

## Examining the Impact of Marketing Analytics on Customer Agility and Satisfaction: Evidence from the Indian Context

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**Abstract:** This research views into the relationship between marketing analytics, customer agility, and customer satisfaction in Indian market. This research looks at how 'Dynamic capabilities' theory helps us to know the role of marketing analytics in boosting customer agility, ultimately leading to improved customer satisfaction. We had 518 people take part in an online survey, and we ran some multiple linear regression analysis on the data to look into relationships between the key variables.

So, this analysis shows while marketing analytics can help boost customer agility, it doesn't really have a strong statistical backing in this connection. After doing the study, it was discovered that customer agility does not actually have a significant influence on the results of customer happiness. Based on our findings, it seems that there are more elements at play that most likely have a greater influence on the level of consumer satisfaction in the Indian market than the ones that we investigated. In the future, it would be very beneficial for researchers to investigate the ways in which marketing analytics could have some indirect impacts and to investigate the aspects that might affect the linkages between these events.

**Keywords:** Marketing Analytics, customer agility, customer satisfaction, markets, India.

### 1. Introduction

Research on marketing analytics, as well as customer agility and happiness, has been at the point of discussion of recent publications. This is because of critical importance for the improvement of corporate performance. According to Agag et al.'s 2020 research, marketing analytics is the process of systematically gathering and managing marketing data in order to increase the performance of an organisation and the decision-making processes inside it. According to Gartner (2020), a large number of managers are dissatisfied with the effectiveness of marketing analytics, despite the truth that its potential has been recognised. As a result, the ability of marketing analytics to provide decent results as a question.

When analysing the Indian market, it is necessary to have a good understanding of the relation between marketing analytics and customer agility and customer satisfaction. This is because the Indian market provides variety of challenges, such as significant market flips and changing consumer taste and preferences. There is a important connection between the implementation of marketing analytics and the satisfaction of customers, and that connection is customer agility, which refers to the capacity of businesses to quickly adapt to shifts in consumer demand. The purpose of this study is to evaluate the ways in which marketing analytics may assist consumer agility, with the end goal of increasing customer satisfaction in the Indian market.

This study targets on how companies apply marketing analytics to reach maximum customer agility and customer happiness using the dynamic capabilities theory lens. Companies with high success rate in business are those who have more adaptability to change (Teece, 2007). By use of enough longitudinal and cross-sectional research methodologies, this study tries to investigate the influence of data driven practices and market fluctuations on the interactions among marketing analytics, customer agility, and

customer happiness. The results of this research will help to understand and evaluate the marketing skills and customer-oriented approaches of several companies.

## **2. Literature Review**

1. In the framework of the data-driven corporate world of today, marketing analytics is a rather crucial element. Agag et al.'s 2020 research indicates that this entails gathering, evaluating, and using marketing data to enhance performance and influence decision-making. Usually connected with enhanced corporate performance, marketing analytics is related to This is so even if many companies are let down by the real results of their initiatives. Usually, this discontent stems from a lack of clear links between analytics and customer-oriented outcomes, including consumer agility and pleasure. This is particularly true in developing countries like India.

2. One also should take into account consumer adaptation and marketing statistics. Customer agility, defined by Aboul-Dahab et al. (2021) as the capacity of a company to effectively identify on time and respond to changes in the dynamics of the market as well as developments in the wishes of a particular consumer, Tarn and Wang (2023) assert that marketing analytics definitely encourages adaptability. This is a well-known truth. This is so as it provides real-time data insights for businesses that will enable them to react more quickly and with more flexibility. Agag et al. (2024) conducted research showing that marketing analytics has notably big impact on customer adaptation in view of changing market conditions. The implementation of analytics has the possibility to significantly increase the responsiveness and competitive edge of businesses operating in the Indian market given the quick development of technology and the continuous change in customer preferences.

3. Satisfaction of Customers and owning the product According to Zhou et al. (2018), level of customer satisfaction is mostly attributed by the customer's agility, which is an indication of the overall positive response of the customer experience. According to research conducted by Agag et al. Companies that make very good use of marketing analytics to enhance their agility mainly show more success in increasing the degree of happiness enjoyed by their consumers (2019) and Kalaignanam et al. (2020). Customer agility especially helps companies to quickly review and change their products, which finally leads to more customer satisfaction of expectations. This is of great example in a nation like India, where consumer tastes and preferences are always changing.

