

A systematic review of the effects of technologies on customer experience and behavior in physical retailing

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Cite as:

Hosseinpour Masoumeh, Steinmann Sascha, Roschk Holger, Tsalis George (2021), A systematic review of the effects of technologies on customer experience and behavior in physical retailing. *Proceedings of the European Marketing Academy*, 50th, (94221)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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## **Abstract**

Technologies impacted and continue to change retailing. Technologies can facilitate and inhibit customer perceptions, decision making processes, and purchase behaviors. This systematic review focuses on the effects of several technologies available in physical retailing on customer experience and behavior-related variables (i.e., customer responses). Previous literature focuses on how technologies in physical retailing affect consumer responses, rather than on what the effects of technologies in physical retailing can be on consumer responses. We will identify relevant studies by conducting a systematic search to gain an understanding of the impacts of using technology on customers affective, cognitive, and behavioral responses. The findings will contribute to knowledge on customer behavior in physical retailing. They also provide guidelines for retailers to implement appropriate technologies to facilitate consumer responses in physical retailing.

**Keywords:** *Technology experience; Physical retailing; Customer behavior*

**Track:** Retailing & Omni-Channel Management