

## References

- AI-Therapy Statistics. (n.d.). *Sample size calculator*. <https://www.ai-therapy.com/psychology-statistics/sample-size-calculator>
- Albrecht, A. K., Walsh, G., Brach, S., Gremler D. D., & van Herpen, E. (2017). The influence of service employees and other customers on customer unfriendliness: a social norms perspective. *Journal of the Academy of Marketing Science*, 45, 827-847. <https://doi.org/10.1007/s11747-016-0505-6>
- Burchardt, T., Grand, J. L., & Piachaud, D. (1999). Social Exclusion in Britain 1991—1995. *Social Policy & Administration*, 33(3), 227-244. <https://doi.org/10.1111/1467-9515.00148>
- CommLab India. (2017). *Training Challenges and E-learning Solutions Summit 2017*. <https://www.commlabindia.com/events/india-summit-2017>
- Ebeling, R. (2017). Competition and Capitalism. *The Future of Freedom Foundation*. <https://www.fff.org/explore-freedom/article/capitalism-and-competition/>
- Fitzsimons, G. J. (2000). Consumer response to stockouts. *Journal of Consumer Research*, 27(2), 249–266. <https://doi.org/10.1086/314323>
- Gentry, J. (1982). The Impact of Credit Decisions on Shopping Behaviour. *Advances in Consumer Research*, 19(1), 385-388. [http://linker2.worldcat.org/?date=1982-01-01&rft.content=fulltext&aulast=Gentry&issue=1&jKey=ACR&rft\\_id=info%2Fsid%3Aoclc.org%2FWCL&rft.institution\\_id=60691&linktype=best&page=385&title=Advances+in+Consumer+Research&localstem=http%3A%2F%2Feur.idm.oclc.org%2Flogin%3Furl%3D&atitle=THE+IMPACT+OF+CREDIT+DECISIONS+ON+SHOPPING+BEHAVIOR.&dbKey=buh&volume=9&linkScheme=ebscoh&itemnum=6430748&jHome=https%3A%2F%2Fsearch.ebscohost.com%2Fdirect.asp%3Fdb%3Dbuh%26jid%3D%2522ACR%2522%26scope%3Dsite&issn=0098-9258&provider=EBSCOhost&rft.order\\_by=preference&pkgName=buh&rft.oclcnum=5753355894&linkclass=to\\_article](http://linker2.worldcat.org/?date=1982-01-01&rft.content=fulltext&aulast=Gentry&issue=1&jKey=ACR&rft_id=info%2Fsid%3Aoclc.org%2FWCL&rft.institution_id=60691&linktype=best&page=385&title=Advances+in+Consumer+Research&localstem=http%3A%2F%2Feur.idm.oclc.org%2Flogin%3Furl%3D&atitle=THE+IMPACT+OF+CREDIT+DECISIONS+ON+SHOPPING+BEHAVIOR.&dbKey=buh&volume=9&linkScheme=ebscoh&itemnum=6430748&jHome=https%3A%2F%2Fsearch.ebscohost.com%2Fdirect.asp%3Fdb%3Dbuh%26jid%3D%2522ACR%2522%26scope%3Dsite&issn=0098-9258&provider=EBSCOhost&rft.order_by=preference&pkgName=buh&rft.oclcnum=5753355894&linkclass=to_article)
- Hak, T., Veer, K. van der, & Jansen, H. (2008). The Three-Step Test-Interview (TSTI): An observation-based method for pretesting self-completion questionnaires. *Survey Research Methods*, 2(3), 143-150. <https://doi.org/10.18148/srm/2008.v2i3.1669>
- Hak, T. (2013). The Evaluation and Synthesis of Empirical Evidence. *Research Gate*.

[https://www.researchgate.net/publication/303707304\\_The\\_evaluation\\_and\\_synthesis\\_of\\_empirical\\_evidence](https://www.researchgate.net/publication/303707304_The_evaluation_and_synthesis_of_empirical_evidence)

- Hauser, D. J., & Schwarz, N. (2015). It's a Trap! Instructional Manipulation Checks Prompt Systematic Thinking on "Tricky" Tasks. *SAGE Open*, 5(2). <https://doi.org/10.1177/2158244015584617>
- Henrich, J., Heine, S. & Norenzayan, A. (2010). Most people are not WEIRD. *Nature*, 466, 29. <https://doi-org.eur.idm.oclc.org/10.1038/466029a>
- Hu, M., Qiu, P., Wan, F., & Stillman, T. (2018). Love or hate, depends on who's saying it: How legitimacy of brand rejection alters brand preferences. *Journal of Business Research*, 90, 164-170. <https://doi.org/10.1016/j.jbusres.2018.05.006>
- Jiang, M., Gao, D.-G., Huang, R., DeWall, C. N., & Zhou, X. (2014). The devil wears prada: advertisements of luxury brands evoke feelings of social exclusion: luxury brands. *Asian Journal of Social Psychology*, 17(4), 245–254. <https://doi.org/10.1111/ajsp.12069>
- Jun, Y., Fang, W., & Reed, A. (2019). I desire a brand when i see the standard: how to communicate brand rejection. *Advances in Consumer Research*, 47, 917-918.
- Kruglanski, A., Shah, J., Fishbach, A., Friedman, R., Woo Young Chun, & Sleeth-Keppler, D. (2002). A theory of goal systems. *Advances In Experimental Social Psychology*, 331-378. [https://doi.org/10.1016/S0065-2601\(02\)80008-9](https://doi.org/10.1016/S0065-2601(02)80008-9)
- Lee, J., & Shrum, L. (2012). Conspicuous Consumption versus Charitable Behavior in Response to Social Exclusion: A Differential Needs Explanation. *Journal of Consumer Research*, 39(3), 530-544. <https://doi.org/10.1086/664039>
- Litt, A., Khan, U., & Shiv, B. (2010). Lusting While Loathing: Parallel Counterdriving of Wanting and Liking. *Psychological Science*, 21(1), 118-125. <https://www.jstor.org/stable/41062173>
- McLeod, S. A. (2019). What does effect size tell you? *Simply Psychology* <https://www.simplypsychology.org/effect-size.html>
- McLeod, S. A. (2019). Social Identity Theory *Simply Psychology* <https://www.simplypsychology.org/social-identity-theory.html>
- Mead, N. L., Baumeister, R. F., Stillman, T. F., Rawn, C. D., & Vohs, K. D. (2011). Social exclusion causes people to spend and consume strategically in the service of affiliation. *Journal of consumer research*, 37(5), 902-919. <https://doi.org/10.1086/656667>

