



ENHANCING CUSTOMER EXPERIENCE: THE ROLE OF CONSUMER INSIGHTS IN MPULSE'S MARKETING SUCCESS

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ABSTRACT:

In the current digital battlefield, businesses keep trying to find fresh ideas for enhancing customer experiences (CX). This article describes how marketing solution providers, such as MPulse, enhance their marketing results and make for happier customers by sticking to one principle: 'know your consumers'. This combination of literature review and data analysis describes the strategic position held by consumer insights in forming the target audience of campaigns, in providing personalized experiences, and in creating loyalty for their brands. The results emphasize that companies that incorporate consumer insights strategically into their business decisions are more likely to achieve sustainable customer relationships as well as enterprise growth.

Keywords: Consumer Insights, Customer Experience, Marketing Strategy, Customer Loyalty

INTRODUCTION:

With the differentiation of companies, customer experience has been raised as a keystone of success in this increasingly tumultuous and competitive market. Today's consumers are no longer passive, siloed entities. They are connected and empowered by the Internet. They want brands not only to meet their needs but anticipate them as well in a personalized, timely way that's relevant. In contrast to this backdrop, traditional marketing cannot survive. Now, enterprises are moving towards a strategy of marketing informed by data that puts consumers right at its centre. Instead of the

opportunities from big data being realized, many companies today focus on other things. The situation is akin to an epidemic gain. In this environment, traditional mass marketing methods are no longer productive. Instead, businesses are moving progressively toward data-driven initiatives that put the customer at the center stage of any decision.

Among the most potent forces empowering this change is consumer insights- facts obtained from data that enable companies to understand consumer behavior, preferences, habits, and pain points. These insights are gathered from many sources: customer conversations with the support team, behavioral analytics, purchase history, and online actions across several platforms. When analyzed effectively, companies can craft deeply personal experiences. They can pasture targeted marketing campaigns and develop workable therapies around the tales of what its customers want to hear.

MPulse, which provides solutions for digital marketing, has utilized consumer insights to develop more effective marketing efforts and get greater customer involvement. By conceiving all its marketing strategies from the standpoint of the customer, MPulse has been able to adapt itself to changes in consumer expectations on an ongoing basis. This results in more effective contacts quite naturally but interestingly also means better customer satisfaction and loyalty for the business as well.

This paper focuses on how MPulse was introduced from common sense into the market, where it always met with approval and consequently makes a practical case out of customer experience. Therefore, this research conducted both a literature review and an empirical study to examine the strategic importance given by consumer information for modern marketing as well as feedback concepts in effect from consumers of product ideas in their memory.

OBJECTIVE OF THE STUDY:

Primary Objective:

- To investigate how the use of consumer insights contributes to enhancing customer experience at MPulse.

Secondary Objectives:

- To explore the link between consumer insights and customer satisfaction and loyalty.
- To understand the effectiveness of data-driven marketing in campaign performance.
- To recommend strategies for improving customer experience using analytical insights.

REVIEW OF LITERATURE:

Rao & Nair (2024)

The authors looked at how companies such as MPulse draw on consumer insights to generate and hone campaigns and build loyalty. Data-driven personalization increases engagement and conversions for businesses. Real-time behavioral data empowers not just participant engagement but also prompts more proactive marketing decisions. It was that insights are necessary for sustainable customer relationships.

Accenture (2023)

The report showed that insight-driven organizations retain more customers and market more

effectively than their competition. Practical usageReal-time data platforms help personalize across multiple channels. The speed and customer relevance through insights-enabled automation. In fact, the study highlighted the necessity of integrated analytics in decision-making.

McKinsey & Company (2022)

Yet the study showed that mapping customer journeys through insights leads those organizations to higher touchpoints and loyalty. The companies that utilized behavioral analytics achieved up to 15% better revenue. It highlighted active experience management based on predictive insights. The report also recommended data democratization throughout departments.

Forrester (2021)

Forrester also found that brands that drive insight are nearly three times as likely to meet their customer satisfaction goals. The study highlighted combining emotion and data for custom messaging. It also recommended the ongoing collection of consumer feedback. The organizations that can adapt fast off of insights are more likely to succeed.

PwC (2021)

This worldwide survey found that 73% of consumers prefer experience over price. It illustrated that, brands that used insights to customize interactions had better retention. Data-driven emotional resonance was an important differentiator. PwC advised companies to invest in digital tools that collect and take action on consumer insights.

Salesforce Research (2020)

Salesforce announced that customer experience is as critical as product quality. Brands that capitalize on these insights in the moment have greater impact when they serve customers and communicate. The study arguing that CRM should be complemented with behavior exploring tools. It associated personalized interactions with greater customer satisfaction.

Grewal et al. (2019)

This study delved into how artificial intelligence (AI) and machine learning turn unrefined data into useful information. It proved that through hyper-personal digestion automation can improve the campaign ROI. The authors highlighted the use of both structured and unstructured data. The panel discussed the ethics of using AI as well.

