

What is the Perceived Value of Cross-Border Online Shopping? A Comparison between China and Germany

Gerhard Wagner
University of Siegen
Anne Fota
University of Siegen
Hanna Schramm-Klein
University of Siegen
Frank Hälsig
htw saar

Cite as:

Wagner Gerhard, Fota Anne, Schramm-Klein Hanna, Hälsig Frank (2019), What is the Perceived Value of Cross-Border Online Shopping? A Comparison between China and Germany. *Proceedings of the European Marketing Academy*, 48th, (9839)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



What is the Perceived Value of Cross-Border Online Shopping? A Comparison between China and Germany

Abstract

When consumers shop cross-border online they can gain diverse benefits but also have to face additional risks, both determining the perceived value of cross-border online shopping. We therefore analyze which specific benefits and risks affect the perceived value of cross-border online shopping, which – next to further variables – influences foreign online purchase decisions. To answer a set of research questions and to test our hypotheses, we use the data (N=884) of two different country markets with varying cultural background, i.e. China and Germany. Our results show that for German consumers, perceived value, which is moderated by the knowledge of beneficial means-end relationships, is the strongest predictor of the cross-border online purchase intention. Chinese consumers' purchase decision, however, is more influenced by trust than by value perceptions, but also by the access to beneficial means.

Keywords: *International Marketing; Cross-Border E-Commerce; International Online Outshopping*

Track: International Marketing & Marketing in Emerging Countries