

REFERENCES

- Arikunto, S. (2010). *Metode Penelitian*. Jakarta: Rineka Cipta.
- Bakshi, A. (2017, August). *Methods & Applications of Observational Research*. ChannelPlay. Retrieved June 29, 2022, from <https://www.channelplay.in/india/resources/insights/methods-applications-of-observational-research>
- Boslaugh, S. (2007). *Secondary data sources for public health: a practical guide*. Cambridge University Press.
- Brant, J.M. et al. (2015). *Understanding and Evaluating Survey Research*.
- Campaign Monitor. (2019, September 14). *What is Content Optimization?*. Retrieved June 27, 2022, from <https://www.campaignmonitor.com/resources/glossary/content-optimization/>
- CanView Team. (2019). *Disadvantages of Qualitative Market Research: Science, subjectivity, and sample sizes*. Available at: <https://canview.com/2019/04/disadvantages-qualitative-market-research-science-subjectivity-sample-sizes/> (Accessed: June 13, 2022).
- Chipeta, C. (2020). *Psychographic Segmentation: Advantages and Limitations*. Available at: <https://conjointly.com/blog/psychographic-segmentation-advantages-limitations/>
- Chaipornmetta, P. (no date). *The Evaluation of IKEA's Market Opportunity in Thailand Based on Consumer Behavior in the Purchase of Home Furnishing Products*. Author.
- Chron. (2020, November 13). *Observational Techniques in Marketing Research*. Small Business - Chron.Com. Retrieved June 28, 2022, from <https://smallbusiness.chron.com/observational-techniques-marketing-research-44563.html>
- Chrysochou, P. (2017). "Consumer behavior research methods," in *Consumer Perception of Product Risks and Benefits*. Springer International Publishing, pp. 409–428. doi:10.1007/978-3-319-50530-5_22
- Copeland, B. (2022, June 8). *Quick Answer: What are situational factors in business? De Kooktips - Homepage - Beginpagina*. Retrieved June 28, 2022, from <https://www.dekooktips.com/advices/quick-answer-what-are-situational-factors-in-business.html>

- Damodhar, S. S., & Krishna, S. (2012, October 1). Comparison of participation factor method and selective eigenvalue computation for voltage stability analysis. *IET Conference Publication / IEEE Xplore*. Retrieved June 28, 2022, from <https://ieeexplore.ieee.org/document/6521850>
- Gaille, L. (2020, January 10). *20 Advantages and Disadvantages of Survey Research*. Vitanna. Retrieved June 29, 2022, from <https://vittana.org/20-advantages-and-disadvantages-of-survey-research>
- Georgiev, D. (2022, May 12). *Online Reviews Statistics & Facts in 2022 [Infographic]*. Review42. Retrieved June 28, 2022, from <https://review42.com/resources/online-reviews-statistics/>
- Healy, M. (2010). *The three problems with customer surveys*. Available at: <https://www.theglobeandmail.com/amp/report-on-business/small-business/sb-marketing/the-three-problems-with-customer-surveys/article600084/>.
- Hofstedt, B. & Ryan, B. (no date) *Downtown and Business District Market Analysis*. Available at: <https://economicdevelopment.extension.wisc.edu/articles/consumer-survey/> (Accessed: June 13, 2022).
- Ju, X. (2015) "Consumers' Variety Seeking: From an Information Perspective," *International Business Research*, 8(3). doi:10.5539/ibr.v8n3p42.
- Kawulich, B. B. (2005). Participant observation as a data collection method. *Forum: Qualitative Social Research*, 6(2), art. 43.
- Lake, L. (2019). "How Market Observation Is Used." Available at: <https://www.theglobeandmail.com/amp/report-on-business/small-business/sb-marketing/the-three-problems-with-customer-surveys/article600084/> (Accessed: June 13, 2022).
- Lautiainen, T. (no date). *Degree Programme in International Business Factors affecting consumers' buying decision in the selection of a coffee brand*.
- M, O.G. & Researcher, S. (2017). Consumer Behavior Dynamics and Marketing of Household Furniture Products: Evidence from Uzbekistan. *International Journal of Economics, Commerce and Management United Kingdom*. Available at: <http://ijecm.co.uk/>.
- Malhotra, N. K., Birks, D. F., & Wills, P. (2012). *Marketing research: An applied approach (4th ed.)*. Harlow: Pearson Education Limited.

