

Take a Chance on Me – Consumer Choice of Unfamiliar Online Retailers

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Abstract

This research examines consumers' decision-making process when choosing unfamiliar online retailers, particularly focusing on the role of retailer attributes such as shipping conditions, return policies, online reviews, familiarity, and trust signals. Using a Choice-Based Conjoint (CBC) experimental design across multiple studies, we find that factors related to purchasing friction, such as shipping fees and delivery time, and electronic Word-of-Mouth (eWOM) heavily influence consumer decisions. Low level familiarity with the retailer and return conditions showed a relatively lower influence. The studies offer insights into how various retailer attributes may be prioritized or traded-off against each other in consumer decision-making. Consequently, the results suggest strategies for new or less-known online retailers to attract consumers and improve their market performance on sales platforms such as price comparison sites or marketplaces.

Subject Areas: *Consumer Behaviour, Decision-Making, Electronic Commerce and Internet Marketing, Retailing*

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