Understanding Consumer Behavior Strategies of Organizations: A Qualitative Approach

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Abstract. Understanding consumer behavior is crucial for organizational success in both maintaining existing products and introducing new ones. This qualitative investigation delves into the comprehension of organizational approaches and methodologies employed in analyzing consumer behavior. Utilizing an interview-based research design, data is collected from a variety of organizations spanning different brands. Specifically targeting managers within four distinct organizations, the research utilizes an interview guide comprising questions designed to elicit insights on how these organizations assess consumer behavior. The study elucidates the varied approaches adopted by organizations in analyzing consumer behavior. The results of the study provide a comprehensive depiction of the approaches adopted by organizations for the analysis of consumer behavior, along with a thorough examination of the significant impacts and challenges inherent in these practices. In conclusion, this research contributes valuable insights into how organizations understand their customers' needs, and the significance they attribute to customer feedback and reviews.

Key words: Consumer behavior, Organization, Consumer analysis strategies.

1   Introduction

Studying consumer behavior is a vast field that is related to the consumer buying behavior. Consumers typically choose what products to purchase on a daily basis, and several of them are unaware of the features that influences their decision-making on a certain brand, service, or product (Qazzafi, 2020). According to consumer behavior is the study of how individuals or groups choose, buy, use, and discard items, services, ideas, or experiences to meet their needs and preferences (Solomon and Solomon, 2006). In addition to that, empirical evidences suggested that there are numerous factors affecting consumer behavior, categorized into personal, psychological, societal, and economic realms. Each category possesses distinct characteristics. Exploring these variables offers insight into how consumers make purchasing decisions and how these decisions can affect their choice of a particular product or service (Qazzafi, 2020).

- Consumer purchasing behavior is primarily inclined by personal factors, including age, life stages, occupation, personality, lifestyle, and values. These factors result from a mixture of direct and indirect personal features, some of which directly impact purchasing

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behavior while others have an indirect effect. Emphasizing the personal aspect is crucial for businesses, as it applies to both specialized and everyday products (Kotler and Keller, 2006; Kotler et al., 2018).

- Consumer purchasing behavior is also shaped by psychological factors, also known as internal factors. The environment plays a significant role in consumers' purchase decisions (Ramya and Ali, 2016).

- The social component is one of the best crucial factors influencing consumer purchasing behavior. Family, friends, online social networks and reference groups all contribute to social factors (Anisha and Kalaivani, 2016). Moreover, individuals are often influenced by the products and services purchased by others, such as friends, relatives, and coworkers (Rani and Sharma, 2014).

- The economy represents the fourth factor influencing consumer purchasing behavior. Consumers' financial situations influence their choice of brands or products and their decision to make purchases. Businesses can conduct research on customer spending and saving patterns to better understand consumer behavior (Ramya and Ali, 2016).

1.1 Significance of the Study

Consumer behavior research focuses on examining how individual decision-makers allocate their offered resources, such as time, money and struggle, in relation to consumption-related activities. This entails investigating what consumers purchase, why they make those purchases, when and how frequently they engage in buying, and the frequency of product or service usage. The research involves gathering data on the various factors influencing consumers, their decision-making processes, and their overall behavior. Ultimately, the goal of this research is to gain insights into the patterns and methods by which consumers acquire and utilize products and services. Some Pakistani research were undertaken to examine consumer behavior, brand loyalty, online brand experience and consumer's attitude towards foreign brands (Awan and Azhar, 2014; Awan et al., 2021; Rahman and Mannan, 2018; Usman and Nawaz, 2011). Other qualitative research conducted in Pakistan addressed the role of religiosity on consumer buying behavior, and influence of digital marketing on purchase decision (Fareed et al., 2023; Khan et al., 2020). The present study was a qualitative in nature and carried out in various organization in city Gujrat. The in-depth interviews were conducted with the help of interview guide. The study aimed to understand the strategies opted by organization which determine the consumer behavior.

2 Research Methodology

2.1 Research Design

A qualitative research method was used to have deeper understanding of techniques utilized by organizations for consumer's behavior analysis. The qualitative research collect data from the participants based on their first-hand experiences, their perception and actions.