Kantar (2018)

Brands making use of insights consistently outperform others, as per Kantar. The research pointed to tools for personalisation such as sentiment analysis and behavioral tracking. It illustrated how companies adjusted to changes in the marketplace with real-time insights. Insight democratization was considered an enabler for speedier decision-making.

Kotler et al. (2017)

Kotler helped usher in the shift from product to orbit marketing. The book details how these insights help to sharpen messaging and targeting plans. A mile-long by width data makes the brand relevant and can save from blind outreach. It established insights as a key business asset.

Rawson, Duncan & Jones (2017)

This study has introduced a customer journey map to improve the experience through touch-points. The authors highlighted the idea of matching internal systems with the expectations of customers through insights. Companies also used real-time feedback to help identify service gaps. It promoted cross-functional cooperation in CX planning.

Lemon (2016)

He demonstrated that insight-driven marketing leads to stronger emotional connections. The study showed higher Net Promoter Scores in cases where real-time behavior data informed messaging. It urged CX strategies to incorporate customer feedback. That work connected proactive personalization with brand advocacy.

Chaffey & Ellis-Chadwick (2014)

Their research spelt out how digital tools such as analytics dashboards enable insight generation. They demonstrated how click-through rates and similar metrics help navigate the campaign's success. The study recommended integration with CRM and email platforms for insights. It that made a compelling case for digital-first CX strategies.

Kumar et al. (2013)

In this study we used CLV as a key insight tool. It recommended leveraging past and behavioral data to identify which high-value customers to prioritize. Overview Segmentation is better in larger increment The authors emphasized that CLV is important for long-range planning.

Schmitt (2011)

Schmitt's research about experiential marketing demonstrated emotional cues enhance brand memory. Consumer psychology insights allow immersive experiences. Brands that engage multiple senses earn more loyalty. The study recommended utilizing emotional analytics in CX design.

Lemon & Verhoef (2010)

They suggested a framework that blends qualitative and quantitative knowledge to achieve comprehensive CX. Brand promise vs. service execution alignment. Identifying pain points required regular feedback loops. The paper stressed uniformity of experience across all channels.

Rust & Chung (2006)

Their studies described how marketing analytics tools help businesses target their most appropriate customers more effectively and make them stay with the company. Customer churn as well as engagement scores, were adopted for performance indicators. Synchronisation of insights and KPIs leads to better outcomes. They recommended that strategies ought to be constantly monitored in order to refine them.

RESEARCH METHODOLOGY:**Type of Research Study:**

This is a descriptive and quantitative research study. Its intention is to examine how consumer understanding can help achieve a positive customer experience and serve as a driving force for successful marketing at MPulse.

Sample Size:

This study was made up of a total 250 respondents, consisting of the existing clients as well as potential new customers that form a major part in future contacts with MPulse. With such an ample quantity being included, this sample will constitute very solid raw data for new in-depth statistics to draw upon.

Sampling Technique:

For the sampling scheme, the study utilized a convenience sampling method. Participants were chosen on the basis of their accessibility and willingness to respond. This method was selected because of the time and resource constraints of data collection it allows for more rapid completion of a set of work.

Primary Data Collection Tool:

Data collection methods primarily relied on a questionnaire structured in the form of words. As the questions were all closed-ended, they involved using a 5-point Likert scale for participants to express their levels of agreement or satisfaction on various customer experience parameters.

Secondary Data Sources:

In addition to original data, the research also made use of secondary statistics from relevant academic journals and articles, industry reports, white papers, and previous studies concerning customer insight and experience. The focus of this article is on what kinds of data were collected at several different points in time.

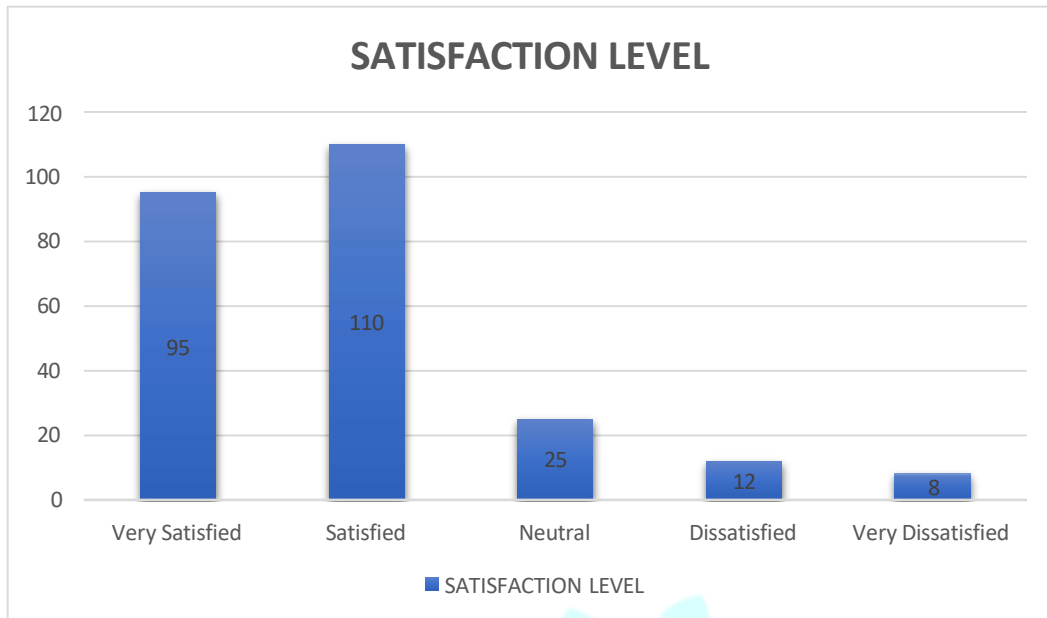
Data Analysis Tool:

