

Online & Offline Marketing for Understanding Consumer Behavior

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Introduction:

 **Submission Deadline: 2023-06-30**

Dear Colleagues,

As the internet grows in popularity, customers are more likely to share their experiences and information in online reviews. The majority of consumers recognize that online reviews can supply them with useful information regarding the products they will be purchasing prior to their purchase. Many of them influence their purchase decisions. Therefore, to maintain the customer satisfaction and the repurchase intention of customers, it is crucial that the business understands how to handle the customer experience and customer reviews in order to sustain the sustainable development. Additionally, customer service is one of the most critical selection factors for customers, and it is imperative that additional service is provided, especially after COVID-19.

By showing that the online review is important in affecting perceived value and identifying the contingency factors between attitudinal and behavioral variables, this special issue aimed to add new insights into the customer experience satisfaction path by revealing the significance of online reviews on perceived value and acted behavior. Further to that, this SI also targeted to collect research outcomes that will provide literature and managerial insights into the areas of customer behavior, service operations management, and marketing strategy planning as well as big data research methodology.

We welcome a diversity of articles, such as conceptual and empirical articles, reviews, critical comments, and meta-analyses, for submission to this SI. We will accept manuscripts from different disciplines, addressing topics related to the scope.

Keywords:

Customer behavior; Satisfaction; Online review; Customer experience; Electronic word of mouth (eWOM); Big data; Services marketing