

Antecedents and Moderators of Shopping Intention Formation in New Fields of Technology

The rapid development of technology has led to the emergence of new fields and products, creating both opportunities and challenges for businesses. Understanding the factors that influence consumers' shopping intentions in these new fields is critical for companies to effectively market their products and services.



Online Shopping Intentions: Antecedents and Moderators of Shopping Intention Formation in New Fields of E-Commerce (Handel und Internationales Marketing Retailing and International Marketing)

by Anne Fota

★★★★★ 5 out of 5

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Antecedents of Shopping Intention Formation

Consumer innovativeness is a key antecedent of shopping intention formation in new fields of technology. Innovators are more likely to be early

adopters of new products and services, as they are more open to trying new things and taking risks. They are also more likely to be knowledgeable about new technologies and trends, which reduces their perceived risk.

Perceived risk is another important antecedent of shopping intention formation. Consumers are less likely to purchase products or services from new fields of technology if they perceive the risk to be too high. This risk can be financial, social, or performance-related. Companies can reduce perceived risk by providing product guarantees, offering free trials, and highlighting the benefits of their products or services.

Social influence is also a significant antecedent of shopping intention formation. Consumers are more likely to purchase products or services that are recommended by friends, family, or other trusted sources. Companies can leverage social influence by encouraging customer reviews, creating online communities, and partnering with influencers.

Moderators of Shopping Intention Formation

In addition to the antecedents discussed above, there are also several moderators that can influence shopping intention formation in new fields of technology. These moderators include:

- **Product category:** The type of product or service can influence shopping intention formation. For example, consumers may be more likely to purchase a new smartphone than a new medical device, as the perceived risk is lower.
- **Consumer experience:** Consumers' prior experiences with new technologies can also moderate shopping intention formation. Positive

experiences can lead to increased willingness to purchase, while negative experiences can lead to decreased willingness to purchase.

- **Market maturity:** The maturity of the market for a new technology can also influence shopping intention formation. In early stages of market development, consumers may be more hesitant to purchase, as they are less familiar with the technology and there are fewer established brands.

Understanding the antecedents and moderators of shopping intention formation in new fields of technology is essential for businesses to effectively market their products and services. By considering the factors that influence consumers' shopping intentions, companies can develop targeted marketing strategies that increase their chances of success.

Further research is needed to explore the complex relationships between the antecedents and moderators of shopping intention formation in new fields of technology. This research can help businesses to better understand how to motivate consumers to purchase new products and services.



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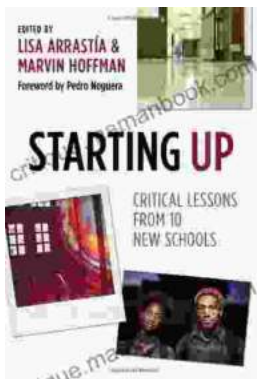
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