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Understanding Customer Experience Throughout The Customer ...Process Or Purchase Journey (Pucinelli Et Al. 2009; Verhoef Et Al. 2009). Overall, We Thus Conclude That Customer Experience Is A Multidimensional Construct Focusing On A Customer's cognitive, emotional, behavioral, sensorial, and social Responses To A firm's Offerings During The Customer's Entire Purchase Journey. The Roots Of Customer ... May 1th, 2024

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