

# Decision Risk Association-Time Value in Assessing and Applying Consumer Behavior

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**Abstract:** *This study examined time value sets focusing on internal organization pace and to analyze decision patterns that set mobility throughout the marketing content process. The aim of the qualitative research was to gather marketing identifiers that trace alignment factors regarding internal marketing sources, collaboration time allotment, and advertising consumption impact.*

**Keywords:** Decision Risk Association, Time Value, Consumer Behavior

## 1. Introduction

### 1.1 Functions of marketing

Essentially, marketing functions as a tool in providing organizations various avenues to reach consumer markets. Persons that are tasked with planning, creating, designing, and executing marketing content focus on attracting a reactive audience (Veleva, 2019). The term marketing is oftentimes an all-encompassing medium for organizations. Organizations believe to provide a functional marketing platform; the message should be timeless and encompass attributes that continue to engage consumer markets (Pophal, 2015). This thought process can produce minimal results and shelter organizations from expandable marketing potential (Tarabasz, 2013). Therefore, organizations are tasked with continually constructing value driven marketing segments that result in reactive engagements.

A key focal point in marketing is the message. An overall question is how organizations can now strategize message interest to generate behavioral results (Pophal, 2015). The ways to create consumer behavior are linked to the intent of advertising messages. Intentions stem from reactors relative to consumer engagement factors (Menon, Homburg, & Beutin, 2005). Consumer value framework (CVF) represents a given set of interrelated factors that indicate consumption-related behaviors. The markers then determine consumption value. Any message applying CVF stems from quality of relationship, internal influences, external influences, and consumption process. Each CVF component does relate to one another, even when the connection is miniscule. CVF provides an imprint on the success of organizations that stems from context quality while implementing unique message engagement to define quality marketing (Ots, 2009). There are multiple buzzwords associate with marketing messages such as unique, engaging, reactive and organic. These marketing reactors are determinates in directing organizations regarding message context. When strategizing marketing messages, analyzing the content interest can position impact and increase consumer value (Veleva, 2019).

### 1.2 Decision patterns

In order for organizations to achieve marketing goals, the marketing decision patterns play a vital role in implementing marketing conversations. In determining how organizations

decide on creative marketing content, some form of set patterns exist to integrate the decision-making process. The marketing decision patterns are often unique and individualized to an organization. Thus, decision patterns can be minimal in time or lengthy depending on the internal marketing structure settings. When organizations lack decision performance markers, a complex struggle often exists in producing new marketing communication that will gain consumer interest. Therefore, if any inconsistent communication settings are being practiced by organizations, the internal content is likely to be dismissed or lack structural impact (Brenner, 2019). This leads to organizations determining that it is vital to develop an achievable schedule for creating and publishing new content while not varying from the decision schedules. (Hume and Hume, 2015).

An organizational power value of determinates regarding procedures are necessary to manage the collective markers in any marketing pursuit. Now, who determines the internal decision procedures drives the link of marketing value. According to Nelson (2004), the decision maker's dynamics is a key component when utilized with contextual styles of marketing. These positions can vary across small, medium, and large organizations. Thus, understanding the internal marketing decision makers intentions for the organization is essential in mapping marketing strategies. The overarching goal should reflect a creative business environment intended for strategic and sufficient marketing behaviors (Tuncez, Bali, & Ates, 2018).

These two internal environments regarding decision patterns and decision makers serve as assessment evaluators for overall marketing functionality. Here is where quantifying the level of marketing effectiveness attributes to the value driven properties of marketing. Whether an organization is focused on approaches that boldly adjust to marketing ideas or are deemed reluctant to practice organic exchanges is a contextual pattern effect that warrants examining the internal organization involvement in marketing activity.