2.2   Semi-Structured Interviews

There are numerous techniques to collect data in qualitative research, but the basis of qualitative research is interview in which open-ended questions were asked with answers that cannot be quantified. The researcher has some prior knowledge of the key subjects and an idea of what might surface to some degree while conducting a semi-structured interview (Cropley et al., 2024). In the semi-structured interview, questions are posed in such a way as to systematically identify recurring topics in order to elicit more detailed responses from the interviewee (Qu and Dumay, 2011).

2.3   Interview Guide

The interview guide comprises a number of significant themes to be explored during the interview, leading the conversation toward the issue of concern (Qu and Dumay, 2011). Interviews were conducted with the help of predesigned questionnaire or interview guide designed by researchers to gather information from interviewees in a detailed manner. These Interviews were conducted in the language preferred by the study participants. During the interviews, some of the questions and words of the interview guide were translated for the convenience and better understanding of interviewees. The sample questions in interview guide were (i.e., Did your organization hired a person for the purpose of consumer analysis? How you make sure the privacy concerns of your consumers? Do you think it's important for organizations to analyze consumer behavior? etc.

2.4   Participants & Procedure

Explored consumer behavior techniques in Gujrat's Ajwa Bakers & Restaurants, Guest House, Oriflame Marketing Company and Stylo shoe Brand. Managers of above-mentioned organizations were sample of this study and the participation was voluntary. A sample of four participants were selected from these organizations, one from each. These participants were of different age, ranging from 30 to 50 years old. These participants were selected with permissions from their organizational heads. The interview date and time was finalized after the consent of participants. The duration of interview was one hour to one and half hour average. Predefined questions or interview guide was developed for conducting interviews. The consent was taken from the participants. With the help of participant's permission, the interviews were audio-recorded and then transcribed for data analysis. The demographic details given in the following table.

2.5   Analysis Plan

Four interviews were successfully conducted and were audio-recorded and transcribed. The aim in the analysis was to understand the viewpoints of participants regarding the consumer's behavior. The researchers tried to understand the perspective of the participants and produce a report by means of standing in the shoes of the participants (Osborne, 2003).

While doing the analysis, the overall collected data was repeatedly read out for obtaining the initial codes. The initial coding was depended on the data-driven or depends on some questions. After generating the codes, the data was repeatedly reviewed to obtain the central themes and then reviewing the themes. Afterward, the researchers defined and renamed those

Table 2.1: Sociodemographic Properties of Participants of Study (N=4)

Characteristics	F	%
Gender		
Male	4	100
Female	0	0
Age		
30-35	2	50
36-40	1	25
40-45	1	25
Education		
B.A	2	50
M.A	1	25
M.Phil	1	25
SES		
Lower class	0	0
Middle class	2	50
Upper class	2	50
Residence		
Urban	3	75
Rural	1	25
Experience		
3-5 years	1	25
6-8 years	2	50
More than 8 years	1	25

Note: f frequencies, % = percentages, SES = socioeconomic status

themes. The process of summarizing recurrent themes, selecting quotes to illustrate them, and then establishing logical connections between these themes to develop a clear understanding. The main themes were:

1. Consumer Behavior Analysis Practices

2. Impact and challenges of consumer behavior analysis

2.6   Ethical Consideration

Ethical consideration was followed while conducting the study. Current research was conducted with the careful consideration. Participants were treated respectfully during the research and ensured them that the interviews are being conducted for academic purpose. Confidentiality and anonymity were maintained and participants by hiding their names and their affiliation. They were ensured that they have the right to withdraw from study at any point of time. The subjects were informed regarding the nature and purpose of the study prior, inform consent was provided to confirm participants' willingness.

