



## Alternative Data Sources in Consumer Attitude Research: A Review of Online Behavioral Evidence

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### Abstract

Traditional consumer attitude research has predominantly relied on self-reported survey data as the primary source of attitudinal data, based on the assumption that attitudes are consciously accessible and explicitly reported by individuals. While survey-based approaches provide structured and interpretable measures, they are often constrained by response bias, recall limitations, and slow research cycles, particularly in rapidly evolving digital environments where attitudes are continuously shaped by ongoing interactions. In contrast, contemporary consumers generate large volumes of online behavioral data through everyday engagement with digital platforms, content, and organizations, creating alternative forms of empirical evidence that may reflect attitudinal tendencies beyond explicit self-report. This study aims to systematically review and synthesize existing research on alternative data sources in consumer attitude research with two objectives: to map how online behavioral evidence has been utilized to infer attitudes across academic disciplines and industry contexts, and to examine the extent to which latent online behaviors, such as repeated exposure, prolonged viewing duration, and non-interactive engagement, have been conceptually integrated into attitudinal research frameworks. A systematic review and synthesis of academic literature is conducted to identify patterns, methodological approaches, and application domains. The findings indicate that while explicit behavioral indicators, such as clicks and visible interactions, are increasingly incorporated into attitude-related studies, latent behavioral signals remain under-theorized and unevenly operationalized. The study clarifies the current landscape of behavioral data as attitudinal data and highlights the potential for faster and more continuous approaches to understanding consumer attitudes in digital environments.

**Keywords:** *Consumer Attitude, Alternative Data Inputs, Online Behavior, Latent Behavior, Attitude Research*