4. Several elements influence the effectiveness of marketing analytics most notably a culture motivated by data and industry developments. The influence of analytics on consumer flexibility becomes increasingly clear when market volatility is very high (Liang et al., 2022a). Encouragement of a data-driven culture inside an institution might also raise the benefits of marketing analytics (Tseng et al., 2022). This is achieved by including ideas on the procedures of making decisions. Developing a culture based on data is essential to completely maximise the advantages of marketing analytics in India. This is thus because a range of elements frequently influences market volatility: legal changes, economic fluctuations, and client preferences among other things.

### **Research Objectives**

1. To investigate how marketing analytics affects customer agility in several Indian companies.
2. To examine customer satisfaction's impact on agility of customers.

### **Hypotheses:**

1. H1: The use of marketing analytics significantly enhances consumer agility.
2. H2: Customer agility is positively influenced on customer satisfaction.

## **3. Research Methodology:**

**Sampling Method** Convenience sampling helped to choose the subjects for this project. Convenience sampling was chosen as it is somewhat cheaply priced and easily available. This method fit for exploratory research on relationship between 'marketing analytics', 'customer agility', and 'customer satisfaction' in the Indian setting as it allowed us to easily access a broad group of respondents who were eager to participate.

**Sample Size** Five hundred and eighteen people were included in the sample for this investigation. This quantity was determined in part by the need of a large sample in order to facilitate statistical analysis and the feasibility of data collection within the constraints of the resources that were available. In order

to guarantee variety and give a significant representation of the community that is being studied, a sample size of 518 is sufficient. This will result in an increase in the validity of the conclusions of the research.

Data Collection A structured survey was administered to respondents from a variety of businesses, including retail, consulting, computers/software, and healthcare, which are the key areas in which marketing analytics play a prominent role. The data was acquired via the use of this survey. A number of questions about the use of marketing analytics, customer agility, and customer happiness were included in the survey. These topics were evaluated on existing scales derived from previous research. Survey Instrument Validated scales that were developed from the existing body of research were used to construct the survey instrument, which included the following items to measure:

- Utilisation of Marketing Analytics (including, but not limited to, the utilisation of data for decision-making and using data-driven marketing techniques)
- The capacity to swiftly react to the requirements of customers and versatility in providing customer service are examples of customer agility.
- Customer contentment (including, but not limited to, the customer's assessment of the quality of the service and their overall contentment with the brand)

On the basis of a Likert scale with five points, respondents indicated the degree to which they agreed or disagreed with the items presented, ranging from 1 (strongly disagree) to 5 (strongly agree).

#### 4. Data Analysis

H1: The use of marketing analytics significantly enhances consumer agility.

‘Correlations’

		‘Customer Agility’	‘Marketing Analytics’
‘Pearson Correlation’	‘Customer Agility’	1.000	.149
	‘Marketing Analytics’	.149	1.000
‘Sig. (1-tailed)’	‘Customer Agility’	.	.239
	‘Marketing Analytics’	.239	.
‘N’	‘Customer Agility’	25	25
	‘Marketing Analytics’	25	25

‘Model Summary’<sup>b</sup>

‘Model’	‘Change Statistics’		‘Sig. F Change’
	‘df2’		
1	23		.478

‘Predictors’: “Marketing Analytics”

‘Dependent Variable’: “Customer Agility”

‘ANOVA’<sup>a</sup>

‘Model’		‘Sum of Squares’	‘df’	‘Mean Square’	‘F’	‘Sig.’
1	‘Regression’	.510	1	.510	.520	.478 <sup>b</sup>
	‘Residual’	22.530	23	.980		
	‘Total’	23.040	24			

