

Digitisation of sales floors in the retail trade (German acronym: DigVerEH) The opportunities and limits for small and medium-sized retailers in rural areas

Project management: Prof. Dr. Arnd Jenne

Summary: The aim of the project is to adapt digital technologies on the sales floor to meet the needs of customers of small and medium-sized retailers in rural areas and, through this adjustment, to reduce the inhibition threshold around the introduction of such technology. In this way, the competitiveness of small and medium-sized retailers in rural areas can be improved, particularly in the context of the promising cross-channel strategy, and a contribution made towards making rural areas more attractive as a place to live. To this end, technologies appropriate to the specific target groups of small and medium-sized retailers in rural areas (e.g. Beacon, QR codes, Augmented Reality) are to be identified, and adaptation needs defined. Parallel to this, the question needs to be addressed as to what technology is accepted by medium-sized retailers, thus making its introduction more likely. The empirical basis is interviews with experts from key technology suppliers and from retailers, as well as a representative customer survey and workshops with current and potential customers.

In the framework of the project, this adjustment is to be implemented on the basis of a specific form of technology, and tested and evaluated in "real" operating mode on the sales floor. From this, transferable results are to be derived in turn, and summarised in a guide to be used as an essential building block for knowledge transfer.

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