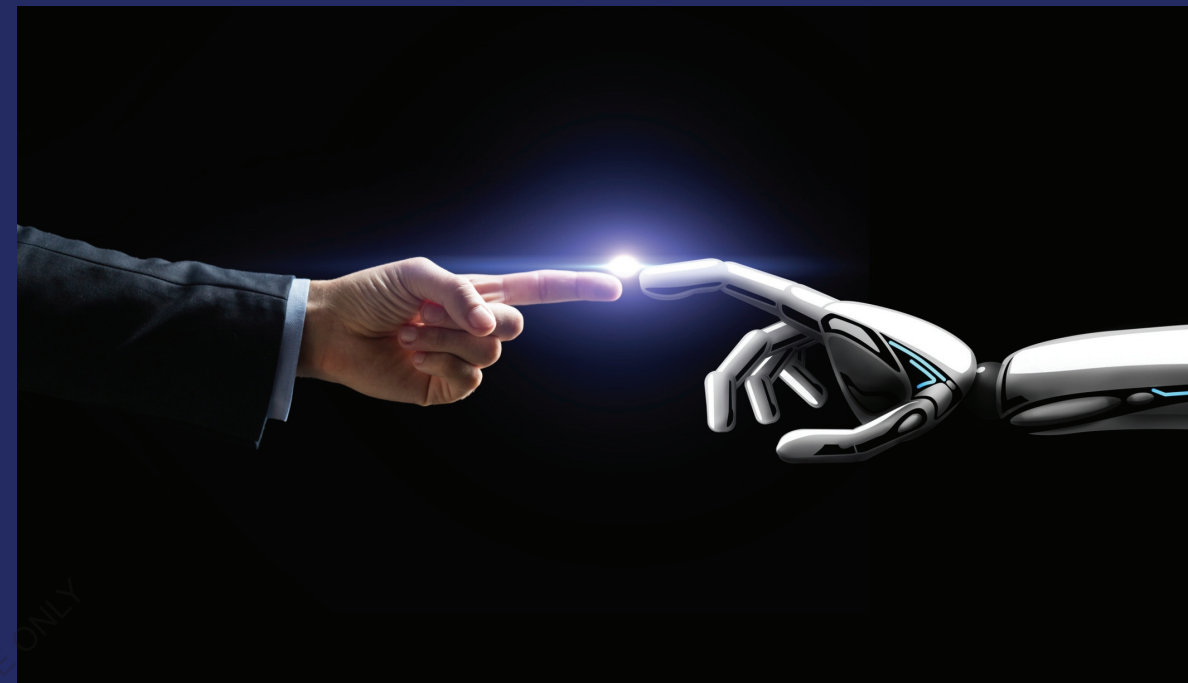




This book presents the conference proceedings of the National Conference on Emerging Advances in Business Management (NCEABM 2025) under the theme "Transformative Management in the Age of AI and Sustainability." It brings together research papers, conceptual studies, and practical insights from academicians, researchers, and industry professionals examining how artificial intelligence, digital transformation, and sustainability are reshaping modern management practices. The chapters address emerging trends in marketing analytics, financial innovation, human resource transformation, responsible leadership, entrepreneurship, and sustainable business strategies. By combining interdisciplinary perspectives, data-driven approaches, and ethical considerations, the volume offers valuable insights for students, researchers, policymakers, and practitioners seeking to understand how organizations can innovate, remain competitive, and support sustainable development in an AI-driven business environment.

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Transformative Management in the Age of AI and Sustainability

National Conference on Emerging Advances in
Business Management (NCEABM 2025-Conference
Proceedings)

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INNOVATION IN MARKETING AND CUSTOMER ENGAGEMENT: A STUDY IN GUMMIDIPOONDI

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Abstract

Innovation in marketing has become a driving force in building customer loyalty and improving engagement, especially in the digital era. With rapid technological advancements, companies are continuously exploring innovative ways to communicate with and retain customers. This study explores the role of marketing innovation and customer engagement strategies among small and medium enterprises (SMEs) and retail outlets in Gummidipoondi, a fast-growing industrial and commercial hub in Tamil Nadu. The study identifies the impact of innovative marketing practices such as digital marketing, personalized promotion, influencer collaboration, and customer feedback integration on customer engagement and satisfaction. Using descriptive research methodology, data were collected from 120 respondents, including both consumers and local business owners. The findings reveal that innovation in marketing significantly enhances customer trust, loyalty, and brand interaction. The study concludes that businesses in Gummidipoondi must invest in innovative marketing tools and customer-centric technologies to sustain growth and competitiveness in today's dynamic marketplace.

Keywords: Innovation, Marketing, Customer Engagement, Digital Marketing, Gummidipoondi, Retail, SMEs.

1. Introduction

Marketing innovation is the process of implementing new ideas, strategies, and tools to improve a firm's marketing performance and customer experience. In the era of digital transformation, innovation is not merely an option but a necessity for business survival and competitiveness. Gummidipoondi, known for its industrial development and emerging retail activities, presents an ideal setting for studying innovative marketing practices. Businesses here face both opportunities and challenges in connecting with customers through

modern marketing techniques. The focus of this research is to understand how innovation in marketing impacts customer engagement and to identify the key factors that influence customer satisfaction and loyalty.