- Nevile, A. (2007). Amartya K. Sen and social exclusion. *Development In Practice*, 17(2), 249-255. <https://doi.org/10.1080/09614520701197200>
- Newman, D.A. (2014). Missing Data: Five Practical Guidelines. *Organizational Research Methods*, 17(4), 372-411. <http://doi.org/10.1177/1094428114548590>
- OECD. (2019). *Under Pressure: The Squeezed Middle Class*. Paris: OECD Publishing. <https://doi.org/10.1787/689afed1-en>.
- Oppenheimer, D. M., Meyvis, T., & Davidenko, N. (2009). Instructional manipulation checks: detecting satisficing to increase statistical power. *Journal of Experimental Social Psychology*, 45(4), 867–872. <https://doi.org/10.1016/j.jesp.2009.03.009>
- Parker, K., & Igielnik, R. (2020). *What we know about gen z so far*. <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>
- Pavuluru, S. (2019). Hermes S.A. neuro-marketing strategies that made it the luxury brand it is today. *Linkedin*. <https://www.linkedin.com/pulse/herm%C3%A8s-sa-neuro-marketing-strategies-made-luxury-brand-pavuluru>
- Pratama, A. R., (2018). Investigating Daily Mobile Device Use Among University Students in Indonesia. *IOP Conference Series: Material Science and Engineering*, 325. <https://doi.org/10.1088/1757-899X/325/1/012004>
- Rastogi, V., Tamboto, E., Tong, D., & Sinburimsit, T. (2021). Indonesia's rising middle-class and affluent consumers. <https://www.bcg.com/publications/2013/center-consumer-customer-insight-consumer-products-indonesias-rising-middle-class-affluent-consumers>
- Rosling, H., Rosling, O., & Rönnlund, A. R. (2019). *Factfulness: ten reasons we're wrong about the world - and why things are better than you think*. Sceptre.
- Rucker, D. & Galinsky, A., (2008). Desire to Acquire: Powerlessness and Compensatory Consumption. *Journal of Consumer Research*, 35(2), 257-267. <https://www.jstor.org/stable/10.1086/588569>
- Saputri, M. E., & Saraswati, T. G. (2017). High-low context communication in business communication of Indonesian. *Proceedings of the 3rd International Conference on Transformation in Communications 2017 (IcoTiC 2017): Advances in Social Science, Education, and Humanities Research*, 150(3), 288-293. <https://www.atlantispress.com/proceedings/icotic-17/25902408>

- Sedor, K. (2015). The Law of Large Numbers and Its Application. [Honours Seminar, Lakehead University]. LakeheadU.  
<https://www.lakeheadu.ca/sites/default/files/uploads/77/images/Sedor%20Kelly.pdf>
- Sharma, M., Sarin, A., Gupta, P., Sachdeva, S., & Desai, A. (2014). Journal Impact Factor: Its Use, Significance and Limitations. *World Journal Of Nuclear Medicine*, 13(2), 146. <http://doi.org/10.4103/1450-1147.139151>
- Taylor, S., & Baker, T. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal Of Retailing*, 70(2), 163-178.  
[http://doi.org/10.1016/0022-4359\(94\)90013-2](http://doi.org/10.1016/0022-4359(94)90013-2)
- The Wing Institute. (n.d.). *Does sample size correlate to larger or smaller effect sizes obtained from reviews of research studies?*  
<https://www.winginstitute.org/does-sample-size-correlate#:~:text=Results%3A,diminished%20with%20increasing%20sample%20size>
- The World Bank (n.d.). *The World Bank in Indonesia*.  
<https://www.worldbank.org/en/country/indonesia/overview>
- Veblen, T. (1967). *The theory of the leisure class*. New York: Viking Press.
- Ward, M., & Dahl, D. (2014). Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers' Desire for the Brand. *Journal of Consumer Research*, 41(3), 590-609. <http://doi.org/10.1086/676980>
- White, S. (2018). Balenciaga is Kering's Fastest Growing Brand. *Business of Fashion*. <https://www.businessoffashion.com/articles/luxury/balenciaga-is-kerings-fastest-growing-brand>
- Wilson, D. B. (n.d.). Practical Meta-Analysis Effect Size Calculator. *Campbell Collaboration*.  
<https://campbellcollaboration.org/escalc/html/EffectSizeCalculator-Home.php>
- Williams, K., & Sommer, K. (1997). Social Ostracism by Coworkers: Does Rejection Lead to Loafing or Compensation?. *Personality And Social Psychology Bulletin*, 23(7), 693-706.  
<http://doi.org/10.1177/0146167297237003>