### 1.3 Value of time

In conjunction with tools for marketing exchanges, a prevalent segment is the effect of time congruency. The rate of change in overall market environments has accelerated the structural breakdown determinates for understanding time-series impact. Time-series models in marketing focuses on variables: single and multiple (Dekimpe, Franses,

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Hanssens and Naik, 2008). These variates are impacted by sequences over time. In pursuit of capturing market attention, organizations apply variates of exposure to chosen audiences in the form of advertisement mediums. These mediums range from social media to billboards. Given there are marketing variables that associate decision risk modeling, internal time aggregation drives the data factors in detailing response metrics (Dekimpe & Hanssens, 2010). From the beginning of an advertising idea, time plays a role in decision making. In determining the data related marketing actions, organizations need to consider how time-series shapes the opportunities for internal marketing processes. An old proverb stated by Benjamin Franklin "time is money" highlights the value of time and interrelation to monetary impact (Rimanoczy, 2015). This relates to marketing's focal existence and operation throughout the entire marketing approach. Therefore, the factor of time is a variate provider that leads into an organization's short and long-run effects (Dekimpe et al., 2008).

#### 1.4 Consumption

While organizations continue to analyze the shifting internal market components, evaluating and recognizing consumer consumption behaviors are additionally important. Consumer behavior encompasses determining behavior markers relative to making purchases of goods or services (Lamb, Hair, & McDaniel, 2019). There are many relative factors that affect consumer behavior reactions. These value determinates range from stimulus to an interconnected journey of engagements. Each of the determining factors possess a place in understanding what drives consumer to quantify, react, and assimilate with products and services. One of the fundamental issues among organizations is determining situational influences and timelines in order to implement strategic marketing tactics.

These factors regarding reactive consumers evaluate the marketing breadth and depth relative to time congruency. For instance, understanding the impact of the marketing message relative to time based consumer pulse evaluates the effectiveness of reactions (Jo, Noar, Southwell, & Ribisl, 2019). In processing and evaluating the consumer consumption patterns, characteristics provide a better understanding of an organization's marketing role. Now, the organization is in control of gauging time constructs set forth to reach optimization objectives.

The objective of this study was to analyze decision risk association that applied time value and correlating consumer behavior indicators. Specifically, the objectives were to explore behavior intentions based on time congruency and examine the effects of value-intrinsic markers as related to marketing structures. This paper is structured as follows. Section 2 provides the methodology relating participants, procedure and measures. Section 3 denotes study results. Lastly, section 4 provides conclusion. To the best of my knowledge, the study is the first contributor to time value in marketing for the Southeast Arkansas geographic market; the findings will provide valuable theory and constructive implications.

## 2. Research Methodology

As the internal purposes of the research study proceeded, the overall viewpoint approaches of time series analysis that were located only focused on sales dynamics (Liu, Liu, Zhang, & Xu, 2020). Therefore, the approach was to adapt time series marketing model using a qualitative study that applies ethnographic methodology. Unfortunately, ethnographic methodology in aligning quantifiable consumer amount of time placed on in field cultural behavior would not coincide with the time-series sets and subsets. Thus, the research methodology Qualitative Similarity Sequence Index (QSSI) was chosen to provide measurements of time sequence patterns (Gamero, Melendez & Colomer, 2011). The sequential components of the elements were suited to the research project in providing flexibility as the subject matter is conducive to adapting to the market (Carson, Gilmore, Perry & Gronhaug, 2001).

Each of the respondents for the qualitative research study were invited to participate through quantifying as an organization within the five county geographic region of Southeast Arkansas. Organizations were provided the opportunity to choose a person affiliated with marketing decisions based on the organizational title along with responsibilities and duties associated for the organization. Semi-structured interviews with the chosen organizational personnel were conducted at the organization's main headquarters to examine the interrelated time congruency influencers of consumer behavior. The qualitative research allowed each individual interviewed time to respond to each question focused on the following: organizational marketing methods, consumer marketing insight, and interrelating time congruency between marketing conversation ideas through marketing placement and consumer behavior outcomes.