3   Results

3.1   Main theme One: Consumer Behavior Analysis Practices

The findings are based on the four organizations. The analysis of these interviews reveals how different organizations approach understanding their customers. While dedicated analyst positions might be at headquarters, various methods are used to gather customer insights. This includes observing purchases, analyzing sales data, monitoring social media, and collecting feedback through surveys and apps. Technology like website analytics and social listening tools further aid in this process. Data privacy is a major concern, with secure storage and limited data use being key practices. There's strong agreement on the value of consumer analysis, highlighting its role in product development, marketing strategies, and customer satisfaction. Interpreting data and predicting future behavior can be challenging, but these insights have demonstrably led to successful product introductions based on customer preferences. Overall, these techniques are seen as crucial for creating better products, staying competitive, and keeping customers happy. The narratives of the respondents showed that:

"Look... our organization operates at the sub-branch level, that's fine... so we don't specifically hire individuals just to analyze consumer behavior. Our workers here... who hold various positions... all analyze what our customer's preferences are, that's it." (Participant I,37years)

"If I tell you the truth... No, we haven't hired any specific individual just for this purpose... What we do is, we all work collaboratively and through different methods, we analyze the behavior of our customers." (Participant II, 31 years).

Both participants I & II indicate that their organizations do not specifically hire individuals solely for consumer analysis at the sub-branch level. Instead, they employ a centralized approach with dedicated teams stationed at headquarters or integrate consumer analysis across various roles and departments. This collaborative approach involves multiple team members contributing their expertise and utilizing various tools and methodologies to understand customer needs and market trends. Teams such as marketing, product development, customer service, and sales actively engage in gathering direct feedback from consumers, addressing inquiries, and identifying areas for improvement and innovation. Another participant had this to say,

"Hmm...ahh...you see because our organization isn't on a large scale, so we can't hire a specific person just for this purpose, but... we have trained our employees in such a way that they observe and analyze this aspect, and secondly, we've recently implemented a method where we've placed cards...hmm...you could say comment cards, through which we also analyze." (Participant III, 41years)

In addition, participant III says that They prioritize maintaining a positive demeanor and rely on comment cards placed in hotels/resorts for feedback purposes as a primary method of analysis. This approach underscores the importance of understanding customer sentiments and adapting accordingly, emphasizing a customer-centric philosophy within the organization. Another participant had this to say,

"Well...the plus point of our organization is that we have hired a person specifically for analysis, and our employees are also experts in these matters. We provide them with training right from the start. Our organization operates at the international level, and we teach them how to understand our customers' preferences, how to interpret them, etc., etc." (Participant IV,35years)

In the quote above participant IV indicated that yes, our organization has hired a person specifically for consumer analysis. Additionally, we employ specialists in consumer behavior analysis, particularly as our products are linked with sensitive skin. These professionals undergo rigorous training to effectively understand and interpret customer preferences, ensuring our brand loyalty and business success.

3.1.1   Sub-theme One: Unlocking Consumer Insights

When a question was posed that describe the methods used by your organization employees to understand consumer behavior, the storyline showed that:

"Well, we observe through various methods what our customers are interested in. For example, we conduct workshops to educate our staff on how we can analyze our customers' behavior and understand their preferences." (Participant I, 37 years)

"Alright, let me tell you...we use multiple methods such as...firstly, we observe our consumers' preferences, and secondly, we analyze the data we receive from sales to see which products are in demand, what people prefer to buy...you see, we have many methods at our disposal, but I'll tell you the ones we mostly use. For instance, we monitor our social media pages for consumer behavior analysis, and we also directly gather feedback...I think that's quite sufficient." (Participant II,31 years)

"As I mentioned earlier, we don't really use specific methods; our main focus is on training our own employees for these tasks. However, along with that...as I mentioned, we use comment cards...basically, we just see if the customer is satisfied with us or not, that's it." (Participant III, 41years)

These participants I, II & III highlight a commitment to understanding and meeting customer needs while employing different approaches. One emphasizes equal service provision through specialized employee training and regular workshops to ensure consistency and satisfaction. Another utilizes a variety of methods such as observing behavior, analyzing sales data, and engaging directly with customers through surveys for a comprehensive understanding. Another prioritizes employee training for positive interactions and utilizes comment cards for feedback, focusing on customer satisfaction. Overall, these perspectives underscore the importance of customer-centric strategies, although they differ in the specific methods and approaches employed to achieve this goal. Another participant had this to say:

"We use various methods. For example, firstly, there's observation, then we conduct surveys, and sometimes we have focus groups. Through these, we understand... what the customer demand is or what items are trending. Additionally, we have to prepare our products according to each place because different places have different cultures, values, demands etc..." (Participant IV,35years)

In the quote by Participant IV, they utilize various methods, including surveys, observation, focus groups, advertisements, and social media listening, along with advanced technology, for continuous refinement in understanding consumer behavior and tailor their products and marketing strategies to meet evolving customer needs effectively.

