

ABSTRACT

VidaXL established in 2006 and was initially built by Gerjan den Hartog and Wouter Bakker to develop and sell their own branded products to customers through internet. VidaXL is currently trying to find a way to properly define its customer behaviour to give the best insights into what customer needs and gathering new ideas. However, before VidaXL define its customer behaviour, in-depth research on how to carry out customer behaviour research strategy will need to develop before VidaXL can find the right customer behaviour. This undergraduate thesis will provide thorough research, from both primary and secondary data, in helping VidaXL find the proper research method to define its customer behaviour. First, the undergraduate thesis will contain about types of primary and secondary research methods that can help VidaXL find the customer behaviour, which also including how this method can be applicable for VidaXL and when can VidaXL use this type of research method. Second, the factors that can affect VidaXL when using this type of research method will be consider, it will help VidaXL to know what challenges that can be encounter and benefits that VidaXL will get when using this research method. And lastly, by mastering all the mentioned knowledge, VidaXL will successfully define its customer behaviour that suggested in this undergraduate thesis.

Keywords: behaviour, company, customer, and marketing