

Contents

1 Motivation and Orientation	1
1.1 An Overview of Technology-Oriented Customer Touchpoints in Retailing	1
1.2 The Relevance of the Customer–Retailer Relationship	4
1.3 Service in the Context of the Privacy Calculus and Perceived Social Presence	6
1.4 An Integrated Typology of Technology-Oriented Customer Touchpoints	10
2 Structure and Content of the Essays	19
2.1 Focus of the Essays	19
2.2 Abstracts of the Essays	22
3 Essays	35
3.1 Essay 1. A Classification of Information-oriented Point of Sale Technology in Relation to Customer Perception	35
3.2 Essay 2. How to Infuse Mobile Technologies in Frontline Service Encounters: An Experimental Analysis of Customer Responses	54
3.3 Essay 3. The Role of the Frontline Employee in Technology-Based Service Encounters	73
3.4 Essay 4. The Relevance of Corporate Information Transparency of the Use and Handling of Customers’ Data in Online Product Presentation	90

3.5	Essay 5. The Impact of IT/IS, Lifestyle and Income Related Influences on Customers’ Intention to Provide Digitally Transferred Access Permission in Last Mile Delivery—an Empirical Analysis before and during the COVID-19 Pandemic	107
3.6	Essay 6. MIRROR, MIRROR...on the Shelf: The Impact of Perceived Age Similarity and Gender Congruence between the Customer and the Voice of a Smart Voice Assistant	135
3.7	Essay 7. The Influence of Technology Infusion on Customers’ Information Disclosure Behaviour within the Frontline Service Encounter	154
3.8	Essay 8. Help Us to Help You: The Effects of Customer Incentivisation and Technology Infusion on Data Disclosure and Accuracy in Stationary Retail	178
4	Discussion and Implication	205
4.1	An Extended Perspective on Technology-Oriented Customer Touchpoints	205
4.2	Implications for Theory and Practice	212
4.3	Relevance for Future Studies	216
	References	219