3.1.2   Sub Theme Two: Leveraging technology in Consumer Behavior Analysis

The advancement in technology influenced almost every domain of life. The consumers also shifting towards the online shopping and preferring technology. The organizations also opting various technological methods to analyze the consumer's behavior. The narratives showed that:

"Ok! So let me tell you clear cut that......we don't have any availability of modern tools, but we are working on introducing some new apps and... I think using these apps and technology we could get a quick and genuine response and feedback from consumer/customer" (Participant III,41years)

Participant III noted the absence of modern analysis tools but expects future app integration. They acknowledge the increasing tech adoption in organizations, including online booking, ratings, and feedback systems. Envisioned apps aim for swift, authentic guest responses, reflecting the industry's digitalization trend.

However, when posed with the same question, other participants echoed similar sentiments regarding the utilization of technology within their respective organizations.

"As you know well yourself that technology has wide use in every field that is why we also utilize it...... we basically use our online platforms like social media accounts to view interests of our customer, and we also get feedback through comment sections" (Participant I, 37 years)

The other research participant (II) said:

"Nowadays media and technology is everything...Like most of the organizations uses social media apps, we do the same to get a hint of customer's preferences and also get to know about the things that need improvement" (Participant II,31 years)

When same question was posed from our fourth participant, he had this to say:

"Yes....oriflamme uses technologies a lot, we extensively use technologies e.g...... hmmm...... mobile apps, websites, ratings and all" (participant IV, 35 years)

In response to the question, all participants across various responses emphasize the utilization of technology to analyze consumer behavior effectively. They leverage tools such as website analytics and social media listening to track user interactions, monitor brand sentiment, and gather feedback. Additionally, they highlight the importance of staying agile and responsive to changing market dynamics by integrating these technologies into their analysis processes. Whether through mobile apps, websites, or advanced analytics tools, participants aim to understand customer preferences and improve their overall experience, demonstrating a shared commitment to leveraging technology for consumer insights and enhanced customer satisfaction.

3.2   Main Theme Two: Impact and Challenges of Consumer Behavior Analysis

Consumer behavior analysis is crucial for predicting market trends, understanding preferences, and improving products and marketing strategies. It involves examining purchasing patterns and psychological factors. Challenges include understanding human behavior complexities, external influences like economics, and obtaining accurate data for analysis. When

a question was posed that do you think it's important for organizations to analyze consumer behavior, this was the response of the participants.

"Of course, it's very crucial to see what are the needs of our consumer..., through this we are able to improve our products and services accordingly" (Participant I,37 years)

Another participant from different organization had this to say:

"Definitely it's an important element for any organization or business. We get the idea of boosting up our services according to consumer's satisfaction" (Participant II, 31years)

When same question was posed to another participant, he had this to say:

"The analysis consumer's behavior is essential for an organization. We work in accordance to their needs and requirements" (participant IV,35years)

The responses from participants highlight a shared acknowledgment of the importance of analyzing consumer behavior for organizational success. They all emphasize the significance of understanding customer preferences and needs to tailor products, services, and marketing strategies accordingly, ultimately aiming to enhance customer satisfaction and loyalty. However, while participants I, II, and IV emphasize the broader benefits of consumer behavior analysis, including staying ahead of trends and gaining a competitive edge, participant III specifically underscores the importance of openness to guest criticism and feedback for service enhancement and strategy development, offering a more nuanced perspective on the role of consumer insights in organizational improvement.

