



SoLoMo - Always-on im Handel: Die soziale, lokale und mobile Zukunft des Shopping (German Edition)

Gerrit Heinemann

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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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