

- Dalton, R. (2021, March 3). *The evolution of last-mile delivery*. Retrieved September 2021, from Kantar Retail IQ:
<https://kriq.kantarretailiq.com/en/experiences/events/2021/last-mile-delivery-virtual-event/last-mile-delivery-virtual-event/the-evolution-of-last-mile-delivery>
- Hess, H. (2021, July). *Quick commerce or operational excellence as a business model*. Retrieved September 2021, from Process Excellence Network:
<https://www.processexcellencenetwork.com/business-process-management-bpm/articles/quick-commerce-operational-excellence-as-a-business-model>
- Pinkerton, M. (2021, August 3). *Q-Commerce: Who are the key players?* Retrieved September 2021, from Kantar Retail IQ:
<https://kriq.kantarretailiq.com/en/insights/summary-lides/q-commerce-who-are-the-key-players>
- Pinkerton, M. (2021, July). *Understanding the On Demand Space*. Retrieved September 2021, from Kantar Retail IQ: <https://kriq.kantarretailiq.com/en/insights/summary-slides/q-commerce-understanding-the-on-demand-space>
- Villa, R., Monzón, A. (2021). Mobility restrictions and e-commerce: Holistic balance in Madrid Centre during COVID-19 lockdown. *Economies*, 9 (2), 57, 1-19
- Neslin, Scott A., Dhruv Grewal, Robert Leghorn, Venkatesh Shankar, Marije L. Teerling, Jacquelyn S. Thomas and Peter C. Verhoef (2006), "Challenges and Opportunities in Multichannel Customer Management," *Journal of Service Research*, 9 (2), 95-112.
- Pucinelli, Nancy M., Ronald C. Goodstein, Dhruv Grewal, Robert Price, Priya Raghubir, and David Stewart (2009), "Customer Experience Management in Retailing: Understanding the Buying Process," *Journal of Retailing*, 85 (3), 15-30.
- Broniarczyk, Susan M., Wayne D. Hoyer, and Leigh McAlister (1998), "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction." *Journal of Marketing Research*, 35 (2), 166-176.
- Bitner, Mary Jo (1990), "Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses," *Journal of Marketing*, 54 (2), 69-82
- Lewis P. Carbone and Stephan H. Haeckel (2002), "Managing the Total Customer Experience," *MIT Sloan Management Review*, 43 (3), 85-89.
- Baker, Julie, A. Parasuraman, Dhruv Grewal and Glenn B. Voss (2002), "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions," *Journal of Marketing*, 66 (2), 120-41.



- Iyengar, Sheena S., and Mark R. Lepper (2000), "When Choice is Demotivating: Can One Desire Too Much of a Good Thing?" *Journal of Personality and Social Psychology*, 79 (6), 995-1006
- Elberse, Anita (2010), "Bye-bye Bundles: The Unbundling of Music in Digital Channels," *Journal of Marketing*, 74 (5), 107-123.
- Manchanda, Puneet, Jean-Pierre Dubé, Khim Yong Goh and Pradeep K. Chintagunta (2006), "The Effect of Banner Advertising on Internet Purchasing," *Journal of Marketing Research*, 43 (2), 98-108.
- Hirschman, Elizabeth C. and Morris B. Holbrook (1982), "Hedonic Consumption - Emerging Concepts, Methods and Propositions," *Journal of Marketing*, 46 (3), 92-101.
- Holbrook, Morris B. and Elizabeth C. Hirschman (1982), "The Experiential Aspects of Consumption - Consumer Fantasies, Feelings, and Fun," *Journal of Consumer Research*, 9 (2), 132-140.
- Kelley, Scott W. and Mark A. Davis (1994), "Antecedents to Customer Expectations for Service Recovery," *Journal of the Academy of Marketing Science*, 22 (12), 52-61.
- Bolton, Ruth N. (1998), "A Dynamic Model of the Duration of the Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction," *Marketing Science*, 17, 45-65.
- McAlister, Leigh and Edgar Pessemier (1982), "Variety Seeking Behavior: An Interdisciplinary Review," *Journal of Consumer Research*, 9 (12), 311-322.
- Van Doorn, Jenny, Peter S. H. Leeflang and Marleen Tijds (2013), "Satisfaction as Predictor of Future Performance: A Replication," *International Journal of Research in Marketing*, 30 (3), 314-318.
- Court, David, Dave Elzinga, Susan Mulder and Ole Jørgen Vetvik (2009), "The Consumer Decision Journey," *McKinsey Quarterly*, 3, 96-107.
- Thorsten Wiesel, and Koen Pauwels (2016), "The Effectiveness of Different Forms of Online Advertising for Purchase Conversion in a Multiple-Channel Attribution Framework," *International Journal of Research in Marketing*, forthcoming
- Baxendale, Shane, Emma K. Macdonald and Hugh N. Wilson (2015), "The Impact of Different Touchpoints on Brand Consideration," *Journal of Retailing*, 91 (2), 235-253.
- Kathleen Seiders and Dhruv Grewal (2002), "Understanding Service Convenience," *Journal of Marketing*, 66 (7), 1-17



