

Chapter 5

Customer Journey Analysis:

Insights From a Quantitative Approach on Consumer Behavior Across Touch points

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ABSTRACT

This study examines the influence of touchpoint frequency, message consistency, and response time on consumer decision-making, offering valuable insights for businesses aiming to enhance customer engagement. A total of 268 respondents were surveyed using a stratified random sampling technique, ensuring demographic diversity. Employing a cross-sectional research design, the data was analyzed using multiple regression analysis to quantify the relationships between the independent variables and customer decisions. The study found that frequent touchpoints, consistent messaging, and prompt responses significantly enhance the likelihood of favorable consumer decisions. These findings have profound implications for

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businesses seeking to enhance customer experience, underscoring the importance of integrating these factors for more effective marketing strategies and improved customer satisfaction

1.INTRODUCTION

Consumer behavior in the modern age of market explained by growing complex and diversified ways as consumers are highly affecting by the branding pf products and services. This process based on prediction and linear course, have shifted into touchpoints with dynamic and, variety of experiences (Widayat et al., 2025). Such type of shifting is primarily determined by the at large scale adoption of information technologies and the emerging consumers expectations. As the explosion of offline and digital interactions among stakeholders reshaping the interactions among the consumers with branding and customers participation approaches. From center to this shift is the requirement to know the determinants that affecting the buyers decision throughout their experiences and variables like range from the frequency of touchpoints to the consistency of messaging and the speed at which brands retort to customers queries (Ali et al., 2025). The foundation of customers experiences throughout roots in conventional method, has emerged importantly in recent period of time. Formerly, it was understood as a linear categorization of stages, classically moving from awareness to reflection and, eventually, to buy. Whereas the evolution of digital touchpoints such as websites, mobile apps, social media, and email communications has rendered this linear view obsolete. Today's customer journey is non-linear, characterized by constant movement between stages, with consumers looping back and forth across touchpoints at their discretion. The complexities of this journey necessitate that businesses adopt a more fluid and sophisticated approach to understanding consumer behavior (Meng et al., 2025). It is no longer enough to examine a single touchpoint or interaction; the full spectrum of engagement must be considered to understand how consumers navigate the decision-making process. At the heart of this customer journey lie three essential variables: touchpoint frequency, message consistency, and response time. These elements have been identified as pivotal in shaping consumer engagement and decision-making. Each of these factors plays a crucial role in either facilitating or hindering a consumer's progression along the journey and collectively, they contribute to creating a cohesive experience that can lead to successful conversions and sustained brand loyalty (Quan & Han, 2025). And endeavor of businesses to optimize their marketing approaches and increase customer understanding and satisfaction, domination and influence of these factors have become inevitable. (Munap et al., 2025).

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