



Retailing and Customer Satisfaction: From an International Perspective

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Message from the Guest Editors

Dear Colleagues,

In the era of omnichannel environments in retail, retailers can reach their customers by delivering targeted information, offering value that sets them apart, and this has the potential to establish intense customer engagement. Communication and information technologies may assist retailers to identify suitable consumers. In addition, technology facilitates shoppers to make better choices about which products or services to buy. However, not all consumer decisions depend on widespread information searches and exhaustive decision processes...





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Message from the Editor-in-Chief

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