

European Retail Research

[DOWNLOAD HERE](#)

1;Preface;6 2;Contents;8 3;Why does Segmentation Matter? Using Mixed Methodology to Identify Market Segments;9 3.1;Abstract;9 3.2;Keywords;9 3.3;1. Introduction and Objectives;10 3.4;2. Why Segmenting?;11 3.5;3. Methodology;15 3.6;4. Results from a Retailing Dataset and Discussion;19 3.7;5. Results and Implications;26 3.8;Acknowledgements;28 3.9;References;28 4;RFID-Based Tracking of Shopping Behaviour at the Point of Sale Possibilities and Limitations;34 4.1;Abstract;34 4.2;Keywords;34 4.3;1. Introduction;35 4.4;2. Tracking-Relevant Categories of Shopping Behaviour at the POS;37 4.5;3. Radio-Based Technique for Recording Movements;37 4.6;4. Possibilities of the RFID-Based Recording of Wayfinding Behaviour;39 4.6.1;4.1. Possible Starting Points for Recording Wayfinding Behaviour;39 4.6.1.1;Tracking Shopping Carts;39 4.6.1.2;Tracking Shopping Baskets;40 4.6.1.3;Tracking People;40 4.6.2;4.2. Technical Possibilities of Tracking Wayfinding;40 4.6.3;4.3. Analysing Wayfinding Data;41 4.6.4;4.4. Legal Limitations and Social Acceptance;42 4.7;5. Possibilities of the RFID-Based Recording of Attention & Approach Behaviour;44 4.7.1;5.1. Relevant Attention and Approach Behaviour at the Shelf and its Recordability;44 4.7.2;5.2. Technical Possibilities of Attention & Approach Tracking at the Shelf;44 4.7.3;5.3. Analysing Attention & Approach Data;46 4.7.4;5.4. Legal Limitations and Social Acceptance;47 4.8;6. Summary and Prospects;48 4.9;References;49 5;Prospects for PoS Market Research with RFID Technology: Examination of Consumers In-Store Shopping Processes;53 5.1;Abstract;53 5.2;Keywords;53 5.3;1. Introduction;54 5.4;2. Conceptual Outline;54 5.4.1;2.1. Applying RFID in Behavioural Consumer Research;54 5.4.2;2.2. RFID-Technology for Process Integrated Measurement;55 5.5;3. Prospects for PoS Market Research with RFID Technology;57 5.5.1;3.1. RFID for Validating and Refining Models of Consumer Behaviour;57 5.5.2;3.2. RFID-enabled Behavioural Metrics Transferring Online to Offline;59 5.5.3;3.3. Exploring White Spaces Contingent Factors in Consumer Behaviour;61 5.6;4. Research Outlook;63 5.7;References;65 6;In-Store Logistics Processes in Austrian Retail Companies;69 6.1;Abstract;69 6.2;Keywords;69 6.3;1. Introduction;70 6.4;2. Research Background;70 6.5;3. Methodology;74 6.6;3. The Austrian Retail Environment;76 6.7;4. Case Study 1: Grocery Retailer;77 6.8;5. Case Study 2: DIY Retailer;80 6.9;7. Discussion;82 6.10;8. Limitations and