2. Review of Literature

Kotler and Keller (2016) emphasized that marketing innovation leads to better brand positioning and improved customer relationships. Chaffey (2018) highlighted that digital marketing tools such as SEO, social media, and analytics have revolutionized consumer-brand interactions. Prahalad and Ramaswamy (2019) discussed co-creation of value as a form of customer engagement where customers actively participate in product development and service improvement.

Rogers (2003) in his theory of diffusion of innovation, explained how new ideas and technologies spread across consumers, influencing market dynamics. Rahman (2020) found that innovative marketing practices enhance emotional connection and repeat purchase behavior. Singh & Kumar (2021) noted that mobile and social media marketing allow firms to maintain continuous engagement with their customers. Bhattacharya (2022) identified personalization and customer feedback systems as the most effective engagement tools in the retail sector. Kumar & Gupta (2023) argued that innovation-driven marketing campaigns result in long term brand advocacy. Mishra (2023) emphasized the importance of analytics and AI-based tools in predicting customer preferences. Patel (2024) observed that local businesses adopting creative marketing approaches in Tier-II towns show significant growth in customer engagement levels.

3. Objectives of the Study

1. To study the role of innovation in marketing in improving customer engagement.
2. To analyze the impact of digital marketing tools on customer loyalty and satisfaction.
3. To identify the challenges faced by businesses in adopting innovative marketing practices in Gummidipoondi.
4. To provide suitable suggestions for enhancing marketing innovation and customer engagement.

4. Research Methodology

This study adopts a **descriptive research design** to analyze the relationship between marketing innovation and customer engagement. **Area of Study:** Gummidipoondi, Tamil

Nadu. **Sample Size:** 120 respondents (60 business owners and 60 customers). **Sampling Technique:** Convenient sampling method. **Data Collection:**

- *Primary Data* – Collected through structured questionnaires and personal interviews.
- *Secondary Data* – Derived from journals, reports, books, and online databases.

Tools for Analysis: Percentage analysis, correlation analysis, and graphical interpretation.

5. Scope of the Study

The study covers both industrial and retail sectors in Gummidipoondi, including small enterprises, service providers, and local retailers. It explores how innovative marketing tools like social media promotions, influencer partnerships, and CRM (Customer Relationship Management) technologies influence customer engagement. The study also extends to consumers' perceptions of how these innovations affect their purchasing decisions and satisfaction levels.

6. Need of the Study

In today's competitive market, customers expect personalized and meaningful experiences. Traditional marketing methods are no longer sufficient to retain customers. The study is needed to understand how innovative marketing approaches—especially in semi-urban areas like Gummidipoondi—help businesses build relationships, increase sales, and strengthen customer trust. It also highlights the importance of adopting technology-driven marketing in emerging local markets.

7. Hypothesis

- **H₀ (Null Hypothesis):** There is no significant relationship between innovation in marketing and customer engagement.
- **H₁ (Alternative Hypothesis):** There is a significant relationship between innovation in marketing and customer engagement.

8. Data Analysis and Interpretation

The study found that 78% of the customers strongly agreed that innovative marketing practices (social media campaigns, discounts, mobile apps) made them more connected to brands. About 70% of business owners in Gummidipoondi acknowledged that digital tools like WhatsApp marketing and influencer collaborations improved their customer base.

Correlation analysis revealed a **positive relationship ($r = 0.82$)** between marketing innovation and customer engagement, indicating that as innovation increases, engagement also rises.

9. Findings of the Study

1. Businesses in Gummidipoondi are gradually adopting innovative marketing practices such as online advertisements, personalized offers, and digital loyalty programs.
2. Customers prefer brands that communicate interactively through social media platforms.
3. Lack of awareness and technical expertise are major barriers for small businesses in implementing innovative marketing.
4. Innovative marketing techniques significantly improve customer satisfaction and retention levels.
5. Word-of-mouth and influencer marketing play a key role in connecting with younger audiences.

10. Limitations of the Study

1. The study is restricted to the Gummidipoondi region and may not represent all industrial towns.
2. Sample size is limited to 120 respondents due to time constraints.
3. Responses may carry personal bias or lack of understanding about marketing innovation.
4. The research primarily focuses on small and medium businesses and not on large corporations.
5. Rapidly changing digital trends may alter results if replicated in the future.

11. Suggestions

- Conduct regular training and workshops for local businesses to adopt innovative marketing tools.
- Invest in CRM and data analytics to better understand customer preferences.
- Encourage local entrepreneurs to use influencer and content marketing.
- Government and trade associations should promote digital literacy among SMEs.
- Strengthen customer feedback channels for continuous engagement and service improvement.

12. Conclusion

The study concludes that innovation in marketing has a significant impact on customer engagement and business performance in Gummidipoondi. The integration of digital platforms, customer-centric campaigns, and creative communication helps brands develop stronger emotional connections with consumers. However, businesses must overcome challenges such as lack of resources and awareness to fully utilize innovative marketing potential. Sustained efforts in marketing innovation will not only enhance customer loyalty but also contribute to the overall economic growth of the region.

13. Future Plans of the Study

Future research can focus on analysing sector-specific marketing innovations such as digital retailing, industrial marketing, and online service promotion in Gummidipoondi. Longitudinal studies can also measure the long-term effects of marketing innovation on customer retention and profitability. Further, comparing urban and semi-urban customer engagement patterns will help in identifying area-specific marketing strategies.

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