

عنوان مقاله:

یک رویکرد نظریه بازی برای قیمت گذاری و تعیین میزان سرمایه گذاری واقعیت مجازی در یک زنجیره تامین با کانال های توزیع دوگانه با وجود وب رومینگ و سیاست استرداد کالا

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خلاصه مقاله:

Today online retailers all over the world are looking to offer virtual reality service through their online channels in order to attract customers to purchase product online and increase sales by creating a sense of customer confidence. Virtual reality service provides information about how a product fits a customer and closes the gap between online and offline retailers. However, such services also facilitate consumer webrooming behavior, which may reduce online demand and intensify competition between traditional and online retailers. Webrooming behavior means customer use virtual reality service in the online channel and view the specifications of the product, but they buy the product in the offline channel. On the other hand, providing virtual reality through the online channel due to the conditions of the testing products before the purchase can have a positive impact on the rate of returned products. This study aims to investigate the optimal amount of investment in virtual reality service and its impact on the rate of return, as well as the impact of webrooming behavior on pricing and competition between the two channels. To address this issue, we develop a dual-channel supply chain including an online and a traditional retailer under two different scenarios. In the first scenario, the online retailer offers a partial refund in his channel to attract customers, but he does not provide virtual reality service. In the second scenario, the online retailer provides virtual reality service in the online channel ... to compete

کلمات کلیدی:

سیاست استرداد، قیمت گذاری، نظریه بازی، واقعیت مجازی، وب رومینگ

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