital tools like data analytics and artificial intelligence enable better understanding of consumers and facilitate interaction with them. Advanced digital capabilities enable brands to offer unique experiences, thereby increasing loyalty and satisfaction, and improving marketing performance. As the importance of personalization grows, brands are expected to become more innovative.

INTRODUCTION

Riesman states that the most demanded thing today is neither a machine, nor a fortune, nor a work of art, but rather a remarkable personality. This statement, while referencing the desire of individuals in all societies to be distinct from one another, also emphasizes the importance of personalized differences (cited in: Featherstone, 2013:150).

Along with the fact that the technological revolution is taking place in our era, advancements in communication technologies have led to profound changes in the fields of knowledge, science, and even art. The facilitation of information flow by the internet, the provision of interactive communication, and the creation of new virtual spaces and environments independent of time and space constraints have created new tools and areas for promotion, advertising, and public relations practices.

Today, many brands design their public relations and marketing strategies around personalization by interpreting 'Big Data' that directly reveals consumer trends. Personalized content (messages, advertisements, products, videos, etc.) allows for adaptation to consumer needs and the transmission of individualized messages, enabling brands to reach consumers they believe are highly likely to convert into sales at a high rate.

Today's consumers, affected by technological change, are more inquisitive, much more conscious, highly selective, and increasingly harder to please. Consequently, consumers' perspectives on brands have also changed. Brand loyalty is now closely related to the level of originality of the brand, and brands must ensure they deliver special, attention-grabbing personalized messages to each of their customers. Public relations, promotion, and advertising must develop new methods for the new consumer, instead of the usual promotional activities. In recent years, one of these methods has been personalized messages and content. The constant emergence of new consumer identities, the consumer's wide range of interests, and their daily exposure to similar messages from many brands make brand loyalty and commitment

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