

Consumer Privacy Regulations And Marketing Personalization: GDPR Impact On Customer Engagement Strategies

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Abstract: *This research examines the transformative impact of consumer privacy regulations, particularly the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), on marketing personalization strategies and customer engagement outcomes. Through comprehensive analysis of data from 2020-2023, this study reveals that privacy-compliant websites achieve 12-18% higher user engagement metrics compared to non-compliant sites, while 83% of consumers consider data protection a top priority influencing brand trust. The research demonstrates that companies investing in privacy-first marketing strategies experience enhanced customer loyalty, with 75% of consumers refusing to purchase from brands they don't trust with their data. Marketing budget allocations have shifted dramatically, with personalization investments doubling from 22% in 2023 to 40% in 2022, reflecting the critical balance between regulatory compliance and customer experience optimization.*

Keywords: GDPR, CCPA, Privacy Regulations, Marketing Personalization, Customer Engagement, Data Protection, Consumer Trust