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Anne Fota

Online Shopping Intentions

Antecedents and Moderators of Shopping Intention Formation in New Fields of E-Commerce

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Abbreviations

AI	Artificial intelligence
AMOS	Analysis of a moment structures
ANCOVA	Analysis of covariance
ANOVA	Analysis of variance
AVE	Average variance extracted
B2B	Business to business
B2C	Business to consumer
BI	Behavior intention
C2C	Consumer to Consumer
CAT	Consumer acculturation theory
CB	Covariance-based
CCT	Consumer culture theory
CFA	Confirmatory factor analysis
CFI	Comparative fit index
CR	Composite reliability
d_G	Geodesic distance
d_ULS	Squared Euclidean distance
df	Degrees of freedom
e-commerce	Electronic commerce
e.g.	for example
EUR	Euro
EUT	Expected utility theory
FG	Focus group
Fig.	Figure
GNI	Gross national income
H	Hypothesis

i.e.	that is to say
IP	Interview partner
IPA	Intelligent personal assistant
IoT	Internet of things
M	Mean
MA	Motivation ability framework
MICOM	Measurement invariance of composite models
ML	Maximum likelihood
MS	Mean squares
MTV	Motivation–trust–vulnerability framework
N	Number of sample size
NFI	Normed fit index
n.s.	Not significant
p	p-value
p.	Page
P2P	Peer to peer
PLS	Partial least squares
R	Reversed item
R^2	R-squared (coefficient of determination)
RMS_theta	root mean squared residual covariance matrix
RMSEA	Root mean square error of approximation
RQ	Research question
SC	Subcategory of a category system
SD	Standard deviation
SEM	Structural equation model
Sig.	Significance level
SPSS	Statistical package for the social sciences
SRMR	Standardized root mean square residual
t	t-statistic
Tab.	Table
TAM	Technology acceptance model
TLI	Tucker-Lewis-Index
TTF	Task technology fit model
UC	Upper category of a category system
USD	US-Dollar
VIF	Variance inflation factor
χ^2	Chi-Square
α	Cronbach’s alpha
β	Beta (standardized coefficient)

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Introduction

1

1.1 The Evolution of Traditional E-Commerce into Emerging Future Consumption Opportunities

In recent decades, the rapid development of networks and technologies in information communications has created a borderless digital world. Information and knowledge gaps between countries are reduced or closed by information networks (e.g., Legner et al., 2017). Falling information costs simplify communication processes and lead to enormous transformations in the production of goods and services. Thus, the world has become closely connected, and products and services can be delivered immediately and anywhere in the world through networks. The Internet offers exporters new opportunities since access to new markets is increasing, efficiency in accepting global customer orders is increasing, and the processing of inquiries is improving. Therefore, consumption is possible wherever there is Internet access (Ternès et al., 2015). As a result of digitized access to goods and services, more consumers are opting for electronic commerce (e-commerce) over traditional shopping channels, such as brick-and-mortar stores and direct sales. E-commerce represents all forms of digital transactions of business processes between companies and their customers via public and private networks (Schinzer and Thome, 2000). Accordingly, e-commerce includes all business processes in the fields of business-to-consumer (B2C), business-to-business (B2B), or consumer-to-consumer (C2C). According to Fritz (2000), electronic retailing or e-commerce is geared towards the “initiation, negotiation and/or handling of goods processes.” According to Chaffey (2015), the term “e-commerce” extends beyond the mere buying and selling of goods. He defines e-commerce as “all electronically mediated information exchanges between an organization and its external stakeholders.” Thus, in its definition, e-commerce

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includes not only the purchase process but also preceding and further aspects related to the purchase.

