

# ECR Academic Student Award 2020

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IMC FH Krems / Digital Business Innovation and Transformation

**Masterthesis**

Supervisor: Prof. (FH) Dr. Doris Berger-Grabner

Title

# Retail 4.0

## The Future of Stationary Retailing

# Objective(s)

- The necessary change of stationary retailers to stay competitive in the future
- The effects of online retailers and how they are driver for change
- The most beneficial technologies to retain and attract customers on physical stores
- Understanding the changes of customers behavior, needs and expectations

# Methodology

## Literature Review



Scientific Journals & Studies  
Organizational Reports  
Official Statistics

## Empirical Research



Questionnaire  
Non-probability quota sampling  
214 participants  
Descriptive analysis & Hypothesis testing in  
R

# Key Results

- Need satisfaction is more important than entertainment during the shopping experience
- A high level of convenience and a low time expenditure are crucial
- The customer's willingness of using instore technologies is highly correlated to their attitude towards technologies & innovations
- Data protection must be ensured and clearly communicated
- A high level of control must be provided to users

# Relevance for ECR / ECR-Members

- The Thesis focuses on the ECR topic of technological innovations in the Retail sector
- Customer behavior as well as needs and expectations are changing rapidly
- Customers are curious and willing to use technologies during shopping activities
- It is recommended to analyze the customers' technology acceptance before investing in instore technologies

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