UNIVERSITAS
GADJAH MADA
How Do Businesses Influence Consumer Behavior in the Presence of Personalization
Difha Aditama Putera, RR. Tur Nastiti, M.Si., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Title Page i
Lembar Pengesahan iii
Pernyataan Bebas Plagiasi iv
1. CHAPTER 1: INTRODUCTION 3
1.1. Personalized Marketing 3
1.2. Customer Decision-Making 4
1.3. Personalized Marketing and Customer Decision-Making 6
1.4. Problematization 7
2. CHAPTER 2: RESEARCH METHODOLOGY 9
2.1. Data Collection 9
2.2. Data Analysis 12
3. CHAPTER 3: FINDINGS AND DISCUSSION 15
3.1. Consumer Data Utilization 15
3.1.1. Where is Data Collected From 15
3.1.2. What Kind of Data is Collected 16
3.1.3. How is Data Used for Personalized Marketing Strategies 16
3.2. Personalized Marketing Strategies 17
3.2.1. Implementing Personalized Marketing Strategies 17
3.2.2. Continuous Improvement Loop 18
3.2.3. Technologies & Tools Used to Implement Personalized Marketing 19
3.3. Influencing Consumer Decision-Making 20
3.3.1. Direct Influence on Consumer Decision-Making 20
3.3.2. Personalized Marketing Impact on Consumer Purchases 21
3.4. Challenges and Ethical Considerations 21
3.4.1. Issues Related to Consumer Privacy Concerns 21
3.4.2. Balancing Marketing Goals With Ethical Considerations 22
3.5. Consumer Feedback 22
3.6. Behavioral Insights 23
3.6.1. Measuring Effectiveness on Consumer Behaviour 23
3.6.2. Key Behavioural Insights From Personalized Marketing Efforts 24
3.7. Future Trends 24
3.8. Refinement of Personalized Marketing Strategies 25
3.9. Conceptual Model 26
4. REFERENCES 27