

# Enhancing customer relationships through personal data collection in retail

**Megi Gogua**

Graduate School of Management, St Petersburg State University

Cite as:

Gogua Megi (2021), Enhancing customer relationships through personal data collection in retail.  
*Proceedings of the European Marketing Academy, 50th, (94312)*

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



# Enhancing customer relationships through personal data collection in retail

## **Abstract**

Firms use consumers' personal data to engage them and offer them the best experience, however, this process can be mitigated by numerous factors. This article identifies main theoretical trends associated with consumer personal data and compares them with the insights from the analysis of actual privacy policies of Internet shops in order to establish the comprehensive framework of the process. The objective of this exploratory research is to enrich research in terms of consumer personal data collected with the insights from the practically established tool of consumer-firm communication, the privacy policies and privacy notices. This will allow to set the ground for the recommendations to both researchers and practitioners for strengthening customer relationships and customer experience. Hence, this research answers the question of what personal data is collected and used and how the collected data contribute the establishment of more transparent relationships with customers. In this way the article contributes the theory with developed definitions and practice-based insights in terms of technology-based and legislation-based security, consumer trust establishment and value creation, and practice by setting the real-life borders of the fragmented process.

**Keywords:** *personal data collection; customer relationships; privacy concerns*

**Track:** Relationship Marketing