

CURATED SHOPPING in the fashion retail industry

IDEA

"Well dressed with style without shopping"



1.

Register for free and complete a questionnaire



2.

Receive fashion advice and order box



3.

Be surprised with individual looks

COMPANY EXAMPLES



RESEARCH PROJECT

TITLE

Help welcome or not: Culture as a contingency for the acceptance of offerings of curated shopping to retail customers

TEAM MEMBERS

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OBJECTIVE

Describing and understanding the links between

- a customer's cultural context,
- the customer's acceptance of curated shopping offerings and,
- the customer's perceived value.

METHODOLOGY

- Web-based survey with French, German and Italian customers



- Variance analysis

EXPECTED OUTCOME

We currently expect that the acceptance rate of curated shopping services is lower among Italians (and French) in comparison to Germans.