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Demet YALÇIN<sup>1</sup>

DİJİTAL PAZARLAMA ÖZELLİKLERİNİN PERAKENDECI MARKA DEĞERİ VE SATIŞ SONRASI MÜŞTERİ MEMNUNİYETİ ÜZERİNE ETKİSİ: BOYNER ÖRNEĞİ

Gökçe ÖZDEMİR<sup>1</sup> Mustafa GÖÇER<sup>2</sup>