- Dorotic, Matilda, Dennis Fok, Peter C. Verhoef, and Tammo HA Bijmolt (2011), "Do Vendors Benefit from Promotions in a Multi-vendor Loyalty Programs?" *Marketing Letters*, 22, (4), 341-356.
- Ataman, M. Berk, Carl F. Mela, and Harald J. Van Heerde (2008), "Building brands," *Marketing Science*, 27 (6), 1036-1054.
- Lemon, Katherine N. and Florian v. Wangenheim (2009), "The Reinforcing Effects of Loyalty Program Partnerships and Core Service Usage: A Longitudinal Analysis," *Journal of Service Research*, 11 (5), 357-370.
- Vargo, Stephen L., and Robert F. Lusch (2004), "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (1), 1-17.
- Lin, Jiun-Sheng Chris, and Haw-Yi Liang (2011), "The Influence of Service Environments on Customer Emotion and Service Outcomes," *Managing Service Quality: An International Journal*, 21 (4), 350-372.
- De Vries, Lisette, Sonja Gensler, and Peter S.H. Leeflang (2012), "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing," *Journal of Interactive Marketing*, 26 (2), 83-91.
- Chevalier, Judith A., and Dina Mayzlin (2006), "The Effect of Word of Mouth on Sales: Online Book Reviews," *Journal of Marketing Research*, 43 (3), 345-354.
- Anderl, Eva, Jan Hendrik Schuman and Werner Kunz (2016), "Helping Firms Reduce Complexity in Multichannel Online Data: A New Taxonomy-Based Approach for Customer Journeys," *Journal of Retailing*, forthcoming.
- Scott A. Neslin, and Björn Vroomen (2007), "Multichannel Customer Management: Understanding the Research-Shopper Phenomenon," *International Journal of Research in Marketing*, 24 (2), 129-148.
- Lervik-Olsen, Line, Rutger van Oest and Peter C. Verhoef (2015). "When Is Customer Satisfaction 'Locked'? A Longitudinal Analysis of Satisfaction Stickiness," Working Paper, BI Norwegian School of Management.
- Bhattacharya, Chitrabhan B., and Sankar Sen (2003), "Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies," *Journal of Marketing*, 67 (April), 76-88.
- Fornell, Claes, Roland T. Rust, and Marnik G. Dekimpe (2010), "The Effect of Customer Satisfaction on Consumer Spending Growth," *Journal of Marketing Research*, 47 (1), 28-35.
- Shah, Denish, V. Kumar and Kihyun H. Kim (2014), "Managing Customer Profits: The Power of Habits," *Journal of Marketing*, 51 (6), 726-741.