Looking primarily at the statistics, one can see the relevance of this branch of business. According to Retail Research, retail e-commerce sales in Europe are estimated to account for over 15% of retail trade in 2021 (Retail Research, 2020). Furthermore, retail e-commerce sales worldwide reached $3.354 trillion in 2019, while sales are expected to increase worldwide to $6.388 trillion by 2024 (eMarketer, 2020). Online shopping requires Internet access. In Europe, three-quarters of the population have access to the Internet, and 45% shop online, from which 54% already shopped cross-border (ECommerce Europe, 2017). The increasing globalization of world trade and the digitalization of society have also led to consumers increasingly looking beyond their own borders when shopping online (China Cross-Border E-Commerce Guidebook, 2019). Moreover, despite the general assumption that online shopping is mainly a Western phenomenon, e-commerce is booming in developing countries (Saeed et al., 2017). Other scientific studies also show the benefits for consumers and their improved standard of living made possible by e-commerce trade—for example, people living in rural and remote areas in the BRIC countries fighting poverty (Karine, 2021). Moreover, online platforms are a popular way for consumers to participate in e-commerce. As one of the leading online providers, Amazon Inc. has increased its annual income by nearly $300 trillion in the last 10 years, $159 trillion of which was generated by third-party businesses alone. This implies a 52% increase in third-party business and a 25% increase through Amazon directly (Amazon Annual Report, 2018). eBay, on the other hand, had around 97 million users in 2011, generating an income of $3.2 trillion for the entire year. In the third quarter of 2019 alone, the number of active buyers increased to 183 million, and the income reached $2.6 trillion, 59% of which were from international businesses (eBay, 2020).

Due to the continuous removal of barriers, online retailing has grown, as shown in the examples above, and is now one of the most dynamic and important economic sectors in many countries. National and, especially, international trade is often seen as a key factor for economic growth (Kalinić et al., 2019) and increasing employment levels across the European Union. However, according to the European Commission, even after the adoption of the EU directive, online retailing still accounted for only 7.2% of total European trade in 2015 (European Commission, 2015). This means that it is far from having exhausted its economic potential. However, depending on the region, e-commerce is currently expected to account for 10–15% of all online business traffic and increase online income from the current $80 trillion to between $250 and $350 trillion by 2025

(The Boston Consulting Group, 2014). Asia will hereby account for 40% of total income, followed by Europe with 25% and North America with 20%. In this context, China is losing its image as a pure production country and is adapting to the consumption habits of the developed world with its new online technologies. However, above all, the global COVID-19 pandemic has shown that online retailing can represent a stable and growing consumption opportunity, especially for consumers and particularly in times of crisis. For example, e-commerce has grown from 16–27% in the USA and from 18–30% in the United Kingdom within eight weeks (The Bosten Consulting Group, 2020). Therefore, the restrictions on public and private life that accompanied the COVID-19 pandemic served as a "booster" for e-commerce. While retailers and most brick-and-mortar stores (e.g., fashion and shoe stores, electronics stores, bookstores, and some hardware stores) were forced to close for weeks during the countries' lockdowns due to the risk of infection from the virus, many consumers shifted their shopping activities to the Internet. Whether to compensate for the lack of brick-and-mortar shopping opportunities or because of the extra free time consumers received due to the lockdown, online shopping websites were able to record 22 billion visits in June 2020, compared to only 16.07 billion in January 2020 (SEMrush, 2020). Many marketplaces, most notably Amazon, emerged as winners during the COVID-19 pandemic, reporting high sales gains. Amazon, for example, was able to increase its stock by 63.6%, and that alone until July 2020. This development additionally favored cross-border e-commerce, as a 21% year-over-year increase in global cross-border sales was noted from January–June 2020, with a 53% year-over-year sales growth in the second quarter alone (Global-e, 2020). Furthermore, despite the relaxation of the pandemic's public live restrictions in some countries in spring and summer 2021, which almost without exception allow brick-and-mortar retail to resume without restriction, German online retail is forecast to grow by over 17% year-over-year in 2021 (Handelsverband Deutschland, 2021).

Notably, e-commerce is not only a welcome alternative to traditional offline consumption but also offers consumers the opportunity to shop in a variety of ways by offering other sub-forms of e-commerce, which indeed all originate from the basic principle of e-commerce but have different characteristics and, thus, serve different consumer wishes and requirements. Consequently, e-commerce is not only an established shopping channel but is also constantly evolving and gaining more relevance in consumers' everyday shopping behavior, offering them ever new consumption opportunities (Karine, 2021). Important developments in e-commerce, which are worth examining in more detail, as these offer the greatest new consumption opportunities for consumers, are cross-border e-commerce, artificial intelligence in e-commerce, and rental-commerce. The common factor among these subareas of e-commerce is that through these new different consumption opportunities, new consumer behaviors emerge, such as a stronger global orientation, automation in purchase behavior, or easier and more convenient purchase decisions. In this context, e-commerce is characterized above all as a channel that is becoming ever more differentiated and, thus, serves the increasingly diverse consumption needs of consumers.