Here's what participant III has said:

"Yes of course! Especially our organization has its basis to facilitate the guest (consumer) on their preferences, and without using any analysis technique it's not possible. And... along with it guest's criticism is also accepted open heartedly because ultimately it's for the betterment of our organization. See we only give our services without getting feedback either positive or negative from the customer/guest we can't work on the improvement, so I think it's important" (participant III,41years)

3.2.1   Sub Theme One: Data Interpretation

It is challenging for the organizations to interpret the data collected regarding consumer behavior. For instance, one participant added that:

"Somehow the data collection is easy but.........to interpret that thing is little difficult, We have to check that the collected data is accurate or not, and then we interpret the data after checking its accuracy..." (Participant I, 37 years)

In the quote above the participant indicated that interpreting the data collected on consumer behavior is essential yet challenging. Challenges may include the volume and variety of data, ensuring data accuracy and reliability, and understanding the underlying motivations behind consumer actions. Additionally, interpreting data in a way that respects consumer privacy while still extracting meaningful insights can present a significant challenge. This response was probed further that how you interpret the data collected regarding consumer behavior or do you face any challenges regarding this:

"Okk......sometimes it's difficult to understand the things, because people's preferences and choices changes time to time, and we have to understand these things so that in future, we can fulfill our consumer's expectations." (Participant II, 31 years)

For participant II, they interpret data by identifying patterns and trends. Challenges arise in understanding changes in preferences and accurately predicting future behavior due to the unpredictable nature of people's tastes and behaviors. However, they strive to make sense of this data for informed decision-making. Another participant had this to say:

"Aaaa... It's not that the challenges are big, but when customers give us feedback or tell us what they prefer/like, it can be tough to meet everyone's needs because everyone is different and their preferences and choices are also vary accordingly. But that's okay, we have to follow the customers because we know that 'Customer is the King". (participant III,41years)

In the quote above, participant III indicated that data collected from customer feedback is utilized by the management department to identify areas for improvement in services. While they claim to face fewer challenges compared to other organizations, they acknowledge the need to adapt to customer preferences, even if it entails some difficulty. While participant IV says that,

"Absolutely, challenges arise in such situations... like... when customers find our products ineffective. In that situation, sometimes it's become difficult to satisfy our customers. We have to explain that as our products deliver long-lasting results, requiring prolonged use for effectiveness." (Participant IV, 35years)

For participant IV interpreting consumer behavior data is fundamental for Oriflame's strategy. They analyze feedback on product suitability, especially concerning sensitive skin issues. Challenges arise in accurately interpreting diverse feedback and translating it into actionable insights. However, through continuous refinement of their product adjustment knowledge and close attention to customer feedback, they strive to overcome these challenges. Ultimately, this data-driven approach empowers them to develop targeted marketing strategies and innovative product offerings that meet the unique needs of their customers, enhancing their satisfaction and loyalty.

3.2.2   Sub Theme Two: Privacy concerns in Consumer Behavior Analysis

The privacy of consumers also another crucial as well as ethical concern. When an inquiry was presented that how you make sure the privacy concerns of your consumers, the respondents added that:

"Hmmm...Whatever the profession or job, it's important to prioritize privacy. Whenever we collect information from our consumers for feedback, we ensure that their personal data is kept confidential" (Participant I, 37 years)

The other participant answered that,

"Yes, absolutely. We understand that our customers' privacy is very important in building trust with them... That's why we have provided a privacy policy to ensure that their data is kept confidential and only used for feedback purposes." (Participant II, 31 years)

The third participant said that;

"Guest's privacy is our top priority. We must follow their instructions in this matter. They have the right to tell us to 'Put them on DnD', which means 'Don't disclose'. This means even if someone like 'Kulbushan Yadev' came to Pakistan and stayed in hotels in Lahore or Islamabad, hospitality organizations should not leak out their personal information. These concerns are about border security and armies, but as a service provider, it's not our policy to do so." (Participant III, 41years)

Another participant from another organization quoted that,

"Of course, our customers are always our top priority, especially when it comes to privacy concerns. We focus on ensuring that the data we collect from customers is used solely to enhance our services." (Participant IV, 35years)

In the response to the question, all the participants showed that ensuring the privacy of their consumers is a top priority at their organizations. They adhere strictly to privacy policies and regulations, ensuring that all data collected is handled with the utmost confidentiality and used solely for improving their services. Additionally, they regularly review and update their privacy

practices to align with evolving regulations and best practices, thereby maintaining the trust and confidence of their valued customers.