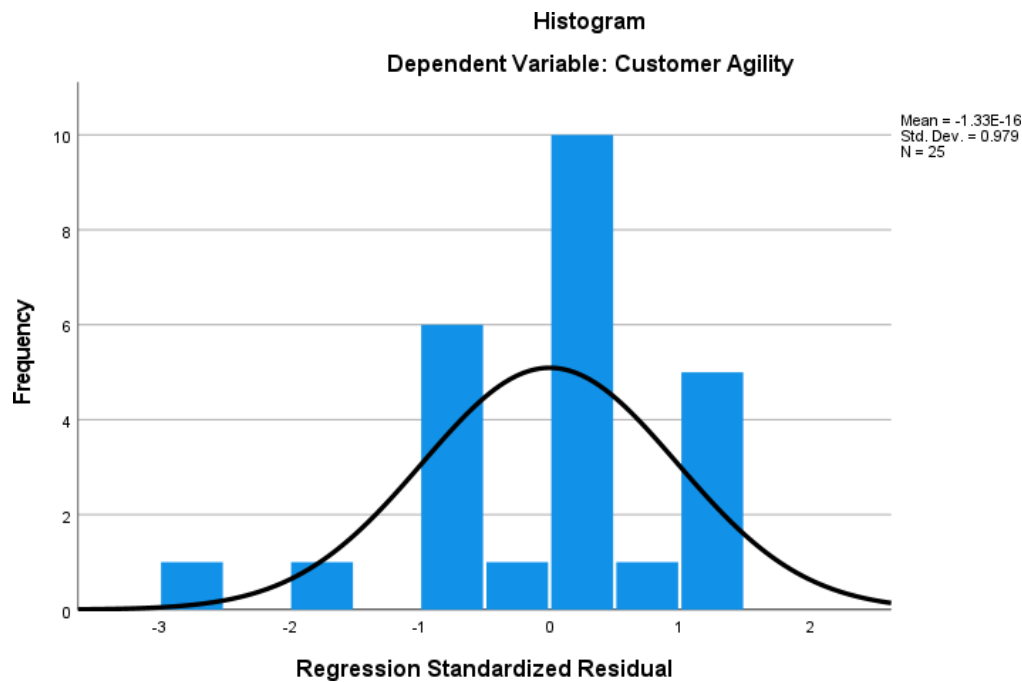
‘Dependent Variable’: “Customer Agility”

‘Predictors’: “Marketing Analytics”

‘Coefficients’<sup>a</sup>

‘Model’		‘Unstandardized Coefficients’		‘Standardized Coefficients	‘t’	‘Sig.’
		B	Std. Error	Beta’		
1	‘Constant’	3.187	.765		4.165	.000
	“Marketing Analytics”	.146	.203	.149	.721	.478

## Charts



## Interpretation:

- The correlation between "Customer Agility" and "Marketing Analytics" observed as weak and not statistically significant ( $r = 0.149$ ,  $p = 0.239$ ).
  - The regression model explains very little of the different variance in "Customer Agility" ('R-squared = 0.022').
  - Coefficient of the variable "Marketing Analytics" observed as not statistically significant (' $p = 0.478$ '), indicates, it does not have a significant effect on "Customer Agility".
  - Residuals appear to be normally distributed, as suggested by the histogram.
5. H2: Customer agility is positively influenced on customer satisfaction.

## 'Correlations'

		'Customer Satisfaction'	'Customer Agility'
'Pearson Correlation'	'Customer Satisfaction'	1.000	.325
	'Customer Agility'	.325	1.000
'Sig. (1-tailed)'	'Customer Satisfaction'	.	.056
	'Customer Agility'	.056	.
'N'	'Customer Satisfaction'	25	25
	'Customer Agility'	25	25

'Model Summary'<sup>b</sup>

'Model'	'R'	'R Square'	'Adjusted R Square'	'Std. Error of the Estimate'	'Change Statistics'		
					'R Change'	'Square'	'F Change'
1	.325 <sup>a</sup>	.106	.067	.930	.106	2.719	1

'Model Summary'<sup>b</sup>

'Model'	'Change Statistics'	
	'df2'	'Sig. F Change'
1	23	.113

'Predictors': "Customer Agility"

'Dependent Variable': "Customer Satisfaction"

‘ANOVA’<sup>a</sup>

‘Model’		‘Sum of Squares’	‘df’	‘Mean Square’	‘F’	‘Sig.’
1	‘Regression’	2.351	1	2.351	2.719	.113 <sup>b</sup>
	‘Residual’	19.889	23	.865		
	‘Total’	22.240	24			