One of these future consumption opportunities, as mentioned before, is the growing global orientation, which is also reflected in consumers' consumption behavior. Therefore, cross-border online shopping emerged as a consumption opportunity to consume globally by ordering products from another country (Wagner et al., 2016). Thus, cross-border e-commerce enables consumers to shop online in other countries, which they may never have physically visited before, and benefit from the product offerings in those countries. However, in addition to the benefits of gaining access to products from another market, consumers also face new obstacles and risks that may arise from trading with retailers in other countries (Jian Wang u.a., 2010). For example, cultural and language barriers, as well as uncertainties about product quality or legal rights, can dampen the cross-border e-commerce shopping experience and, in the worst case, harm the consumer monetarily or health-wise (Lin u.a., 2018; Safari und Thilenius, 2013). These hidden risks reduce the cross-border e-commerce purchase intention if consumers are aware of them and prevent them from making otherwise beneficial purchases. However, it becomes particularly problematic when consumers are not aware of these potential risks, and problems arise after they have made a purchase at a foreign online retailer, or when they do not even realize that they have made a cross-border purchase and are thus unaware of the potential risks in the first place. Although risks and hurdles should also be reduced by politics and consumer protection through official, internationally applicable legal regulations, as well as by the foreign online retailer itself, to enable a risk-free cross-border e-commerce shopping experience, the importance of competence education is particularly evident here to create mature consumers who recognize risks themselves at an early stage and know how to help themselves in the event of problems. Here, especially in the context of cross-border e-commece consumer informedness can be useful (Han and Kim, 2019).

Nevertheless, one possibility to reduce the need for consumers' self-help and effort while still reducing potential risks is offered by automated and partly controlled processes, which additionally simplify decision-making activities (e.g., by automating product searches or pre-selections) and significantly facilitate purchasing procedures for consumers (e.g., automated payment processes). Hence, the integration of artificial intelligence in e-commerce poses new challenges and opportunities not only for suppliers and retailers but also for consumers who can benefit from intelligent helpers in the purchasing process (Heinemann, 2017). Thus, the use of artificial intelligence represents a new usage option in terms of input devices and interface, offering both novel consumption opportunities and a simplification of consumption for consumers through automatization (Ahmed et al., 2016). Although this integration of artificial intelligence into everyday life and e-commerce, such as in the form of voice-commerce (using a digital voice assistant or a chatbot as a communication interface between consumers and companies), is intended to make the shopping process easier and more convenient, problems can also be identified here that need to be taken into account. On the one hand, there is a great deal of uncertainty regarding the use and data security of artificial intelligence (Klein et al. 2020), and, on the other hand, especially among older and less technology-savvy consumers, there is a lack of competence and knowledge to benefit from these new usage options. Furthermore, undeveloped intelligent systems can become an obstacle for consumers who rely on them and depend on their adequate functioning in the form of task accomplishment (Moore et al. 2017). Therefore, these hurdles still limit the potential benefits of using smart systems in the everyday lives of many consumers and demonstrate the enormous potential for improvement, especially with regard to building trust between humans and machines.

Another way to minimize potential risks, increase consumer trust, and ensure more safety for consumers in e-commerce is through rental-commerce. Here, consumers now increasingly have the option of temporarily renting products from an online retailer instead of buying them as usual (PwC, 2019). Therefore, different intrinsic and extrinsic motivations of consumers are addressed, resulting in new consumption opportunities, which, above all, support consumers' consumption flexibility. This model represents a new business concept with new service options, as it addresses new possibilities of payment, as well as the change in the consumption society and its new understanding of property and ownership. Here too, however, not only advantages can be identified, such as almost unrestricted access to all products, but also disadvantages, such as, above all, psychological hurdles, which make the temporary use of a product, without being able to realize ownership or claim to this product, still an unfamiliar business model for many consumers, while the contractually regulated return of the products can also feel like a loss to consumers, especially if they have become emotionally attached to it (Peck and Shu, 2009; Pierce et al., 2001). Additionally, although subscription models, in which consumers pay an agreed monthly price for access to products or services, offer a strong incentive for many consumers (Tussyadiah, 2015), they do not always offer consumers a financial advantage in the long term and can quickly become an unforeseen cost trap.