- De Haan, Evert, P.K. Kannan, Peter C. Verhoef and Thorsten Wiesel (2015), "The Role of Mobile Devices in the Online Customer Journey," MSI Working Paper Series (15-124), Cambridge, MA: Marketing Science Institute
- Hanssens, Dominique M., Koen H. Pauwels, Shuba Srinivasan, Marc Vanhuele, and Gokhan Yildirim (2014), "Consumer Attitude Metrics for Guiding Marketing Mix Decisions," *Marketing Science*, 33, (4), 534-550
- Kumar, V., Lerzan Aksoy, Bas Donkers, Rajkumar Venkatesan, Thorsten Wiesel and Sebastian Tillmans (2010), "Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value," *Journal of Service Research*, 13 (3) 297-310.
- Onishi, Hiroshi, and Puneet Manchanda (2012), "Marketing Activity, Blogging and Sales." *International Journal of Research in Marketing*, 29 (3), 221-234.
- Scott A. Neslin, and Björn Vroomen (2007), "Multichannel Customer Management: Understanding the Research-Shopper Phenomenon," *International Journal of Research in Marketing*, 24 (2), 129-148.
- Bolton, Ruth N., James H. Drew (1991), "A Multistage Model of Customers' Assessment of Service Quality and Value," *Journal of Consumer Research*, 17 (4), 375-84.
- Bolton, Ruth N., John Deighton, Timothy L. Keiningham, Katherine N. Lemon, Andrew J. Petersen, (2006). "Forward-looking focus: Can firms have adaptive foresight?" *Journal of Service Research*, 9 (2), 168-183.
- Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (3), 343-353.
- Bhattacharya, Chitrabhan B., and Sankar Sen (2003), "Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies," *Journal of Marketing*, 67 (4), 76-88
- Parvatiyar, Atur (1995), "Ecological Imperatives and the Role of Marketing," in *Environmental Marketing: Strategies, Practice, Theory, and Research*, Michael Jay Polonsky and Alma T. Mintu-Wimsatt, Eds., New York, NY: Routledge
- Arnould, Eric J., and Linda L. Price (1993), "River Magic: Extraordinary Experience and the Extended Service Encounter," *Journal of Consumer Research*, 20 (June), 24-45.
- Verhoef, Peter C., A. Parasuraman, Anne Roggeveen, Michael Tsiros and Leonard A. Schlesinger (2009), "Customer Experience Creation: Determinants, Dynamics and Management Strategies," *Journal of Retailing*, 85 (1), 31-41
- Fornell, Claes, Roland T. Rust, and Marnik G. Dekimpe (2010), "The Effect of Customer Satisfaction on Consumer Spending Growth," *Journal of Marketing Research*, 47 (1), 28-35.



Gijsenberg, Maarten J., Harald J. van Heerde and Peter C. Verhoef (2015), "Losses Loom Longer than Gains: Modeling the Impact of Service Crisis on Perceived Service Quality over Time," *Journal of Marketing Research*, 52 (5), 642-656.

Hollebeek, L. and Chen, T. (2014), "Exploring positively- versus negatively-valenced brand engagement: a conceptual model", *Journal of Product and Brand Management*, Vol. 23 No. 1, 62-74.

Beckers, S.F., Risselada, H. and Verhoef, P.C. (2014), "Customer engagement: a new frontier in customer value management", in Rust, R.T. and Huang, M.H. (Eds), *Handbook of Service Marketing Research*, Edward Elgar, Cheltenham, MA, 97-120

Alvarez-Milan, A., Felix, R., Rauschnabel, P.A. and Hinsch, C. (2018), "Strategic customer engagement marketing: a decision making framework", *Journal of Business Research*, Vol. 92, 61-70

Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L.D. (2013), "Consumer engagement in a virtual brand community: an exploratory analysis", *Journal of Business Research*, Vol. 66 No. 1, 105-114

Harrigan, P., Evers, U., Miles, M.P. and Daly, T. (2018), "Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent", *Journal of Business Research*, Vol. 88, 388-396.

Kleine, S. S., R. E. Kleine III, and C. T. Allen (1995), "How Is a Possession "Me" or "Not Me"? Characterizing Types and an Antecedent of Material Possession Attachment," *Journal of Consumer Research*, 22 (3), 327-43.

Bolton, Ruth N. and James H. Drew (1991), "A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes," *Journal of Marketing*, 55 (January), 1-9.

Prahalad, Coimbatore K. and Venkat Ramaswamy (2004), "Co-Creation Experiences: The Next Practice in Value Creation," *Journal of Interactive Marketing*, 18 (3), 5-14.

