

Social - Local - Mobile SoLoMo - Always-on im Handel Gerrit Heinemann Gerrit Heinemann
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In the future shopping will be greatly influenced by a combination of localization issues mobile internet at the point of sale and use of social networks this book focuses on the solomo synergies that arise from this paradigm shift in future shopping which also promises new and effective marketing options for traditional retailers it also reflects the current status of research and business practice analyzing the basic factors of solomo in detail the importance of location based services lbs is elaborated and analyzed in an empirical study using a market based case of kaufda a leading german online shopping network the evidence shows that customers see lbs as an attractive tool and are prepared to change their buying behavior though lbs is still in its early stages and its professional longevity remains to be seen it also promises tremendous potential for the future

das shopping der zukunft zeichnet sich durch ein begleitendes zusammenspiel von sozialer vernetzung lokalisierung und mobiler internetnutzung beim ladenbesuch aus dieser dreiklang bildet die basis für die synergien des solomo die ganz neue möglichkeiten der vermarktungseffizienz insbesondere für stationäre händler erlauben die sich daraus ergebenden chancen greift das vorliegende buch auf indem es den aktuellen stand der forschung und praxis zu dem thema darstellt und die basisfaktoren des solomo umfassend klärt dabei werden die location based services lbs denen eine schlüsselrolle im handel der zukunft zukommt besonders gewichtet und mit einer empirischen studie in hinblick auf nutzung sowie potenzial am beispiel von kaufda erforscht die ergebnisse weisen darauf hin dass die kunden lbs als attraktiv ansehen und bereit sind durch sie habitualisiertes einkaufsverhalten in frage zu stellen lbs befinden sich allerdings noch im anfangsstadium und sind vom begriff her relativ unbekannt lassen allerdings große

potenziale erkennen

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