These different areas of e-commerce show that consumers can search for products overseas, rent products if they are too expensive or if they are unsure whether they need them permanently, shop online comfortably only with their own voice, or enjoy a 24-hour service using chatbots. However, while these subareas can all be assigned to e-commerce, they are all based on different technologies and concepts and, therefore, differ in their implementation and in the motivation and intention of consumers to use them. In addition, some of these e-commerce areas have been used by consumers for several years, such as cross-border e-commerce or conversational-commerce. However, particularly in recent years, there has been a growing increase in the use of all these four subareas of e-commerce due to, among other things, the constant improvement of technology and artificial intelligence, the creation of alternative consumption options to meet the increasingly individual and diverse lifestyles of consumers, the reduction of trade restrictions, and the increased blurring of market boundaries. Thus, this thesis deals with the different areas of e-commerce that consumers encounter more in their everyday life, which offer them new possibilities to participate in online commerce by using them. Thus, these subareas are shaping the buying behavior of consumers significantly and are becoming more relevant for their future consumption behaviors. Exploring these growing consumption opportunities may eventually also help to answer the overall research question and objective of this thesis: *Which antecedents and moderators influence consumers' shopping intention formation in the new fields of e-commerce?*

Consequently, this thesis seeks to contribute to the following general research objectives in key e-commerce domains:

- **Cross-Border E-Commerce:** investigating shoppers' behavior intention in the case of shopping online from a foreign country market.
- **Voice-Commerce:** investigating shoppers' behavior intention in the case of shopping online with the help of digital voice assistants.
- **Conversational-Commerce:** investigating shoppers' behavior intention in the case of interaction with chatbots in complaint management.
- **Rental-Commerce:** investigating shoppers' behavior intention in the case of renting products online.

While numerous advantages for consumers result from these new developments of e-commerce, additional new risks and hurdles arise, which consumers are either not aware of or do not know how to deal with, or which completely prevent them from participating in these new subareas of e-commerce and taking advantage of the benefits they offer. Indeed, all these risks can lead to consumer disadvantage and limitations of various kinds, like e.g., monetary, emotional/psychological, or even health (Baker et al., 2005). Thus, these disadvantages of these new e-commerce developments can restrict consumers from obtaining the best possible benefits for them in the market and leave them worse off than other market participants (Berg, 2015). Consequently, consumer vulnerability is emerging as an outcome of these e-commerce developments, as well as differentiation into new forms of consumption and new systems of ownership. This rising consumer vulnerability is a phenomenon that is increasing and becoming more present with the additional opportunities of e-commerce. Consequently, for consumer protection, it is essential to validate which different problems and potential hurdles and risks consumers face depending on the form of e-commerce, especially since it appears that consumer vulnerability is not only a problem for the consumer himself but also has negative social and economic consequences. This leads to the need to understand the different processes in e-commerce and, therefore, reduce consumer vulnerability in every area of e-commerce. However, this reduction proves to be complex, as special challenges must be considered to satisfy the needs of the potentially vulnerable. At the same time, the increasing complexity of market activities, such as is the case with the different forms of e-commerce, increases the vulnerability of the consumers involved (Brennan et al., 2017). Therefore, given the importance of e-commerce for consumers and businesses, the aim of this thesis is to deepen knowledge in this area. Consumer vulnerability should, therefore, receive greater attention in consumer research to gain the best understanding of how to limit it and, thus, allow consumers to participate in the new subareas of e-commerce unrestrictedly.

1.2 Theoretical Foundation and Central Domains in the Various Subareas of E-Commerce

This dissertation investigates how consumer intentions to use different subareas of e-commerce evolve. A research model was designed, shown in Figure 1.1, to generalize these basic relationships and postulated effects. This general conceptual framework forms the basic concept of this thesis, which is reflected in the research questions of all six essays in this thesis. Nevertheless, each essay presents its own elaborated research framework, which is fundamentally related to this theoretical framework, but, depending on the essay, draws on further theories that support the investigation of the research questions posed and, thus, focuses on the respective context of the essay.