Future Research;87 6.11;References;88 7;Ethical Sourcing Choice of Sourcing Strategies and Impact on Performance of the Firm in German Retailing;91 7.1;Abstract;91 7.2;Keywords;91 7.3;1. Introduction;92 7.4;2. Corporate Social Responsibility and Ethical Sourcing;92 7.5;3. Theoretical Background;94 7.5.1;3.1 Characteristics of Ethical Sourcing;94 7.5.2;3.2 Principal Agent Theory;95 7.5.3;3.3 Resource Dependency Theory;95 7.6;4. Conceptual Model;96 7.7;5. Hypotheses;98 7.7.1;5.1 Influence of Ethical Sourcing Intentions on Sourcing Strategies;98 7.7.2;5.2 Effect of Different Purchasing Strategies on Ethical Sourcing Performance;99 7.7.3;5.3 Ethical Sourcing Performance and Performance of the Firm;99 7.8;6. The Study;100 7.9;7. Analyses;101 7.10;8. Results and Discussion;102 7.11;9. Conclusion and Implications;105 7.12;10. Limitations and Further Research;105 7.13;References;106 8;Retailing in India Background, Challenges, Prospects;112 8.1;Abstract;112 8.2;Keywords;112 8.3;1. Introduction;113 8.4;2 India A Market Overview;114 8.4.1;2.1 India A Country Profile;114 8.4.2;2.2 Snapshot of Retail History in India;115 8.4.3;2.3 Status Quo of the Indian Retail Market;116 8.4.4;2.4 India s Unorganised and Organised Retail Segments;117 8.4.5;2.5 Sectors of Indian Retail;119 8.4.5.1;2.5.1 Food and Grocery;119 8.4.5.2;2.5.2 Apparel and Accessories;120 8.4.5.3;2.5.3 Consumer Electronics;120 8.4.5.4;2.5.4 Watches, Eyeglasses and Jeweller EAN/ISBN : 9783834962355 Publisher(s): Gabler Discussed keywords: Einzelhandel, Europa, Wirtschaft, Handelsforschung Format: ePub/PDF Author(s): Morschett, Dirk - Foscht, Thomas - Rudolph, Thomas - Schnedlitz, Peter - Morschett, Dirk - Rudolph, Thomas

[DOWNLOAD HERE](#)

Similar manuals:

[Turkey Milet Southern Coast Of The Aegean Sea Olive Olea Europaea](#)

[Globeflower Trollius Europaeus Alp Avion Grimentz Val Anniviers Valais Switzerland](#)

[Euonymus Europaea](#)

[Globe Flower Trollius Europaeus - Lake Schlappoldsee Fellhorn Allgaeu Alps - Germany](#)

[Old Stone Wall With Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Near Two Bridges Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Whin Ulex Europaeus Dartmoor National Park Devon England](#)

[Fall Foliage Of A Larch Larix Europaea And A Farmhouse Lower Austria](#)

[Fall Foliage Of A Larch Larix Europaea And A Farmhouse In The Background Part Of The Mountain Rax Lower Austria](#)

[Globe Flower Trollius Europaeus - Germany](#)

[Globe Flower Trollius Europaeus - Germany](#)

[Hare Lepus Europaeus In Meadow](#)

[Wrzburg Hofgarten Residenz Fountain Sculptures Raub Der Europa From Johann Peter Wagne Wuerzburg Franconia Bavaria Germany](#)

[Wrzburg Hofgarten Residenz Fountain Sculptures Raub Der Europa From Johann Peter Wagne Wuerzburg Franconia Bavaria Germany](#)

[Wrzburg Hofgarten Residenz Fountain Sculptures Raub Der Europa From Johann Peter Wagne Wuerzburg Franconia Bavaria Germany](#)

[Nerja - Costa Del Sol - View From Balcn De Europa - Andalusia Province Mlaga Spain](#)

[Mountainstation Cabana Veronica In The Mountains Picos De Europa Spain](#)

[Mountain Lake Lago Ercina In Picos De Europa Spain](#)

[Autumnal Larches Larix Europaea In National Park Hohe Tauern East Tyrol Austria](#)

[Autumnal Larches Larix Europaea In National Park Hohe Tauern East Tyrol Austria](#)

[National Park Hohe Tauern Gschlss East Autumnal Larches Larix Europaea Tyrol Austria](#)

[Globe Flower Globeflower Trollius Europaeus Germany](#)

[El Mazo Rio Deva Picos De Europa Asturias Spain](#)

[Covadonga Santa Cueva Holy Cave Picos De Europa Asturias Spain](#)

[Prickers Of A Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus On A Meadow](#)

[Nuthatch Sitta Europaea Germanys Bird Of The Year 2006](#)

[Nuthatch Sitta Europaea Germanys Bird Of The Year 2006](#)

[Wirtschaftsunternehmen](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Hedgehog Erinaceus Europaeus](#)

[Globeflower Trollius Europaeus Switzerland](#)