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**Research Proposal: Personalisation in Marketing: Trends and Effectiveness**

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# Research Proposal

**Title: Personalisation in Marketing: Trends and Effectiveness**

## **Introduction/Background/Research Problem:**

The introduction will provide an overview of the importance of personalisation in marketing and its impact on consumer behaviour. It will highlight the growing significance of personalised marketing strategies in today's digital landscape and identify the research problem as the need to understand current trends and effectiveness in personalisation practices.

## **Research Aim, Objectives, Questions:**

- *Aim: The aim of this dissertation is to explore trends and effectiveness in personalisation strategies within the marketing domain.*

- **Objectives:**

1. To analyse current trends and practices in personalisation across various industries and marketing channels.
2. To evaluate the effectiveness of personalised marketing strategies in driving consumer engagement and loyalty.
3. To investigate consumer attitudes and perceptions towards personalised marketing efforts, including privacy concerns and ethical considerations.

- **Research Questions:**

1. What are the current trends and practices in personalisation within the marketing domain?
2. How effective are personalised marketing strategies in driving consumer engagement and loyalty?
3. What are consumer attitudes and perceptions towards personalised marketing efforts, and what factors influence their acceptance or rejection?

## **Preliminary Literature Search:**

A preliminary literature search will be conducted to set the topic in context and identify gaps in knowledge that this dissertation aims to

fill. Key areas of focus will include studies on personalisation in marketing, consumer behaviour theories, and ethical considerations in personalised marketing practices.

### **Research Methodology:**

The research methodology will involve a mixed-methods approach, combining qualitative and quantitative research methods.

Qualitative data will be gathered through interviews with marketing professionals, while quantitative data will be collected through surveys of consumers. The methodology will also include ethical considerations, such as obtaining informed consent from participants and ensuring data confidentiality and anonymity.

### **Risks:**

Potential risks associated with this research include difficulty in accessing relevant data, limitations in the generalisability of findings due to sample size or selection bias, and challenges in maintaining participant confidentiality and privacy. Strategies will be implemented to mitigate these risks, such as thorough data management practices and transparency in reporting limitations.

### **Timeline (Gantt Chart):**

A Gantt chart will be developed to outline the timeline for completing various stages of the dissertation, including literature review, data collection, analysis, and writing. This will help ensure that the research stays on track and is completed within the designated timeframe.

This proposal provides a comprehensive outline of the research aims, objectives, methodology, and timeline for investigating trends and effectiveness in personalisation strategies within the marketing domain. Adjustments and refinements may be made to the proposal as the research progresses.