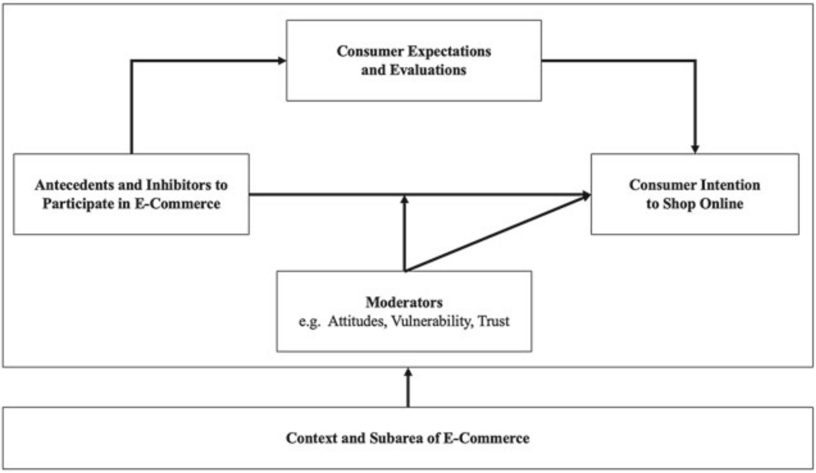
Consumer Expectations and Evaluations
Antecedents and Inhibitors to Participate in E-Commerce
Consumer Intention to Shop Online
Moderators
e.g. Attitudes, Vulnerability, Trust
Context and Subarea of E-Commerce

Figure 1.1 General Conceptual Framework of Antecedents and Inhibitors to Participate in E-Commerce

The above conceptual research model is primarily regarded as a basic framework. Thus, the model is intended to provide general explanations of how consumer intentions to shop online in different contexts are formed. For this purpose, different influencing factors are considered as main effects, which act either as antecedents or inhibitors of e-commerce participation. These influencing factors act as possible drivers or barriers to form a positive purchase or consumption intention, which, in turn, allows conclusions to be drawn about the actual behavior formation of consumers. While barriers have been shown to weaken shopping intention, drivers generally strengthen consumers' intention to shop online. This is motivated by the assumption that these drivers usually result in a benefit for the consumer, representing a concrete value or utility to them. This utility can then be used to derive the probability of purchase behavior based on the strength of the intention, depending on how strong this utility is for the consumer. This consequently results in a reasoned action by the consumer based on the perceived advantages or potential disadvantages that they will receive from this action, here, in the case of online purchasing.

This assumption, which is the basic pillar in the conceptual research model, is mainly supported by the Expected Utility Theory (Fishburn 1968) and Theory of Reasoned Action (Fishbein and Ajzen, 1977). Fishburn (1968) defines the Utility Theory as follows: "Utility theory is concerned with people's choices and decisions. It is concerned also with people's preferences and with judgements of preferability, worth, value, goodness or any number of similar concepts." According to Mongin (1997), the Expected Utility Theory implies that decision-makers decide between risky and unsafe alternatives by calculating their expected utility values, resulting in consumers always choosing the alternatives that have the greatest expected benefit. From the perspective of the present research studies of this thesis, the differentiation of e-commerce into the new subareas was designed to offer consumers additional benefits compared to traditional e-commerce. These additional benefits and advantages are cited as the antecedents to participating in e-commerce in the conceptual framework presented here. For example, the international component of cross-border e-commerce offers consumers the benefit of accessing a wider range of products, be offered a wider price range, or participating in other cultures by purchasing foreign products. From the perspective of artificial intelligence, these systems offer consumers utility in the form of facilitation in everyday life, in which commands and tasks can be carried out by intelligent systems without the users having to move around and carry out the tasks themselves. Consumers, in particular, benefit when intelligent chatbots can ensure faster and more efficient problem handling when shopping online. Finally, rental-commerce serves as an alternative form of e-commerce that generates additional utility in contrast to classic e-commerce by making products available to consumers that they would otherwise not be able to afford. This new business model also offers consumers the advantage that they can order the latest model or fashion at any time and are not permanently bound to old models that are no longer used or worn over time and thus, no longer provide any utility to the consumer. In traditional e-commerce, these additional, expected benefits are not realizable for the consumers. Therefore, the expected benefit is an incentive for consumers to make purchases or participate in a certain consumption model. As consumers have different perceptions of benefits, the actual benefit for an individual is based on the perception of what they get and what they have to give in return (Zeithaml, 1988). The expected benefit is, thus, composed of the perceived advantages and risks associated with the purchase (Chen and Dubinsky, 2003). In this context, the benefit of a purchase is always composed of a trade-off of advantages and risks, where the advantages are motivating elements of the purchase decision, while the risks may lead to the purchase not being carried out (Forsythe et al., 2006). Consequently, the risks arising from the new subareas of e-commerce, which are referred to as inhibitors to participate in e-commerce by the conceptual framework, may lead to increased consumer vulnerability that may also inhibit consumer intention to shop online.

