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Flow-Erleben am Point of Sale: Eine empirische Untersuchung im stationären Textileinzelhandel (Handel und Internationales Marketing Retailing and International Marketing) (German Edition)

Heike Riedl

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Für Handelsunternehmen wird es zunehmend schwieriger, sich von konkurrierenden Anbietern zu differenzieren. Vor diesem Hintergrund rückt die Frage nach Bestimmungsfaktoren für die Attraktivität von Einkaufsstätten immer weiter in den Fokus aktueller Forschungsarbeiten. Eine zentrale Größe, die vor diesem Hintergrund wichtig erscheint, ist eine konsequente Verknüpfung von Einkauf und Entertainment. Heike Riedl präsentiert eine Analyse von Determinanten, Komponenten und Wirkungen des Flow-Erlebens am Point of Sale. Das Flow-Konstrukt erlaubt eine Identifikation jener Faktoren, die ursächlich dafür sind, dass eine wie auch immer geartete Aktivität mit Vergnügen verbunden wird. Die Ergebnisse der empirischen Untersuchung tragen dazu bei, die Literatur zur Flow-Forschung in zentralen Aspekten zu ergänzen und das Verhalten der Konsumenten am Point of Sale besser zu verstehen.

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