

Accepted Manuscript

Tell me what they are like and I will tell you where they buy. An analysis of omnichannel consumer behavior

Paula Rodríguez-Torrico, Rebeca San José Cabezudo, Sonia San-Martín

PII: S0747-5632(16)30813-5

DOI: [10.1016/j.chb.2016.11.064](https://doi.org/10.1016/j.chb.2016.11.064)

Reference: CHB 4603

To appear in: *Computers in Human Behavior*

Received Date: 23 February 2016

Revised Date: 28 November 2016

Accepted Date: 30 November 2016

Please cite this article as: Rodríguez-Torrico P., San José Cabezudo R. & San-Martín S., Tell me what they are like and I will tell you where they buy. An analysis of omnichannel consumer behavior, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2016.11.064.

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Tell me what they are like and I will tell you where they buy. An analysis of omnichannel consumer behavior.

Paula Rodríguez-Torrico¹

Department of Economics and Business Administration, Faculty of Economics and Business, University of Burgos, C/ Parralillos, s/n, 09001 Burgos, Spain. prtorrigo@ubu.es

Rebeca San José Cabezero

Department of Business and Marketing, Faculty of Economics and Business, University of Valladolid, Avda del Valle Esgueva, 6, 47011 Valladolid, Spain.

Sonia San-Martín

Department of Economics and Business Administration, Faculty of Economics and Business, University of Burgos, C/ Parralillos, s/n, 09001 Burgos, Spain.

¹ Corresponding author

Download English Version:

<https://daneshyari.com/en/article/4937704>

Download Persian Version:

<https://daneshyari.com/article/4937704>

[Daneshyari.com](https://daneshyari.com)