

SUMMARY

The current work aims to explore the practicality and importance of data in studying the consumer behavior in the online environment. In marketing, consumer behavior represents the core of this field, and data is the fuel of marketing activities, its volume increasing exponentially in the digital age in which we find ourselves. Adopting a data-driven marketing strategy can help improve marketing activities and their related results.

The thesis is divided into three main sections. The first part contains three chapters that deal with theoretical approaches regarding consumer behavior in the context of Big Data. Thus, the first chapter focuses on defining consumer behavior and the transition to the online environment. Behavioral models and influencing factors are discussed, as well as the digital methods for studying consumer behavior. After understanding the concept of consumer behavior, a reflection on the notion of large volumes of data (Big Data) is necessary. Therefore, the second chapter details the conceptual definition and structure of large volumes of data (Big Data). Processing techniques and types of analysis are exposed, together with the importance of ethics and data security. In order to highlight the potential of using Big Data, the second chapter concludes with the areas of using Big Data. The third chapter talks about the impact of Big Data in analyzing consumer behavior, detailing the emerging Big Data technologies and data management and analysis tools in the marketing activity.

In the second part, I wanted to evaluate the situation regarding the importance, quality and way of using data in the marketing activity of Romanian companies. Thus, a qualitative research was carried out among specialists regarding the substantiation of marketing decisions in the context of Big Data and a quantitative one in order to validate the hypotheses related to the objectives established following the qualitative research.

Finally, the third part draws the conclusions and limitations of this paper.

Keywords: consumer behavior, neuromarketing, Big Data, big volumes of data, data processing techniques, data management and analysis platforms, emerging technologies