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Identity and data challenges in retail marketing in terms of customer

Chapter 1: Introduction

1.1 Background of the study

Various techniques regarding marketing are involved in retail marketing to promote and sell products or services to the customer. With digital marketing, and e-commerce rise new challenges are faced by retailers when it comes to managing the identities of their customers and data. In this regard, identity is a term that referred to the personal information collection that is used by retailers to personalize the experience of shopping of the customers and for the individual customers' identification. In this regard name, email address, address, phone number, and history of purchasing are included in it.

One of the basic challenges that are faced by retailers is ensuring the completeness and accuracy of the data of the customer. This could be difficult in cases where incomplete or inaccurate information is provided by the customers, or for the same customer multiple existence of record is noticed. Protection and security are also needed to be ensured regarding the data of the customer by the retailers from unauthorized use or access.

Managing the preferences of customers, and ensuring efforts regarding marketing is another challenge that is relevant and personalized. The sophisticated data analytics use requirement is needed in this regard with the algorithm of machine learning to analyze the behaviour of the customers and the preferences of the customers. In this regard message regarding marketing is also tailored accordingly. Regarding the collection of data, the retailers must be careful to gather appropriate consent for complying with regulations regarding privacy and avoiding legal issues. The industry of retail has gone through a major transformation in recent times that is driven by the quick evolution of digital technologies, changing behaviour of customers with their preferences. The emergence of new competitors is also one of the major concerns in this regard. It resulted in retailers having to adapt their strategies of marketing to remain relevant, and competitive in the marketplace.

The retailers one of the major challenges that they face is the requirement of establishing a strong identity for customers. With the growth of digital channels, access is presents now with the retailers to a major amount of data regarding customers. It ranged from the history of transactions and the behavior of purchase to patterns of web browsing, and social media interaction. However, to get a deeper understanding, leveraging of data is done of the customers, and personalized experience is delivered easily,

By retailers, one of the major challenges that are faced is customer data fragmentation across touchpoints and disparate systems. The customers' holistic view gathering gets difficult because of this, and a unified profile of the customer is also created in this regard. A complex web privacy regulation must be navigated by retailers. Navigation is also needed to be done regarding the expectations of the consumers around the user data, with further efforts of complication to leverage the data of the customer effectively.

The management of another major challenge is done regarding the data security of the customer, and from the cyber threats by providing protection to it. In data security measures that are robust, regarding it investment must be done by the retailers to safeguard the information of the customer and maintain the trust of the customer. The data breaches cost can be major both in terms of damage to the reputation of the retailers, and financial losses.

In addition to that to these challenges regarding the data, with the changing preferences, and behavior retailers must get contented. The demand of the customers are getting increased day

by day, and they are expecting they must get a personalized experience and seamless interactions across the touchpoints. The targeted message must be delivered by the retailers, and it offers with the individual customer the resonate rather than relying on generic campaigns of marketing.

In the final stage, the new competitors' emergence has disrupted the traditional landscape of retail. The differentiation must be done by the retailers by offering unique experiences, and products that nowhere can be found.

On an overall basis, rapid change is faced by the retail industry with uncertainty. The challenges are navigated successfully regarding the identity of the customers, and in upcoming years the well positioned to is going to be done by the data management to thrive,

1.2 Research gap

For the development of the appropriate results, the process of this research is very adequate through the use of effective techniques, and strategies in the whole process of this research.

However, in this regard, the major limitation of this research is present in the collection of data. In this research, the other gaps that are present are the impact of concerns regarding privacy on the trust of the customer, the use of technology of blockchain in retail marketing, the role of education of the customer in the collection of data, the data breaches impact on the loyalty of the customer, and ethics of using data of the customer in retail marketing. Because of these gaps, the major areas failed to be indicated in this research that required improvement.

Now these research gaps are discussed elaborately.

Regarding the privacy of data with increasing concern more caution are noticed among the customers regarding the sharing with retailers the personal information. However, very less is known regarding the impact of these concerns in retailers on the trust of the customer. Through further research, it is going to be explored the way trust can be built by the retailers with the customers while using and collecting their data.

Blockchain technology used in retail marketing has the major potential to address some of the data, and in this regard, challenges identification is also done in retail marketing. However, very less information is known regarding the blockchain practical application. The major limitation and benefits are going to be explored in further research regarding the usage in the retail marketing of blockchain technology.

Increasingly retailers are targeted by cybercriminals who want to steal the data of the customer. However, in this regard very less is known regarding the data breach's impact on the loyalty of customers. The exploration is going to be done in further research regarding the way the minimization can be done by the retailers regarding the data breachers impact on loyalty and trust of the customer.

To the major amount of data the access is present with the retailers, but there are present ethical concern regarding the the way collection of data is done and used. In this regard further research is going to be done for the exploration of the implications of ethics regarding the customer data usage in retail marketing, and in this regard, the best practices are also identified in this regard.

From this discussion, it is understood that there are many gaps are present regarding this research, and through the identification of those gaps more properly this research base will get more strong.

1.3 Research Questions

The research question presented below that is related to the research gap and that research gap is the impact of concern regarding privacy on the trust of the customer.

Q1: How trust of the customers get influenced by concerns regarding privacy in companies, and their services, and products?

Q2: To what extent do customers perceive breaches regarding data or mishandling of personal information?

Q3: How do various privacy practices, and policies named consent and transparency impact the trust in the company?

Chapter 2: Literature Review

This section of the literature review focuses on three basic topics, and these topics are the impact of concerns regarding privacy on the trust of the customer, data breach perception and mishandling of personal information, and privacy practices, and policies, After that comments are provided regarding the discussion of the three topics. Those three topics are discussed below.

