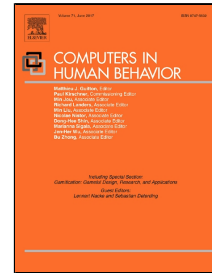


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Preferences of smart shopping channels and their impact on perceived wellbeing and social inclusion

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Highlights

- Examines consumers' interactions with retailers via smart shopping channels.
- Explores the effect of social exclusion and smart channels selection to wellbeing
- Smart channels have higher contribution to wellbeing for socially excluded customers
- The mobile phone channel has a greater contribution to younger customers' wellbeing

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