

Business Intent of Organizations Growth vs. Consumers Growth as Goal(s)

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Abstract

The objective of this research is to identify out whether organizations evaluate consumers' growth as the ideal for an organization's growth. The problem statement is to acknowledge the growth of an organization is a permanent objective inherently connected to all its goals. The expected satisfaction of customers is considered by companies. Yet, customer growth, the foundational principle, is poorly covered in the goal of an organization. The gap in the company marketing perception of producing and marketing its products/services and consumers' growth with its products/services is the identified research aims. This research is mostly qualitative, and part involves quantitative analysis. Secondary data is used in this research. Two different measuring tools were designed as research instruments for evaluating organizations' mission strategies for consumers' growth and products/service usage of consumers' growth. The qualitative method used in this research is the ethnographic research method. Descriptive/statistics-based analyses were also used for the quantitative analysis. The study results show organizations do not estimate consumers growth resulting from the usage of products/services. But most organizations' strategies are designed on the prevailing market situations of consumers' needs for organizational growth effectiveness. The results of this study confirm that organizations do not deliberately initiate in understanding and measuring consumers' growth through their products and services but identify consumers' needs and wants over the situation to produce products and services. The null hypothesis is accepted, "Organizations growth goals include consumers growth goals partially." General market-based thinking inherently includes the partial consumer's growth goals based on their needs and wants. Therefore, organizations' interest in consumers' growth goals is limited to the interests of organizations' growth goals. Thus, sustainability strategy is superficial than deep level.

Keywords: Business intent, organization, consumers', growth

INTRODUCTION

If we weigh in a cognitive balance of business growth goals and consumer growth goals, business growth goals will be weightier in their balance than consumer growth goals. But the cognitive business scale is set to make consumers' growth goals weightier than their organizational goals and vice versa. I would like to gently differ with the view on vice versa because business enterprises identify consumers' needs, wants, and desires to produce products and services. At the same time, consumers accept the need-based products and services yet are not fully convinced with them. It is needs, wants, desires stabilization process strategies designed by the big few to increase the dependability of consumers' minds. Why is there a difference? And why is the crunch

of building need is to control rather than a reality of living? Questions like these might pop up in many minds knowing the business intent in the back of their mind but stay still to gaze upon the pathetic conditions of humans. This is only an analysis made over the occurrences in decades and centuries. Everybody in the world works to buy and sell to live. Though this isn't a perfect thing, everyone flows in the trend. According to George Bernard Shaw, "Two percent of the people think, three percent of the people think they think, and ninety-five percent of the people would rather die than think." He also said, "Few people think more than two or three times a year; I have made an international reputation for myself by thinking once or twice a week." (*A Quote by George Bernard Shaw*, n.d.).

More people follow others' thinking than think for themselves. Why are we following? The best alternative answer to this question is not sure of anything. This gives 2-5 percent of the people to affirm a strong mandate on structuring business intent on organizational growth to appear interwind with consumers' growth goals. The truth of human living is different from the perception of the majority of the human mind. The world is following less than 100 people more than the rest of the world (Wallach, 2021). An analysis of the highest followers estimates confirms four to five hundred million followers are following the secular musician Justin Bieber with 455 million followers, Ariana Grande with 429 million followers, Selena Gomez with 425 million, and one above 500 million is an athlete, Cristiano Ronaldo with 517 million followers (Wallach, 2021). This is a tragic state of the world in the scope of exercising holistic thinking. Global addiction to drugs, tobacco, alcohol, materialism, social media, movies, etc., has been on the rise. Is this an inner business intent of the commodities that make it? (Lancet, 2012). The changing world order defines the happenings behind the curtains. These changes are natural but made to happen in an artificial world (Dalio, n.d.). COVID-19 is a dramatic tool imposed in the changing of the world order (Covid, n.d.). Lobbyists operate in the shadow influencing the politicians to bend their way. The manipulative business intent of the corporate goal is purely self-interested profit-making, but corporates make everything appear as a broad national interest meaning economic growth and jobs (Cave & Rowell, 2014).

Objective of the Study

To find out whether organizations evaluate consumers' growth as the ideal for organizations' growth.

Purpose of the Study

This research identifies the business intent of organizational growth goals influencing consumers' growth goals.