2.1 The impact of concern regarding privacy on the trust of the customer

In the form of a major issue concerns regarding privacy are present for the customers because personal information misuse and breaches regarding data have become prevalent. From this research, it is come to know that the companies are more trusted by the customers that have transparent practices, and policies regarding data that is personal. This section of the literature review will the privacy concerns' impact on the trust of the customer and the way these concerns are addressed by the companies to maintain, and build trust with their customers.

2.2 Data breaches Perception, and personal information misunderstanding

The mishandling of personal information and the breaches have a major impact on the trust of the customer. This section of the literature review will find out the way the breaches regarding data are perceived by the customer, and personal information mishandling is done, and the way this perception affects the trust in the companies. In addition to that at the measures this section will look, and that can be taken by the companies to mitigate the data breaches' impact on the trust of the customer.

2.3 Privacy Policies and Practices

Privacy practices and policies are major for the maintenance, and building of the trust of the customer. This literature review section will explore the impact of policies regarding privacy, and practices. It includes transparency and consent on the trust of the customer. In addition to that, this section will look at the way companies can effectively communicate their policies regarding privacy with the practices for building trust among customers.

2.4 Concluding comments

The importance of maintaining, and building trust among the customers in the retail market is highlighted in this literature review section. Three basic topics are identified in this literature review section that to the research questions are related. It includes the impact of concerns regarding privacy on the trust of the customer, the data breach perception, and personal information mishandling, and practices, and policies regarding privacy. The gaps are also identified in this literature review section in the present research, including the technological impact named on the retail marketing presence of Blockchain, and the role of education of the customer in the collection of data. These gaps are going to be identified in this research through

the exploration of the privacy concerns impact on the trust of customers, and privacy practices, and policies impact in maintaining and building trust among the customers.

3.0 Methodology

3.1 Research paradigm

For this research, the use of research paradigm that is going to be done is interpretivism. In the form of research philosophy, the presence of interpretivism is noticed, and it depends on the beliefs that reality is subjective, and objectively it cannot be studied. The research approach in this research is taken is the qualitative research approach that involves the interpretation of the researcher regarding the data collection. In the form of a proper research paradigm, the presence of interpretivism is noticed for this research. It is because the perception of the understanding of the customer is enabled by it with the customer's attitude towards the concerns of privacy in the industry of retail marketing.

3.2 Research Method

In research, various methods are used, and these are "multi-method", "mixed method", and "mono method". This research is regarding the data challenges and identity in retail marketing in terms of customers. In this research, only the qualitative research analysis method is used which forms the most appropriate option for the demonstration of the results that are appropriate. From this selection, it can be mentioned that the mono method is the appropriate research analysis method for this research. From this choice, it is understood that the research major area will get covered through the use of the mono method, It will for this research will provide a result that is distinguishable. For this research, the use of Netnography is going to be done for the online customer behaviour regarding the concerns of privacy, This research method will provide an understanding comprehensively of the issues, and it will enable the researchers for the data triangulation obtained from the mono method. The use of secondary sources is also going to be done from the Journals, online articles, and websites.

3.3 Analysis of data

From the Netnography, and from the secondary sources from the internet the data that will be collected, for the analysis of it is going to be done through the use of thematic analysis. In the form of qualitative research method, the presence of thematic analysis is noticed. It involves the analysis and identification of themes and patterns in the data. In the form of a correct method for this research, the presence of it is noticed. Because the researchers are enabled in this regard for the identification of common patterns, and themes in the data that is collected from the nenography, and through journals, online articles, and websites.

3.4 Limitations

For this research, the limitation is that despite having sufficient data or information regarding this research through the use of effective techniques, and strategies in the overall process of the research with the collection of data the major limitation is present for this research. Because through the use of secondary sources of data named journals, articles, and online websites, and with the help of the Netnography the collection of data is done. No primary data analysis is done in this research, and no primary collection is done in this research. Only qualitative data is used for this research, and only secondary data is used in this research, No quantitative data and primary data is used in this research. These are the limitations that are present in this research.

3.5 Reliability, viability, bias

For ensuring data reliability the standardized protocol is going to be used in this research, and throughout this research the standardized protocol only going to be used. Using software tools the collection of the netnography data is going to be done, The software tools in this regard is designed for ensuring that the data must stay reliable. For ensuring the validity of the data the secondary data analysis method is used and data are taken from reliable sources of the internet in the form of journals, online articles, and websites. For bias minimization, a neutral stance is maintained at the time of netnography, and secondary data analysis process. In this regard objectively the analysis of data is going to be done.

3.6 Ethical consideration

In this research, the ethical consideration is going to be addressed that includes confidentiality, privacy, and anonymity. In this research, the maintenance of privacy is going to be done by ensuring that no personal information or any confidential information must not be going to be used in this research. Expect the research team, to anyone outside the team the information is not going to be leaked. For the maintenance of confidentiality in a secure location the data is going to be stored, and it will be made sure that only persons who are authorized only those people will have access to the data. The maintenance of anonymity is going to be done by assigning pseudonyms at the time of collection of data, and at the analysis stage of this research. With the guidelines of ethics set this research will comply, that by the regulatory body, those who are relevant are set. An example of it is Institutional Review Board.

If judged on an overall basis, from that it is understood that a comprehensive understanding regarding the perception, and attitude of customers is allowed in this research towards the concerns of privacy in the retail industry of marketing. Through the secondary data analysis method and through the use of netnography, the data triangulation will be allowed with this research. In this regard, the thematic analysis is also going to be considered which will provide an understanding deeply regarding the issues. In this research, addressing through the ethical consideration is done in terms of ensuring that the research is conducted in a responsible and ethical manner.



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