#### Qualitative analysis

A three-week time period was implemented for qualitative data collection from participants. Each participant interviewed was provided the identical, open ended research questions while being recorded utilizing smart phone voice memo. An external audio transcription report was generated to capture the interviews. Next, the data was coded by the researcher due to a manageable amount of information collected from the interviews. There are various coding method options to conclude each segment and subsets of the interview questions (vivo, open, structural and descriptive coding). For the current study, open coding was chosen. In order to accurately gain insight into the subject matter, data coding was approached with an open mind set in order to transcribe data-driven contextual markers.

$$QSSI(S,T) = \frac{1}{\max(m,n,K)+p_0} * \sum_{k=1}^K P(i_k, j_k)$$

Using the QSSI to compare qualitative sequences, the following formula constructed time-series marketing markers in relating value aligned elements.

## 3. Results and Interpretation

This section provides results obtained from each of the qualitative analysis interviews. The QSSI time-series approach created by Gamero, Melendez, and Colomer

(2011) were used to align two elements then calculate similarities based on the aligned elements. Additionally, content analysis was conducted to test sequence classifications regarding patterns by measuring two string chains (Gamero et al., 2011; Seidel, 1998). The overall method assessed the decision variables associated with characteristics of internal organization decision patterns assimilated to time collaboration. A set of measurements were established to investigate each model and analysis. The study evaluated each element consistent with sequence value ranging between 0 and 1 (Gamero et al., 2011).

Each of the study participants responded to four demographic questions relating to business employment and relativity to the market segment. Based on the results of the demographic segment, the organizational internal employment relations collectively become value symbols for marketing advertisement. Table 1 notes the participants' current organization title.

**Table 1: Organizational Title**

	Frequency	Percent
President/CEO/Owner	6	40
Marketing Director/Coordinator	5	33
Administrative Assistant	4	27

Respondents then identified how long in the current position title for the organization based on years unless otherwise noted in Table 2.

**Table 2: Position Timeframe**

	Frequency	Percent
35	1	6.7
15	3	20
11	1	6.7
10	2	13.3
7	1	6.7
6	1	6.7
5	3	20
2	2	13.3
6 months	1	6.7

Table 3 provides results from respondents which identified what industry category the organization represents.

**Table 3: Industry Category**

	Frequency	Percent
Retail	3	20
Banking	2	13.3
Construction	2	13.3
Restaurant	2	13.3
Service	2	13.3
Education	1	6.7
Insurance	1	6.7
Real Estate	1	6.7
Religion	1	6.7

The last demographic question addressed respondent's length of time employed with the organization. Respondent data, shown in Table 4, resulted in the following data sets.

**Table 4: Position Timeframe**

	Frequency	Percent
35	1	6.7
15	2	13.3
12	2	13.3
11	1	6.7
8	2	13.3
7	1	6.7
5	3	20
2	2	13.3
10 months	1	6.7

Using the QSSI time series model and content analysis, calculations were then applied to the remaining research questions in signifying the parameters indicating algorithm matching elements that align appropriate sequence values. The constructs were then given to determine pairing elements to extract outcomes. QSSI represents the multiple connection sets from the marketing content initiator to the time allotment dedicated to approving a marketing idea resulting in the amount of time spent developing and executing a marketing idea. The results for QSSI time series model fulfilled the structure conversion validity to analyze time series sequence (see Table 5).