While the (Expected) Utility Theory primarily describes the psychological processes and how consumers deal with the advantages and potential risks of online shopping, referred to as antecedents and inhibitors in the conceptual framework of this thesis, the formation of the behavioral intention (to shop online) may be explained by the Theory of Reasoned Action (Fishbein and Ajzen, 1977). The basic assumption of the Theory of Reasoned Action is that the immediate variable for behavior is the behavioral intention. Behavioral intention is understood in the Theory of Reasoned Action as the degree to which an individual plans to perform a particular action. More specifically, it is the individual's assessment of whether or not they expect or plan to perform an action in a given future timeframe (Wagner, 2016). With regard to the present studies, this means that it is to be investigated to what extent the consumers surveyed can imagine participating in the different subareas of e-commerce. Behavioral intention is influenced by two factors: the attitude towards the action or behavior, which is primarily considered in this work, and the social norm (Fishbein and Ajzen, 1977). The attitude towards the action or behavior reflects how a person feels about a certain behavior (i.e., whether they perceive the behavior as positive or negative). It depends on whether the person expects the action to lead to the expected consequence and the associated value or utility (Montano and Kasprzyk, 2015), as mentioned above. This action would be, for example, online shopping via the "new" subareas of e-commerce and deciding which advantages or disadvantages arise for the consumer because of the use. The second factor, the subjective norm, reflects the person's expectation of the extent to which the behavior is of importance to other relevant persons. It should therefore be noted that the Theory of Reasoned Action was designed to predict reasoned action.

These two theoretical approaches explain how consumer expectations and evaluations are formed, in which potential benefits and risks are counterweighted to determine the trade-off for the consumer. These expectations and evaluations are attributed a mediating character in the conceptual framework, as they result from the evaluation of antecedents and inhibitors to participate in e-commerce and exert a direct influence on the consumer intention to shop online. This weighing-up of the antecedents and inhibitors of e-commerce also forms an expectation and evaluation of the respective subareas in e-commerce and, thus, help consumers to assess whether or not they offer an additional, expected benefit, which eventually influences the shopping intention. In summary, the assumed relationships in the conceptual framework between the respective antecedents, the inhibitors to participate in e-commerce, and the intention to shop online, as well as the resulting relationships between consumer expectations and evaluations and the consumer intention to shop online, can be supported by both the Expected Utility Theory and the Theory of Reasoned Action.

Since some of the new subareas of e-commerce depend on the use of new technologies, it is worth also examining the Technology Acceptance Model (TAM), which is a central model of acceptance developed by Davis (1989) and explains the adaptation of technological innovations (Gunnesch-Luca, 2014). Furthermore, the Internet experience, which is also gained in e-commerce, is part of the model and is based on various theories of social psychology, especially the Theory of Reasoned Action by Ajzen and Fishbein (1980) and the Theory of Planned Behavior by Ajzen (1991). The model is used to predict the acceptance of new technologies and states that the attitude, intention, and persuasion of consumers have a causal connection (Chen et al., 2002). The central elements of the model include the aspect of perceived benefit and perceived usability (Davis, 1989). Perceived benefit is understood to mean that a person believes that, to some extent, the benefit of a new technology will increase their performance or productivity (Panda and Swar, 2013). Davis understands perceived usability as the estimated effort of a person when using a new technology. Thus, the perceived benefit and the perceived simplicity of usage lead to a higher willingness to make use of new technological possibilities (Gunnesh-Luca, 2014). Pavlou (2003) also makes the statement that the TAM is a theory to not only explain technical adaptation but also predict general online consumer behavior. It also considers the factors of trust and perceived risks (Pavlou, 2003), of which their influence on online shopping intentions has already been predicted in several studies (Van der Heijden et al., 2003; Verhoef and Langerak, 2001). Although the TAM generally supports the theoretical assumptions already presented before, it additionally places them in the context of technology usage. Because of this, the discussed relationships should primarily serve as a basic principle for the use of technology, such as the use of artificial intelligence, for example, in the form of digital voice assistants in voice-commerce or chatbots in conversational-commerce, which are dealt with in two of the six essays. This additional theoretical explanation is therefore important since with cross-border e-commerce and rental-commerce, the well-known basic features of online shopping remain so that the purchasing process is mainly identical to that of traditional e-commerce. Meanwhile, with voice-commerce and conversational-commerce, a new input device and interface are created that were previously unknown to consumers. Therefore, a more detailed understanding of the usage acceptance of these two subareas of e-commerce is needed here.