- McKechnie, L. E. F. (2008). Observational Research. In L. M. Given (Ed.), *The Sage encyclopedia of qualitative research methods*. Thousand Oaks, CA: Sage Publications.
- McLeod, S. A. (2015, June 06). Observation methods. *Simply Psychology*. www.simplypsychology.org/observation.html
- Nielsen, J. (1998). "Estimated Cost of Running a Focus Group". *Nielsen Norman Group*. <https://www.nngroup.com/articles/focus-group-cost/>
- Nosto. (2022, April 13). *Consumer Behavior Stats 2021: The Post-Pandemic Shift in Online Shopping Habit*. Retrieved July 1, 2022, from <https://www.nosto.com/blog/consumer-behavior-stats/>
- Oke, A.O. et al. (2016) "International Review of Management and Marketing Consumer Behavior towards Decision Making and Loyalty to Particular Brands," *International Review of Management and Marketing*, 6(S4), pp. 5–6. Available at: <http://www.econjournals.com>.
- Pavlovskaya, E. (2021, April 16). 70 Powerful Customer Retention Statistics You Need to Know in 2021. *Semrush Blog*. Retrieved June 27, 2022, from <https://www.semrush.com/blog/customer-retention-stats/>
- Picincu, A. (2020, September 17). Consumer Behavior Research Methods. *Small Business - Chron.Com*. Retrieved July 3, 2022, from <https://smallbusiness.chron.com/consumer-behavior-research-methods-70706.html>
- Pigford, J. (2016). "What is the average cost of interviewing and hiring a customer service agent?". *Quora*. <https://www.quora.com/What-is-the-average-cost-of-interviewing-and-hiring-a-customer-service-agent?share=1>
- Putri, V.P. (no date) "*The Analysis of Habitual Buying Behaviour*," VIII.
- Qualtrics. (2022, March 30). *Complete Guide to Factor Analysis (Updated 2022)*. Retrieved June 27, 2022, from <https://www.qualtrics.com/experience-management/research/factor-analysis/>
- Radu, V. (2022, March 4). Consumer behavior in marketing - patterns, types, segmentation - Omniconvert Blog. *Omniconvert Ecommerce Growth Blog*. Retrieved July 1, 2022, from <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
- Revella, A. (2022). *Psychographics and personas: how to get to the truth about why people buy*. Available at: <https://www.hotjar.com/blog/psychographics-in-marketing/> (Accessed: June 13, 2022).

- Rock Content Writer. (2021). *Customer Data: This Is What Your Company Really Needs to Know About It*. Available at: <https://rockcontent.com/blog/customer-data/>
- Salvat, T. (2021, November 8). *What is Content Personalization? Concured*. Retrieved June 27, 2022, from <https://concured.com/blog/what-is-content-personalization/>
- Simpson, P.M., Sigauw, J.A. and Cadogan, J.W. (2008) "Understanding the consumer propensity to observe," *European Journal of Marketing*, 42(1–2), pp. 196–221. doi:10.1108/03090560810840970.
- Sin, L.G. et al. (2021) "A Case Study of the Factors that Affect Consumer Behavior in IKEA," *Asia Pacific Journal of Management and Education*, 4(2), pp. 20–28. doi:10.32535/apjme.v4i2.1068.
- Singer, E., Van Hoewyk, J., Gebler, N., & McGonagle, K. (1999). The effect of incentives on response rates in interviewer-mediated surveys. *Journal of official statistics*, 15(2), 217.
- Statista. (2021, December 6). *Share of individuals who bought online in the Netherlands 2020–2021, by age*. Retrieved July 1, 2022, from <https://www.statista.com/statistics/561068/share-of-individuals-who-shop-online-in-the-netherlands-by-age/>
- Statista. (2022, April 22). *Aspects of U.S. parents' shopping behavior influenced by Gen Z children 2019*. Retrieved June 28, 2022, from <https://www.statista.com/statistics/1063939/shopping-behavior-influenced-by-gen-z-children-united-states/>
- Statista. (2022a, February 8). Online reviews - Statistics & Facts. Retrieved June 28, 2022, from https://www.statista.com/topics/4381/online-reviews/#dossierContents__outerWrapper
- Statista. (2022b, June 7). *Global leading B2B software as a service CRM companies 2022, by total revenue*. Retrieved June 28, 2022, from <https://www.statista.com/statistics/1239096/saas-crm-companies/>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif & Kualitatif*. In *Journal of Experimental Psychology: General*.
- Taylor, E. (2021). *What Are IDIs? Explaining In-depth Interviews in Market Research*. Available at: <https://www.driveresearch.com/market-research-company-blog/what-are-idis-in-depth-interviews-market-research/>.

- ThinkwithGoogle. (2020, September 3). *Marketing consumer research statistics. Think with Google.* Retrieved July 3, 2022, from <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/marketing-consumer-research-statistics/>
- Trustpilot. (n.d.). *Home.* Retrieved June 28, 2022, from <https://www.trustpilot.com/>
- Wolf, A. (2016). *Primary Data vs. Secondary Data: Market Research Methods.* Available at: <https://blog.marketresearch.com/not-all-market-research-data-is-equal>.