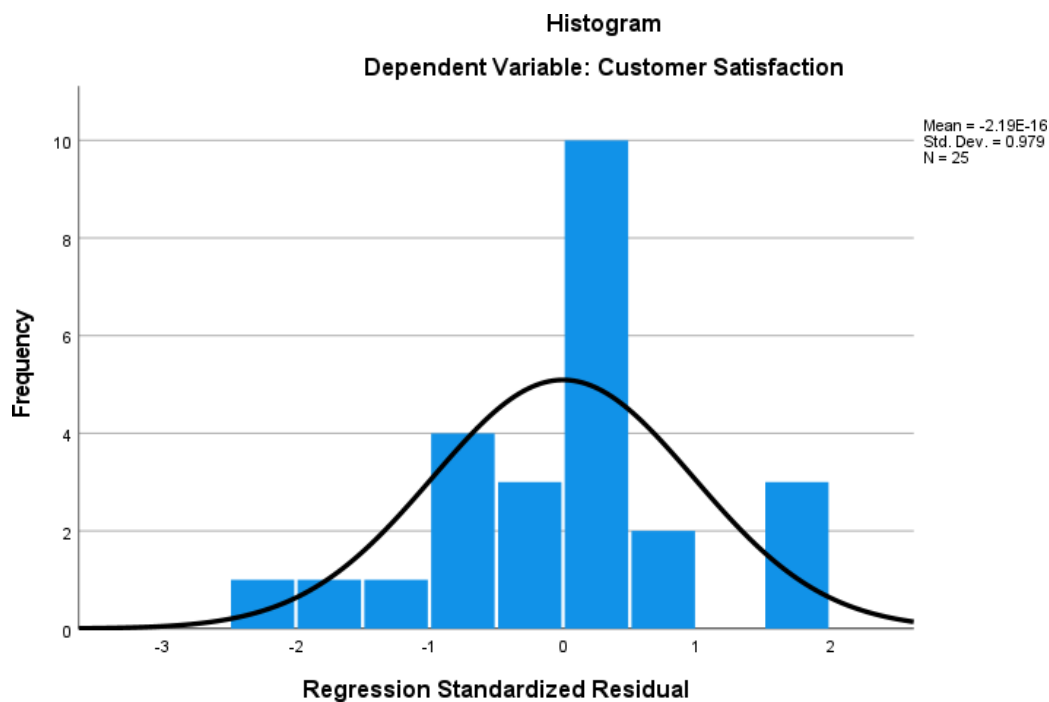
‘Dependent Variable’: “Customer Satisfaction”

‘Predictors’: “Customer Agility”

‘Coefficients’<sup>a</sup>

‘Model’		‘Unstandardized Coefficients’		‘Standardized Coefficients’	‘t’	‘Sig.’
		‘B’	‘Std. Error’	‘Beta’		
1	‘Constant’	2.292	.744		3.079	.005
	“Customer Agility”	.319	.194	.325	1.649	.113

Charts



- Correlation between “Customer Satisfaction” and “Customer Agility” is weak ( $r = 0.325$ ) and it is not statistically significant ( $p = 0.056$ ). It indicates that there is a minimal relation between the two variables.
- The regression model explains only 10.6% of variance in “Customer Satisfaction” ( $R^2 = 0.106$ ), indicates that other factors play more significant role in determining “customer satisfaction”.
- “Customer Agility” statistically not a significant predictor of “Customer Satisfaction” ( $p = 0.113$ ). It means, changes in “Customer Agility” does not have a reliable impact on “Customer Satisfaction”.
- Histogram of residuals appears to be normally distributed, which is a good assumption for the linear regression model.

**6. Findings**

This research provides a thoughtful look at how marketing analytics, customer agility, and customer happiness interact in the Indian context.

Here's something interesting: the study found that marketing analytics doesn't really impact customer agility at all. There's no significant connection between the two. This suggests that in some cases, marketing analytics can be useful, but its impact on agility in the Indian market might not be very strong or could be more indirect.

It looks like there's not a strong or consistent link among "customer agility" and "customer satisfaction", and the stats just don't back it up. It seems that, in the Indian context, customer adaptability might not really be a major factor in driving customer happiness, even though it's something people generally look for.

## 7. Suggestions

When these findings are considered, there are a numerous suggestion that might be made for businesses, and some of these suggestions include the following:

- Take into consideration other factors that have the potential to considerably influence the adaptability and satisfaction of clients in the Indian market. These might be aspects of pricing policy, quality of product, or service delivered to the customers.
- Determine scope and extent to which factors such as features of industry, volatility of market, or culture of the organisation might have an impact on connection between "marketing analytics", "customer agility", and "customer satisfaction".
- In order to enhance the statistical power and rigour of next research, it is recommended that you study the possibility of updating the methodology and approaches to data collection and data analysis. This will allow you to improve the data gathering and analysis process.
- Conduct research on indirect impacts: Determine if marketing analytics, by way of mediating effects such as improved decision-making or increased customer insights, could indirectly influence the level of enjoyment that customers feel.

## 8. Conclusion

Despite the fact that this study did not discover a direct and substantial connection between "marketing analytics" and "customer agility" in the context of India, it does offer vital insights into the intricacies of these interactions. It is important to investigate more on the study in order to find the possible indirect impacts of "marketing analytics", as well as the moderating factors capable of influencing the correlations between these two variables. Organisations are able to design more successful strategies for employing "marketing analytics" to increase "customer agility and happiness" if they have a thorough awareness of the subtleties of these aspects.

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