3.2.3 Sub Theme Three: Consumer-Centric Innovation Journey

The consumer behavior insights have influenced the marketing strategies or product/ service offering, the narratives exhibited that:

"I'll tell you, when we analyze consumer behavior, we understand what products are in demand. For example, our current consumers prefer to use eco-friendly products, so we increase the production of those items accordingly." (Participant I, 37 years)

Another participant quoted that:

"Hmm... the main reason for analyzing consumer behavior is to understand our consumers' preferences. For instance, today's youth are very diet-conscious. Their choices differ, such as preferring gluten-free bread over regular bread, or opting for low-calorie food choices. So, we maintain and produce our products accordingly." (Participant II,31years)

In the response participant II showed that consumer behavior insights have played a pivotal role in shaping our marketing strategies and product/service offerings. Delving into consumer behavior insights has profoundly influenced both product development and marketing strategies. By closely examining preferences, they identified a growing trend towards healthier eating habits, particularly low-calorie and gluten-free options. This led to the strategic introduction of a new line of snacks tailored to meet these demands. Through careful analysis, they gained valuable insights into their target audience's evolving needs, enabling them to develop products that not only align with current trends but also resonate deeply with consumers. Moreover, leveraging consumer behavior data has allowed them to craft messaging that effectively communicates the value proposition of their products, connecting with consumers on a more meaningful level and driving engagement.

Third person says that:

"As I told you earlier that when these feedbacks are relayed to our management, instructions are given accordingly to improve our services. Through understanding customer behaviors, we grasp their tastes and demands, and accordingly, we work on our marketing strategies based on current trends." (Participant III, 41years)

Another person emphasizes that:

"Yes, absolutely. We improve our strategies and products based on consumer behavior. And if we receive negative feedback, we adjust accordingly based on that information." (Participant IV, 35years)

Analyzing customer behavior is a cornerstone in above mentioned storylines, positively influencing their organizations. By leveraging consumer feedback, they refine services and management techniques, fostering efficient and positive employee interactions. This alignment with customer values and preferences allows for tailored marketing strategies and product offerings. Positive feedback informs prominent product placement in campaigns, while negative feedback prompts refinement or messaging adjustments. Consumer preferences, such as color choices and demand for multifunctional products, guide product development efforts. Ultimately, these insights ensure that marketing strategies and products resonate with customers, enhancing satisfaction and fostering loyalty.

3.2.4 Sub Theme Four: Empowering Decisions

When a question was posed that how beneficial your technologies are, this was the response of first person.

"See, technologies are being used when they prove beneficial for us... and... these technologies have a very positive impact on our organization." (Participant I,37 years)

Second participant emphasizes that;

"Hmm, okay... see, some techniques are beneficial for us and some are not. We only use the ones that prove beneficial for us. These techniques help us a lot in determining which product to bring to the market and when, and how to improve it." (Participant II,31 years)

Both participants emphasize the significant benefits of leveraging technologies and techniques for analyzing consumer behavior. Participant I highlights the use of advanced analytics tools to extract actionable insights from data, driving informed decisions in product development, marketing, and customer engagement. These technologies enhance their understanding of consumer preferences, track market trends, and adapt to changing behaviors in real-time, contributing to their competitive advantage. Participant II underscores the importance of their techniques in creating better products, improving marketing strategies, maintaining competitiveness, and ensuring customer satisfaction and loyalty in the food industry. Both responses reflect their organization's commitment to consumer behavior analysis, addressing challenges while safeguarding consumer privacy and reaping tangible benefits from their approaches.