Problem statement

The growth of an organization is a permanent objective inherently connected to all its goals. Positively an organization's growth links to its goals rather than with its consumers' growth. The satisfaction of customers is in its surface view of an organization. Yet, customer growth, the foundational principle, is poorly covered in the goal of an organization. There is a gap in any companies marketing perception of producing and marketing its products/services and consumers' growth of real growth-related products/services. This research aims to bridge this gap by analyzing the company's mission, vision, value, culture, and advertising to point out why this gap exists and also to identify its significance.

LITERATURE REVIEW

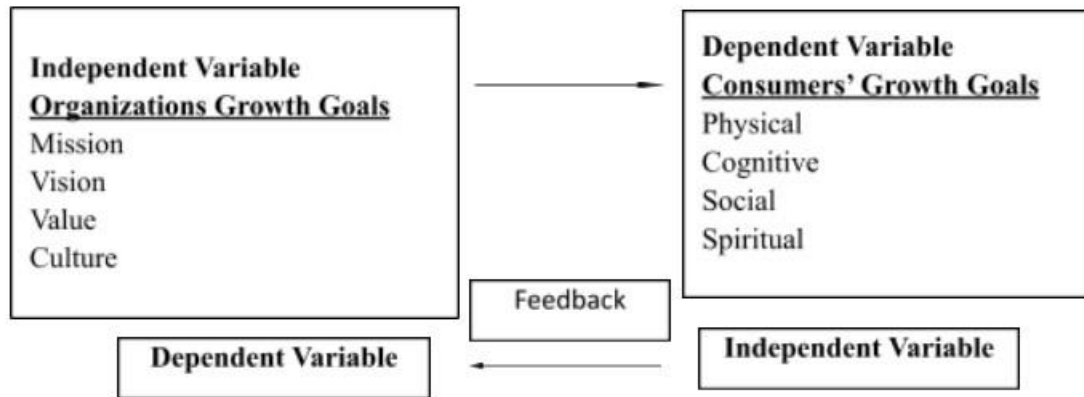
A company's growth strategies are diverse and varied. Equity-based growth is normally an investment of experienced companies for a transformational shift in their lifecycle (*Growth Equity*, n.d.). Equity-based strategies are a direct investment for parent multinational corporations either for partial or complete acquisitions, mergers, joint ventures with other companies (Abboushi, 2000). These investment strategies are the company's growth strategies. The motives for strategies are fundamentally linked with the firm's growth, survival, reduced risk, and increase in profitability (Darabos, 2016). All the companies have the same motive. The survival, growth, and profitability are the broad general strategies of any business organization. The reason for this is mainly based on the survival, growth, and profitability of human beings. Human beings operate, establish, and operate the company for a living. The living comfort, luxury, increase in wealth, as a source of security and strength, grow day by day in the heart of humans until they learn that money cannot give life. For some, it takes a few years to understand this truth, and for some others, it takes a lifetime. Business intent is two-fold, namely, intrinsic and extrinsic gains. Companies' intrinsic motives refer to efficiency, and extrinsic motives are to expand the market globally (van Tulder, 2015). The growth of an organization connects with the opportunities in the growth of the company's stakeholders. Companies addressing the rising value consciousness and better solutions in solving problems is the path to optimism in progressive revenue recovery (Latika Chopra, 2020). Example: Smartphone manufacturers are progressively moving up the sales, and at times faces clinch in the progressive path because of undecided state of consumers when it comes to trusting the parameters like a mobile app ("Consumers Want New Apps, Yet Mobile Marketers Fall Behind On Discoverability," 2017).

Business intent or intention is not easily set, but it takes time to design long-term business intent, thinking of all the "whys" that raise in entrepreneurs' minds (Linstruth, 2017). Behind all intentions, the hidden actual business intent is profit-making or earning our living legally to live. Tesla's mission is to identify a healthy conceptual view about sustainable energy transition with a good product (*About Tesla / Tesla*, n.d.). A good concept attached to a good product sells well. Predominantly, business intent plays the "concept" game. Concepts sell. The supply chain of concepts sells and makes businessmen and women billionaires. The author of this paper thinks about strategic intent as an arbitrary ability of human thinking to find ways to achieve it. Strategic intent is predominantly the human desire to live a good life. A conceived will of a human is overwhelmingly established through individual SWOT analysis. A strong determination to seek wealth. I do agree that it is not one thing that makes everything but everything that makes that one thing. Based on the analysis on strategic intent, western and eastern companies differ on extremes. Western companies match ambition with resources, while Japanese companies focus on organizational learning to attain impossible goals (Hamel & Prahalad, 2005).