**Table 5: Calculations of QSSI**

Initiates Idea	Review Time frame-days	Sigma	Approves Idea	Idea to Collaborate Time frame-days	QSSI
1	1	0.1	1	1	1
1	2	0.1	2	2	2
2	3	0.1	3	3	1.5
3	4	0.1	4	4	1.3
2	1	0.1	5	1	2.5
3	4	0.1	4	5	1.7
4	5	0.1	1	6	0.3
5	4	0.1	1	1	0.1
3	5	0.1	4	7	1.9
1	4	0.1	1	5	1.3
6	1	0.1	1	1	0.2
2	2	0.1	3	7	5.3
6	5	0.1	5	1	0.2
5	1	0.1	5	7	7
2	6	0.1	6	7	3.5

The given QSSI provides indicators of qualitative measurement regarding similarity between two sequences. Table 5 explains there are four occurrences suggesting the given factors fall between 0 and 1. Factors then indicate the remaining 11 QSSI indicators fell above the ideal value. Therefore, non-sequential value sets occur in meeting the ideal similarity index for time series. A strong set of multiple variates indicate time plays a valuable role in marketing with the decision pattern string indicators. There are a number of attributes organizations should focus on with regards to internal marketing processes, time-series value and situational influences. These value factor sets in conjunction with the overall consumer value markers indicate the need for improvement within the internal performance marketing sequences.

From the results of the time value decision risk association, content analysis utilized the determinates to convert overall patterns for two set factors. Through analyzing content situational junctures, the conditional impact of fluency

consumption provides a direct scale on marketing fluency. The internal set of organizational decision patterns to time value indicates there is a strong value placed on a shorter time allotted for advertisement placement approval (Figure 1). Marketing models are continually noting marketing strategies along with consumer connection interests are focused on instant awareness (Lamb, et al, 2019; Yegin, 2020). Organizations have a minute time frame to capture audience interest, therefore challenging internal factors for a

smaller window from approval to published advertisement. Figure 2 indicates the various modes of marketing relating advertising idea to content collaboration timeframe. The content analysis captures an overwhelming social media market utilized given the timeframe impact of initial marketing consideration to collaboration. Also, the minimal day timeframe defines three to five day results are relevant for internal organization decision making processes.