When same question was asked to the third person, he emphasizes that,

"We are not currently using any such technologies, but we are working on future references to possibly develop apps that can provide us with quick feedback and genuine responses from customers." (Participant III, 41years)

In the quote by participant III, was shown while not currently utilizing technology for consumer behavior analysis, the organization anticipates launching apps in the future to streamline feedback collection and analysis. These apps would focus on providing quick and genuine responses from guests, aligning with the organization's commitment to customer satisfaction. Another person says that,

"Yes, absolutely, techniques are very beneficial. When we analyze, review ratings, and so on, it gives us an idea of what our consumers' preferences are." (Participant IV, 35years)

In this, participant IV says that their consumer behavior analysis techniques are incredibly beneficial for Oriflame. By analyzing product reviews and ratings, they gain valuable insights into consumer preferences and purchasing decisions. This information allows them to tailor their product offerings and marketing strategies to better meet the needs and desires of their customers. Ultimately, their goal is to empower consumers with the information they need to make informed purchasing decisions, thereby enhancing their satisfaction and loyalty to the Oriflame brand.

4   Discussion

The current research on consumer behavior analysis reveals that businesses employ diverse methods to understand customers, with some smaller organizations prioritizing this without dedicated staff. Challenges in interpreting consumer data, such as the vast amount of data and uncovering motivations, persist. The study underscores the importance of data privacy, echoing ethical concerns. Overall, it adds to existing knowledge by showcasing diverse approaches to analysis, recognizing its value while emphasizing ethical data practices. Our research findings on consumer behavior analysis practices in various organizations resonate with several points highlighted in the reviewed literature. This aligns with the notion that organizations leverage multiple data sources to understand customer behavior (Awan et al., 2021). Similarly,

results may also correspond with Chaulagain et al. (2021), who explored consumer behavior on Facebook in relation to a brand (Coca-Cola). Both studies suggest that strategically designed messaging can influence consumer decisions. Furthermore, our findings could add to the understanding of consumer behavior in Pakistan, complementing the findings of brand preference Awan and Azhar (2014) and on online shopping (Arshad and Zaidi, 2020). However, our results also show some distinctions compared to previous studies. While some organizations, like our first three participant of study told that they don't have staff solely dedicated to consumer analysis, but they still emphasize on the importance of understanding customer needs. This approach differs from Shamsi and Khan (2017) findings in the garment industry, where dedicated analysts were identified. These variations highlight the diverse approaches organizations adopt based on size, industry, and budget. Extracting actionable insights can be difficult due to the vast amount of data, ensuring its accuracy, and understanding the underlying motivations behind consumer actions (Awan and Azhar, 2014). The above described research study also effectively highlights this ongoing challenge in consumer behavior analysis.

The study also brings light to the importance of privacy concerns as all research participants enlightened during data collection. Similar to the emphasis on data protection regulations in the reviewed study of Awan et al. (2021), all participants highlighted the importance of securing customer information and respecting privacy. This reinforces the ethical considerations involved in consumer behavior analysis practices.

4.1   Conclusion

This qualitative study explores the organizational approaches to consumer behavior analysis, revealing diverse methodologies, challenges, and ethical considerations. Interviews with managers uncover variations in approaches, with smaller organizations lacking dedicated staff but still prioritizing consumer understanding. To sum up, the research outcomes contribute to the existing body of knowledge by demonstrating the varied approaches organizations take to consumer behavior analysis. By highlighting the value of this analysis alongside the challenges it presents, study offers valuable insights for both academics and practitioners in the field. Furthermore, research emphasizes the ethical considerations of data privacy, ensuring responsible practices in consumer behavior analysis.

4.2   Future Directions and Limitations

The research relied on participants' descriptions of their organizations' practices. There's a possibility of biasness, as participants might not be entirely aware of all internal processes or might present their organization's approach in a more positive light. Ideally, the study could be complemented with observations of actual data collection and analysis processes. The focus relies on the process of consumer behavior analysis but doesn't explore the specific outcomes or impacts on businesses. Ideally, future research could track how different analysis practices translate to improved marketing strategies, product development, or customer satisfaction.

Challenges include interpreting vast data and privacy concerns. Participants stress data protection and privacy importance, echoing ethical concerns. The study acknowledges potential biases and suggests complementing future research with data observation. It highlights the need to explore how analysis practices impact outcomes like marketing and customer satisfaction. Overall, it enriches understanding, emphasizing diverse approaches and ethical practices, contributing to academia and practical applications.

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