

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

The rapid pace of technological innovation is constantly creating new fields of technology, from virtual reality to artificial intelligence. These new fields offer consumers a wealth of new products and services, but they also present challenges for marketers. How can marketers understand the needs of consumers in these new fields and develop effective strategies to target them?

This article explores the antecedents and moderators of shopping intention formation in new fields of technology. We identify the key factors that influence consumers' Free Download decisions and provide insights into how marketers can develop effective strategies to target this segment.

The antecedents of shopping intention formation are the factors that influence consumers' desire to Free Download a product or service. In the context of new fields of technology, these antecedents can be divided into two categories:



## 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

Language : English

File size : 4445 KB

Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 443 pages



- **Product-related factors:** These factors relate to the product or service itself, such as its features, benefits, and price.
- **Consumer-related factors:** These factors relate to the consumer, such as their needs, wants, and attitudes.

The following product-related factors can influence consumers' shopping intention formation in new fields of technology:

- **Newness:** Consumers are often drawn to new products and services, especially if they are perceived to be innovative or cutting-edge.
- **Functionality:** Consumers are more likely to Free Download products and services that meet their needs and solve their problems.
- **Value for money:** Consumers are looking for products and services that offer good value for money.
- **Brand:** Consumers are more likely to Free Download products and services from brands that they trust and have a positive reputation.

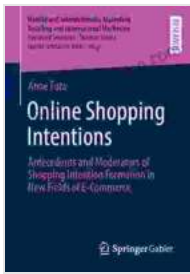
The following consumer-related factors can influence consumers' shopping intention formation in new fields of technology:

- **Need:** Consumers are more likely to Free Download products and services that they need.
- **Want:** Consumers are more likely to Free Download products and services that they want, even if they don't necessarily need them.
- **Attitude:** Consumers' attitudes towards new fields of technology can influence their likelihood of purchasing products and services in those fields.
- **Knowledge:** Consumers' knowledge of new fields of technology can influence their likelihood of purchasing products and services in those fields.
- **Experience:** Consumers' experience with new fields of technology can influence their likelihood of purchasing products and services in those fields.

The moderators of shopping intention formation are the factors that influence the strength of the relationship between the antecedents and shopping intention. In the context of new fields of technology, these moderators can be divided into two categories:

- **Situational factors:** These factors relate to the situation in which the consumer is making the Free Download decision, such as the time of day, the location, and the presence of other people.
- **Personal factors:** These factors relate to the consumer's personal characteristics, such as their age, gender, and income.

The following situational factors can moderate the relationship between



## 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 Fata

★★★★★ 5 out of 5

Language : English  
File size : 4445 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 443 pages



## Teach Your Child They Have No Self Worth And They Will Live An Unfulfilled Life

By Dr. Jane Doe As a parent, you want what is best for your child. You want them to be happy, healthy, and successful. However, there are some...



## **Unveiling Centuries of Tradition: History of Childbirth and Reproduction in the Sahel**

Journey into the heart of the Sahel, a vast and enigmatic region where childbirth and reproduction have played a pivotal role in shaping human history. "History of...