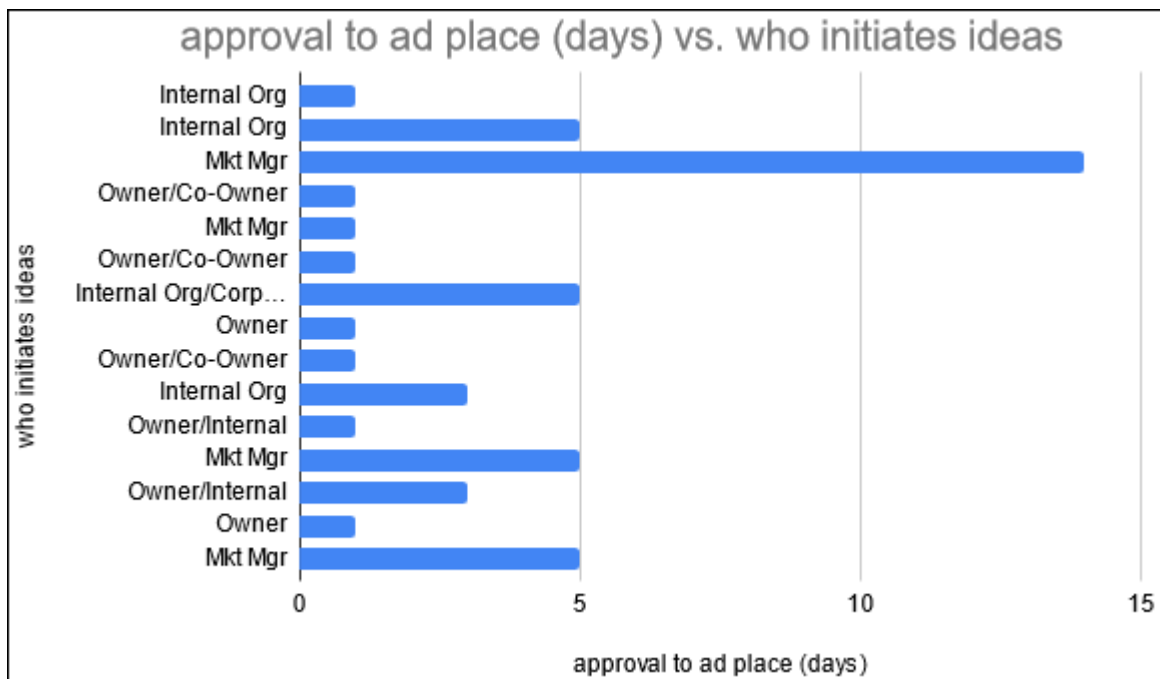


Figure 1: Approval to Ad Placement

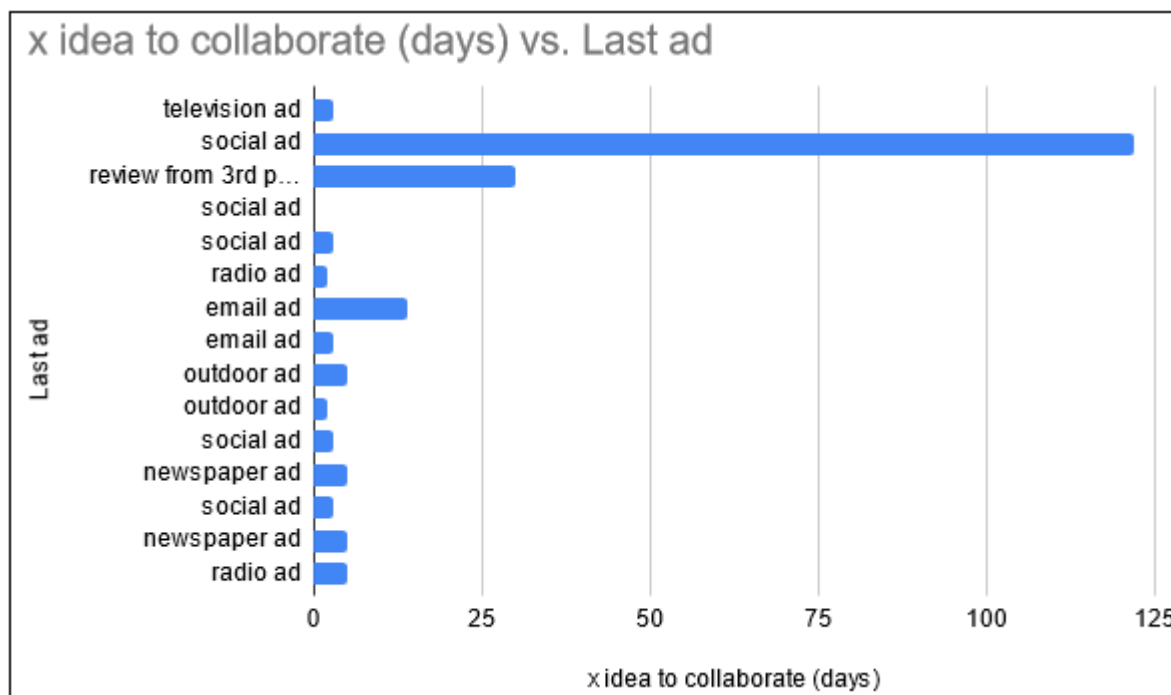


Figure 2: Last Advertisement Amount – Idea to Collaboration

4. Conclusion

In this paper, time series model QSSI along with content analysis interpreted a qualitative data set to assess decision

risk for processing and addressing internal marketing context. The study context analyzed organizations located in Southeast Arkansas regarding the value impact set for consumers in the goal of advertisement exposure. The

findings suggest the compared sequences provide a reliance on time operatives. Two main conclusions exist: first, the approach organizations foster internally with time relevance regarding making prompt advertising decisions is vital to move forward in positioning oneself for consumer relevancy, and second, monitoring the overall advertisement factors from the decision makers to each consumption pattern stands as an element variable in appropriating marketing processes.

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