Cost-cutting is another important strategy a company implements as a business intent. Apple has an operating margin of 25 percent, while Samsung has 9-14 percent. Apple cutting its costs of iPhones and offering at every price point enables market stability (Maxwell, n.d.). Toyota is another example of cost-cutting when faced with a life-or-death battle (*Toyota Plans Massive Cost Cutting*, n.d.). Cost-cutting is more of a survival, growth, and profitability strategy. This is a wise business intent focusing on its growth. When consumers stop buying, companies are not going to stop producing their products and services; instead, they determine when to produce them and how they propel the broader business environment to propel the agenda mandate of value proposition to influence the consumer purchase decision.

Conceptual Framework

Business growth plans are laid out in the mission, vision, values, and culture of an organization. The revelation of the plan is seen in the implemented short- and long-term plans. It is also seen in the strategic management of an organization. The strategy formulation and the strategy implementation. This research considered the data based on the mission, vision, values, and culture. Special consideration on the advertisement of the company is considered for detecting the growth variable. The reason for these considerations is mainly the availability of data procurement. The data reflects the plan's growth motive(s).



The above conceptual framework is designed based on the world reality influencers. The appearance of the corporate world is not the actual picture of truth. They say it opposite to themselves. We should understand their language when corporations mean something, and the actual is in reverse (Cave & Rowell, 2014). Though in the above conceptual framework, the independent variable is organizations/corporates' growth goals and the dependent variable is consumers' growth goals, the companies also reverse the workability of the consumers' growth goals as independent variable and organizations/corporates growth goals dependent variable. This reversal is a test after the product purchase to learn from feedback received through monitoring, tracking, surveying, critically analyzing profit and profit growth of organizations/corporates to identify the feasibility/workability of their own strategy of induced acceptance level of growth in consumers in purchase and consumptions of products and services and not on the concerned growth of consumers. This is not an opinion but the actual reality based on observed data over 30 years in the business and teaching business management.

Hypothesis of the Study

H₀: Organizations' growth goal formulation is not significant to consumers' growth goals.

H₁: Organizations' growth goal formulation is significant to consumers' growth goals.

METHODOLOGY

This research is mostly qualitative, and a part involves quantitative analysis. Secondary data is used in this research. Two different measuring tools were designed as research instruments for evaluating organizations' marketing plans and strategies for consumers growth and products/service usage of consumers growth. The qualitative methods used in this research are ethnographic research methods and content research methods. The population of the size of each

category for data is from the three global industries, namely, the fast-food industry, automobile industry, and social media industry. The sample size for the fast-food industry is 27 on top 50 global organizations, 13 top global automobile companies, and 18 social media brand organizations.

Mission, vision, values, and partially the organizational culture (ethnic) were analyzed for the goal-oriented on a five-point scale with a range of low and high degrees of goal orientation. A correlation coefficient test on organizational growth goals and consumers' growth goals was administered. The ethnographic aspect related to this research was purely on the expression of organizational culture of values, beliefs, and behavior (products/services) in the mission, vision, and values were considered for a quantitative appraisal of the organizations and consumers' growth goals (ChrisFlipp, 2014a). Content analysis of indirect data collection from the documented or recorded work of an organization was considered in this research, specifically in determining the values (ChrisFlipp, 2014b). Rejection of acceptance of null or alternative hypotheses was determined based on the t-test.

FINDINGS AND DISCUSSIONS

Fast Food Industry

Fast food helps consumers to access speed delivery, and the nutritive food value is of low level to balance and hide the fact of unhealthy food. Consumers suffer from the consumption of fast food with diseases and also early death (Freeman, 2007). Obesity is much prevalent in consumers who depend on fast food (Elbel, 2011). Fast food tastes really good, but children get addicted to it in the long run and get into serious health issues. The danger is hidden in fast food. Many categorize fast food as junk food, "fast food genocide," an element that increases the BMI, seven times the risk of early-life stroke, double the risk of heart attack and diabetes, four times risk of renal failure, decrease in life span, prediabetic, and early deaths (*The Hidden Dangers of Fast and Processed Food* - Joel Fuhrman, 2018, n.d.).

