

RISK PERCEPTION IN REMOTE SERVICE ENCOUNTERS

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ABSTRACT

Despite the rapid growth and potential for remote services from a technology and productivity perspective, the biggest challenges that managers often face are gaining customer acceptance and increasing usage of these new innovative services. Recent studies show that customers perceive technology-mediated services as very risky. Risk has been researched most intensely in the context of consumer behavior. Only few studies focused on risk perceptions of B2B services customers.

With the help of 60 qualitative interviews in the USA, Germany, China and Sweden we built up on existing categories of risk perception and identify a new type of risk that seems to be extremely relevant for B2B customers. Based on the empirical findings we develop strategies to lower the risk perception in remote service encounter and to increase the acceptance of these services.

References available upon request