

Published based on [What To Learn About Consumer Data Research](#)

# What To Learn About Consumer Data Research

What to learn about consumer data research gives a description of data collection, privacy issues and certain purchase patterns that create interest in researchers. Some companies serving international markets hire a professional data analysis company to collect international data. Other companies themselves gather and analyze data on consumer spending. Businesses have several options to learn about consumers who purchase their products. The goal of wanting to make good business decisions stays unchanged.

Panel surveys extract interesting insights about consumers. This ability is one reason why many marketing studies rely on panel surveys. Marketing analysts study survey responses and pull out consumer preferences for this product or for that service. Panel surveys can be conducted periodically over many months and uncover more information about consumer purchase patterns. A panel survey conducted periodically is known as a longitudinal survey. Panel surveys are like one picture, taken only once, of a group of shoppers. Marketers compare survey responses of the shoppers who gave answers to the survey questions. Panel studies remain an important tool for many marketing studies.

Some retailer stores use mystery shoppers as a way to get feedback on specific store locations and specific employees. This practice is surging in popularity. Sales persons learn directly from shoppers. Mystery shoppers reveal how they feel about the shopping experience in that store location. The sales people use this direct personnel testimony to improve customer service and to increase sales. An internet driven market place probably has an internet driven method to gather and analyze shopper data. One method involves automatic electronic tracking using scanned bar codes also called scanner data.

Scanner data from bar codes allows automatic tracking and creating of data bases of purchase patterns data. Bar codes look like black lines laid side by side. Product makers paste black bar code lines on products they manufacture. Bar codes match up with international codes of goods traded in other countries. So another benefit of scanner data is the researcher can compare consumer purchases internationally with trade data bases.

### Privacy Matters

Shoppers and businesses share common concerns. Business watchdog groups, and government and industry representatives regularly meet to put in place privacy protection. Consumers enjoy shopping and realize stores always collect data on them. Businesses need data about purchase patterns to become more profitable. Businesses and consumers gain much when they cooperate.

Important privacy issues include how shopper data get used and whether or not personal data are shared. How personal data get securely stored is a big issue for consumers and business. Consumers and businesses working together create the best method of securing sensitive data sets. Industry standards could outline standard procedures for collection, dissemination, use, and storage of sensitive data about shoppers.

### Customer Shopping Behavior And Preferences

The Holy Grail for researchers of shopper behavior is answering two unanswerable questions, namely what do people want and how much are people willing to pay. A single company needs to only answer for its own operation. A large business that consists of several smaller businesses must answer these questions for each firm. Researchers and businesses seek knowledge they know will bring them riches. This knowledge is helps them to predict what people will buy and how much people will pay.

What to learn about consumer data research describes data collection, privacy issues and certain purchase patterns of consumers that make researchers so interested.

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