Table 1: Fast Food Industry: Organizations Perceptive of Growth Goal Setting

Tests	Organizations Growth Goals (Product-based)	Consumers Growth Goals (Service)	t-test	Correlation Coefficient
Mean	4.48	2.48	5.55	0.15
StDev	0.75	0.58		
Variance	0.57	0.34		
n	27	27		

The p-value is 5.55 and is not significant at 0.05 because the difference between the two conditions is not significant, and it is above 0.05. It has a positive correlation coefficient of 0.15. Hence, for the fast-food industry, organizations' growth goal formulation is not significant to consumers' growth goals. The null hypothesis is accepted. H_0 : Organizations' growth goals formulation is not significant to consumers' growth goals.

Automobile Industry

Table 2: Automobile Industry: Organizations Perspective of Growth Goal Setting

Tests	Organizations Growth Goals (Product-based)	Consumers Growth Goals (Service)	t-test	Correlation Coefficient
Mean	4.77	3.31	0.00675	-0.49
StDev	0.83	1.03		
variance	0.69	1.06		
n	13	13		

The p-value is 0.00675 and is significant at 0.05 because the difference between the two conditions is significant. It has a negative correlation coefficient of -0.49. Hence, for the automobile industry, organizations' growth goal formulation is significant to consumers' growth goals. The null hypothesis is rejected, and the alternative hypothesis is accepted. H₁: Organizations' growth goal formulation is significant to consumers' growth goals.

Social Media Industry

It is an interactive technology encouraging user-generated content creation or sharing information, ideas, interests, and other forms of expression ("Social Media," 2021). The mission, vision, and value statements are not individuals' end of social strategy. It is far from the consumers' growth goals. To get you on social media and then shapes your activities is the main business model of social media application (Snedeker, n.d.).

Facebook gives people the power to share and stay connected (*Facebook Mission, Vision & Values*, n.d.). TikTok has no official vision statement (Team, n.d.). TikTok is basically content creating platform ("TikTok," n.d.). The Instagram basic business model is to bring people close to each other and with things (*About the Instagram Company*, n.d.). Snapchat provides communication, marketing, and photographic tool. Snapchat changed the way people communicate and express and considered this change in reasoning as supreme to adore (Samuel, 2021).

Social media encourages emotional deficiencies, hurt, decreases face-to-face meetings, inauthentic expressions, diminishes understanding and thoughtfulness, laziness, creates a skewed self-image, reduced family closeness, distractions, and artificial living (Policy & Service, 2019). There is a big danger in seeing everything only at the surface. On the surface, social media is said to connect people, but why people should be connected on a large scale which is not healthy living. The core business model of social media is surveilling, analyzing, and manipulating consumers' behavior to sell you things more successfully (*Jaron Lanier / Why You Should Unplug from Social Media for Good / The Jordan Harbinger Show 156*, 2019). To make consumers buy more is not consumers' growth goals but the business intent of organizations' growth goals. All the social media platforms' mission is to encourage the world population to free express of thoughts and speech. The social media platforms are mainly to gather data of the people to create the thought that human reasoning is supreme. A form of idol worship.

Table 3: Social Media Industry: Organizations Perspective of Growth Goal Setting

Tests	Organizations Growth Goals (Product-based)	Consumers Growth Goals (Service)	t-test	Correlation Coefficient
Mean	4.39	2.61	8.41	-0.03458
StDev	0.78	0.61		
variance	0.60	0.37		
n	18	18		

The p-value is 8.41 and is not significant at 0.05 because the difference between the two conditions is above the 0.05 significance level. It has a negative correlation coefficient of -0.035. Hence, for the social media industry, organizations' growth goal formulation is not significant to consumers' growth goals. The alternative hypothesis is rejected, and the null hypothesis is accepted. H_0 : Organizations' growth goal formulation is not significant to consumers' growth goals.

The study results show mostly organizations do not estimate consumers growth resulting through the usage of products/services. But most organizations' strategies are designed on the prevailing market situations of needs for organizational growth effectiveness. For the fast-food industry and social media, the null hypothesis was accepted. Thus, organizations' growth goal formulation is not significant to consumers' growth goals. On the other hand, the alternative hypothesis is accepted for the automobile industry. In the for-automobile industry, organizations' growth goal formulation is significant to consumers' growth goals.

The results of this study confirm that organizations do not deliberately initiate in understanding and measuring consumers' growth through their products and services but identify consumers' needs and wants over the situation to produce products and services. Therefore, organizations' interest in consumers' growth goals is limited to the interests of organizations' growth goals. Thus, sustainability strategy is superficial than deep level.

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