

CONCEPTUALIZING MULTICHANNEL CONSUMER/SALESPERSON INTERACTIONS FOR A HIGH-TECH PRODUCT

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ABSTRACT

The advent of the Internet has altered the role of the business-to-consumer salesperson in persuading the multichannel customer (MCC) to make a purchase. The literature is scant regarding in-person selling techniques to reach the MCC. This paper extends the examination of selling high-technology products to the MCC and develops a conceptual sales model incorporating bounded rationality, signals, and information asymmetries affecting purchase intention and actual purchase. The model emphasizes the MCC's satisficing purchase intention, acknowledges perceived information asymmetries for both parties, and highlights the salesperson's influence on the sales outcome for the purchase of a high-tech product through signaling.

References available upon request