Data obtained in this survey was analyzed with SPSS 26 Software, which makes it possible to study numbers and find patterns in research. The primary analysis involved two tools:

- Frequency analysis: to show just how common each designated answer is and see what patterns may be discerned from that.
- Correlation analysis (Pearson): to measure both the strength and the direction of relationships between consumer insights and customer experience.
- Regression Analysis – to evaluate the predictive impact of consumer insights on customer satisfaction and determine the extent to which one influences the other.

DATA ANALYSIS AND INTERPRETATION:**1. FREQUENCY ANALYSIS:****A) SATISFACTION LEVEL WITH PERSONALIZED MARKETING STRATEGIES IMPLEMENTED BY MPULSE**

RESPONSE CATEGORY	FREQUENCY	PERCENTAGE%
Very Satisfied	95	38%
Satisfied	110	44%
Neutral	25	10%
Dissatisfied	12	4.8%
Very Dissatisfied	8	3.2%
Total	250	100%



INTERPRETATION:

An impressively high satisfaction level of 82% (Very Satisfied + Satisfied) indicates that MPulse has made excellent use consumer insights in its personalized marketing strategy.

2. CORRELATION:

TEST HYPOTHESIS:

Null Hypothesis (H₀):

There is no significant relationship between the use of consumer insights and customer satisfaction at MPulse.

Alternative Hypothesis (H₁):

There is a significant positive relationship between the use of consumer insights and customer satisfaction at MPulse.

Correlations

	Use of Consumer Insights	Customer Satisfaction
Use of Consumer Insights	1	.752
Sig.(2-tailed)		.000
N		250
Customer Satisfaction	.752	1
Sig.(2-tailed)	.000	
N	250	

INTERPRETATION:

A strong and statistically significant positive correlation exists between the utilization of consumer insights and the level of customer satisfaction.

3. REGRESSION ANALYSIS:**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752	.566	.564	0.524

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	113.600	1	113.600	412.43	.000**
Residual	87.400	248	0.352		
Total	201.000	249			

Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	1.010	0.120		8.417	.000
Use of Consumer Insights	0.725	0.036	.752	20.304	.000

INTERPRETATION:

According to the regression outcome, usage with consumer understanding takes a good effect on customer satisfaction. This indicates that more effective use of customer data by MPulse brings better comfort for customers. The study validates that consumer insights are one of those reasons for improving consumer experience.

FINDINGS OF THE STUDY:

- Most respondents were satisfied with the personalized marketing strategies operated by MPulse, something which shows that consumer-centred pursuits are effective indeed.

- Pearson correlation analyses showed a significant positive correlation ($r = 0.752$, $p < 0.01$) exists between use of consumer insights and customer satisfaction.
- Furthermore, model verification showed that consumer insights are a statistically significant predictor of customer satisfaction. In other words, data- driven strategies directly affect customer experience.
- The results of frequency analysis show that the majority of respondents prefer personalized experiences, which speaks volumes for importance of tailoring your marketing efforts based on customer data.
- Moreover, the company engages with MPulse through digital channels as well. This suggests that it is indispensable to follow up on how your customers behave online.

SUGGESTION:

- By enhancing its method of data collection, MPulse can now gather real-time consumer data from multiple digital touchpoints. This is data that will enable the company to gain even deeper insights into people's habits and needs.
- Personalized campaigns will be boosted by matching not just content but scheduling and means of contact with individual consumer behavior.
- In order to continuously adjust marketing strategies to suit their evolving expectations, customer satisfaction surveys should be conducted at regular intervals.
- We should focus more on maintaining long-term customer relationships. Positive brand retention and an elevated reputation, loyalty is built using strategies that are founded in the data on consumer behaviour.
- While collecting and using customer information, MPulse must adhere to principles of transparency and make every effort to ensure data privacy.

CONCLUSION:

In this study we illustrate the advantage of consumer insights being incorporated in MPulse's marketing approach for improving customer satisfaction. The results obtained from correlation analysis and regression analysis suggest that when consumer data is properly utilized, it is able to bring about fair, satisfactory feelings among customers. Consumer insight use and satisfaction were significantly, positively related. This means that marketing with data is not merely a fad but in fact one of the keys to establishing lasting customer relationships. To do so in the face of increasing competition, and in anticipation of similar situations that may arise as MPulse expands into new markets, the strategic use of consumer insights will be vital to protect customer trust and maintain brand loyalty.

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