In addition to the antecedents and inhibitors, which exert an influence on the consumer intention to shop online, as well as the consumer expectations and evaluations, other factors that may act as moderators are also considered in the conceptual framework. These moderators can be of different nature, such as general consumer attitudes or characteristics, which arise individually or situationally but are also culturally shaped. Hofstede (2009), for example, assumes that consumers from different countries have different behavioral and attitudinal expressions due to their different cultural influences. Hence, the behavior of consumers can also be influenced by cultural factors, which will be scientifically investigated in two of the subsequent essays. One theoretical approach that takes up this concept is the Consumer Culture Theory (CCT). The CCT is a research discipline that investigates the influence of social and cultural components on consumer behavior. According to Arnould and Thompson (2005), the CCT is classified as follows: "[…] it refers to a family of theoretical perspectives that address the dynamic relationships between consumer actions, the marketplace, and cultural meanings" (Arnould and Thompson, 2005). Therefore, the focus of the CCT—which is a collection of different theoretical approaches—is on the complexity of cultural constructs in consumer research. Cultural awareness can have both positive and negative effects on purchase intentions. For example, the first essay shows how a culturally open and cosmopolitan attitude strengthens the cross-border e-commerce intention, while an ethnocentric attitude can weaken it. This awareness is described with the term consumer culture, "[…] a system composed of individuals who share specific values, skills, and knowledge relevant to engaging in consumer behavior" (Peñaloza, 1989). On the one hand, consumer culture stands for the importance of one's own culture and how this is reflected in the consumer's buying behavior. On the other hand, however, the term also includes integrated global connections, through which local cultures are connected with each other (e.g., through migration or globalization) (Arnould and Thompson, 2005).

From the conceptual framework, all these presented and postulated relationships are influenced by the context. This context is expressed in the different subareas of e-commerce (cross-border e-commerce, voice-commerce, conversational-commerce, and rental-commerce), to which this model is adapted, specified, and examined. Thus, depending on the respective context or subarea of e-commerce, different determinants in the form of antecedents, inhibitors, consumer expectations, and evaluations, as well as moderators, are applied in the conceptual model. This also shows why examining the different subareas of e-commerce is relevant: all these subareas change the classic framework of e-commerce or its traditional functioning. Depending on their intentions and motivations, consumers can choose from this pool of subareas, which have emerged from the traditional e-commerce, and satisfy different needs. Therefore, with the new subareas, new rules and conditions appear respectively, which change the e-commerce buying behavior of consumers. For example, cross-border e-commerce includes an international component in contrast to classic e-commerce, which primarily takes place in the consumer's home market (Wagner et al., 2016). In contrast, voice-commerce and conversational-commerce introduce new input and conversation mechanisms, as well as an emotional component, through the personification and humanization of the artificial intelligence used (Hecker et al., 2017; Callejas et al., 2011). Finally, in rental-commerce, consumers are confronted with a new classification of the conventional understanding of ownership, in which they primarily rent products temporarily instead of buying them (PwC, 2019). Overall, different new conditions and parameters are introduced and can be observed due to the presented different subareas. Therefore, a generalization of the individual subareas is not possible and would not contribute to a better understanding of the consumers' intention to shop online. To prevent this, the different subareas of e-commerce must be examined, taking into account their particularities, to determine practicable implications for research and practice.

Beginning with cross-border e-commerce, while traditional or domestic online shopping still respects the boundaries of the national market, consumers are increasingly benefiting from a greater variety of prices and products on international online markets (Anastasiadou, 2019). In contrast to conventional e-commerce, the international component plays a decisive role here, changing the traditional conditions of online shopping. Thus, this new access to offers from foreign online retailers is changing consumers' expectations and evaluations of this shopping process and, therefore, the general online shopping behavior of consumers, as they are being offered an additional opportunity to consume beyond their national borders (Wagner et al., 2016). However, consumers not only benefit from the advantages offered by foreign retailers but must also learn to validate foreign online offers by considering the potential risks they would not be exposed to with a domestic online retailer. Moreover, this international component means that consumers face cultural and legal changes compared to domestic online shopping (Safari and Thilenius, 2013). This also results in a further differentiation from traditional e-commerce, as consumers must now have additional knowledge and skills to protect themselves from these internationally different underlying conditions, which can have negative consequences for them. The danger of increased consumer vulnerability due to this international component becomes particularly clear here, such that cross-border e-commerce