Joshi, Prasoon (2008), "Consumer Engagement Gives Way to Marketing Success," in *The Financial Express*. New Delhi.

Gopalakrishnan, R. (2008), "Consumer Engagement Gives Way to Marketing Success," in *The Financial Express*. New Delhi.

Hirschman, Elizabeth C. and Morris B. Holbrook (1982), "Hedonic Consumption: Emerging Concepts, Methods and Propositions," *Journal of Marketing*, 46 (Summer), 92-101.

Hirschman, Elizabeth C. (1984), " Experience Seeking: A Subjectivist Perspective of Consumption," *Journal of Business Research*, 12 (1), 115-36.



- Kahn, William A. (1990), "Psychological Conditions of Personal Engagement and Disengagement at Work," *Academy of Management Journal*, 33 (Dec), 692-724.
- May, Douglas R., Richard L. Gilson, and Lynn M. Harter (2004), "The Psychological Conditions of Meaningfulness, Safety and Availability and the Engagement of the Human Spirit at Work," *Journal of Occupational and Organizational Psychology*, 77, 11-37..
- Edmondson, A. (2002), "The Local and Variegated Nature of Learning in Organizations: A Group Level Perspective," *Organization Science*, 13 (2), 128-46.
- Edmondson, A. (1999), "Psychological Safety and Learning Behavior in Work Teams," *Administrative Science Quarterly*, 44, 350-83
- Sheth, Jagdish N., Bruce I. Newman, and Barbara Gross (1990), *Why We Buy What We Buy: A Theory of Consumption Values*. Cincinnati, OH: South-Western Publishing Company.
- Holbrook, Morris B. (2006), "Rosepekiceciveci Versus Ccv," in *The Service-Dominant Logic of Marketing: Dialog, Debate and Directions*, Robert F. Lusch and Stephen L. Vargo, Eds. N.Y.: M.E. Sharpe
- Etgar, Michael (2008), "A Descriptive Model of the Consumer Co-Production Process," *Journal of the Academy of Marketing Science*, 36 (1), 97-108.
- Csikszentmihalyi, Mihaly (1990), *Flow: The Psychology of Optimal Experience* (1st ed.). New York: Harper & Row.
- Milliyet (2020). *Çok Getir'di, iyi kazandı!*, Milliyet, <https://www.milliyet.com.tr/ekonomi/cok-getirdi-iyi-kazandi-6215280>
- Milliyet (2021). *Getir'e dev yatırım*, Milliyet, <https://www.milliyet.com.tr/ekonomi/getire-dev-yatirim-6466069>.
- Nierynck, R. (2020). *Quick commerce: pioneering the next generation of delivery* [online], Delivery Hero, <https://www.deliveryhero.com/blog/quick-commerce/>
- Delivery Hero (2021). *Delivery Hero significantly expands quick commerce and records 400,000 daily orders in April* [online], Delivery Hero, <https://www.deliveryhero.com/newsroom/delivery-hero-significantly-expands-quick-commerce/>
- Mogenson, David (2015), "I Want-to-Do Moments: from Home to Beauty," <https://www.thinkwithgoogle.com/articles/i-want-to-do-micro-moments.html>.



Kastenholz, C. (2021, May 17). *Gen Z and the Rise of Social Commerce*. Retrieved from Forbes: <https://www.forbes.com/sites/forbesagencycouncil/2021/05/17/gen-z-and-the-rise-of-social-commerce/?sh=766eb7c9251d>

Kaur, D. (2021, September 14). *Indonesia's online grocery market rides high on the pandemic boom*. Retrieved from Techwire Asia: <https://techwireasia.com/2021/09/indonesias-online-grocery-market-rides-high-on-the-pandemic-boom/>

Kua, P. (2020, October 29). *iPhone vs Android Users: How Are They Different?* Retrieved from Mobile Apps: https://www.mobileapps.com/blog/iphone-vs-android-users#4_Affordability

Lee, C. (2020, April 28). *8 Groceries Stores & Supermarkets In Indonesia with Online Shopping so You Can Stock up from your Couch*. Retrieved from The Smart Local: <https://thesmartlocal.com/indonesia/grocery-stores/>