

实体店与虚拟店发展方向研究

摘要

2020 年，中国 5G 建设开始驶入快车道，中国引领的 5G 技术将会带来翻天覆地的变化，IoT、AI、VR、大数据等技术将会在 5G 时代深刻的改变消费者的购物行为。2020 年 3 月，由中国互联网信息中心数据显示，中国网上购物消费者人数已经达到 7 亿，上网人数超过 9 亿。

淘宝，天猫，拼多多，京东，微商的快速发展，越来越盛大的双十一狂欢购物节，随着拼多多的百亿补贴计划实施，电商平台的竞争又进一步加剧，一批劣质的实体店倒下，幸存的优质店铺开始拥抱信息技术。

论文通过查找文献、数据收集和案例分析的方法对当前实体店与虚拟店的现状进行了总结，以及对未来的发展给出了建议。未来实体店与虚拟店在新技术的帮助下将融为一个整体，实现低成本运营并给客户带来更好的体验。

关键词 实体店 虚拟店 线上线下融合 5G

ABSTRACT

In 2020, China's 5g construction will start to enter the fast lane. The 5g technology led by

China will bring tremendous changes. IOT, AI, VR, big data and other technologies will profoundly change consumers' shopping behavior in the 5g era. In March 2020, according to the data of China Internet Information Center, the number of online shopping consumers in China has reached 700 million, and the number of online shoppers has exceeded 900 million.

With the rapid development of Taobao, tmall, pinduoduo, Jingdong and wechat, more and more grand double 11 Carnival Shopping Festival, with the implementation of pinduoduo's 10 billion subsidy plan, the competition of e-commerce platform is further intensified, a number of substandard stores fall, and the surviving high-quality stores begin to embrace information technology.

This article summarizes the current situation of physical stores and virtual stores through literature search, data collection and case analysis, and gives suggestions for future development. In the future, with the help of new technology, physical stores and virtual stores will be integrated into a whole to realize low-cost operation and bring better experience to customers.

KEYWORDS Physical Store Virtual Store Online and Offline Integration 5G

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