

purchase intention. Analyses confirmed the mediating role of purchase intention on the relationship between the abovementioned four antecedent factors and vintage purchase behavior. Conclusion: This study comprises significant implications for online/offline retailing. First of all, it ensures a general framework of vintage purchase behavior. Considering the predictors of the vintage purchase intention, we may infer that concentrating on these antecedents will be useful for retailers looking for an alternative to fast fashion as millennials increasingly demand more sustainable, ethical clothing choices.

Keywords: Vintage Consumption; Sharing Economy; Nature Relatedness, Need for Uniqueness

Sports Sponsorship as a CSR Tool and Its Impact on the Sponsor Attitude and the Intention to Purchase on the Consumer

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Abstract

The objective of this research is to demonstrate that the actions carried out by organizations related to corporate social responsibility through sports sponsorship generate a positive attitude towards the sponsor and improve purchasing intention. The CSR reports a series of benefits for the company. Positioning and image are reinforced, consumers' inclination to choose their products or services is increased, and as a consequence sales increase (Valbuena & Monfort, 2020). The study focuses on a major sporting event like the Olympics. The data were collected through a self-administered questionnaire (Malhotra, 1996; Kerlinger, 1986) through the online form tool provided by Google Drive and disseminated through social networks (Facebook and LinkedIn). The sampling method used is the snowball sampling method (Goodman, 1961). The final sample, once invalid questionnaires were eliminated, was 450 questionnaires. Methods: To evaluate the proposed model has opted for the PLS technique since it can be used for both explanatory (confirmatory) and predictive (exploratory) research (Henseler, Hubona and Ray, 2016; Hair et al., 2017). The statistical program SmartPLS 3.0 has been used. The model proposed in this research is reflective, so we will follow the recommendations made by Martínez and Fierro (2018). Results and conclusions: Through the confirmatory analysis, it is found that the exercise of goodwill is the key element for the success of the sponsorship since it acts as a mediator between the attitude towards the sponsor and the purchase intention. This approach is new because previous research has considered goodwill as an endogenous variable. However, there is no empirical evidence that it is a mediating variable between attitudes towards the sponsor and purchase intention.

Keywords: Sport Sponsorship, CSR, SmartPLS, Sponsors Attitude, Purchase Intention

Factors that Determine Online Purchase Behavior: A Cross-Generational Approach. The Influence of COVID-19

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Abstract

The expansion of e-commerce has been strengthened by Covid-19 sanitary crisis. Thus, in the current context influenced by the uncertainty resulting from the pandemic, companies in many sectors are facing difficult times; consumers, on the other hand, have become more aware of safety issues and are taking the highest safety precautions to protect themselves (Ota et al., 2020). Social distancing, as well as mandatory quarantine, has led to changes in everyday life in society (Nielsen, 2020). All of this, has drastically changed the way consumers have been shopping during this period, with one of the most observed reactions being the choice of the internet as a shopping channel (Sheth, 2020). The pandemic seems to have accelerated this process, but once the health crisis is over, will consumers continue to opt for online shopping? This paper identifies which factors affect online consumer behavior and

analyses the effect of the pandemic on e-commerce adoption. In addition, we examine whether there are generational differences between online consumers. This study is justified by the need for marketers to analyze these traits, not only to attract consumers, but also to build consumer loyalty. In order to answer our research questions, we will carry out a principal component analysis with Varimax rotation to measure the unidimensionality or multidimensionality of the measurement scales used. Next, we will carry out a regression analysis to test the extent to which each of the previously obtained factors influences online consumer behavior. Finally, we will carry out a discriminant analysis to identify whether these dimensions differ between the generations considered. We will use SPSS v.23 to perform the analyses. Our results show that the factors influencing online consumer behavior are related to the product, to the consumer, to the Internet as a sales channel and to the website. We conclude that the current pandemic has led to a significant increase in online shopping that is likely to continue when the crisis is over. In addition, we conclude that there are differences between Millennials and Baby Boomers, with the former being more likely to purchase online mainly due to their greater comfort with new payment methods (PWC, 2015). Finally, a very similar effect of the pandemic is observed in both age groups. Lastly, future research could explore whether there are differences in the factors that influence online consumer behavior for different product categories.

Keywords: E-commerce, Online Consumer, Consumer Behavior, Covid-19, Millennials, Baby Boomers

Retailers... Why Don't You Start Seducing Omni-Shoppers?

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Abstract

The study of current customer habits reflects that the shopping journey is becoming increasingly complex (Radzevičė & Banytė, 2020). The customer is no longer a one-stop shopper who uses only one channel (either the offline channel or the online channel), but rather combines physical and virtual touchpoints during their decision making, taking into account the needs he/she wants to see satisfied at any moment. In this sense, retailers currently face the challenge of making the omni-shopper into a brand-loyal customer. Bearing in mind the previous considerations, among the issues that could be interesting to investigate is the analysis of the consequences of omni-shopper behavior. The review of the Omni-Channel Retailing (OCR) literature reflects that the impact of omni-channel behavior has been studied on the volume of purchases made by the customer or other quantitative measures of behavior (Viejo-Fernandez et al., 2019). However, research focused on cognitive-affective variables is scarcer. Therefore, the analysis of the influence that omni-channel behavior has on other dimensions such as, for example, emotions, perceived value or satisfaction is a field that is in its most incipient phase. To address this gap and advance the OCR literature, this research aims to analyze to what extent the intensity of the links between emotions, perceived value and satisfaction that an omni-shopper experiences during his/her customer journey is influenced by his/her degree of involvement, high versus low. The study consisted of a survey of 636 smartphone users. The results obtained from the application of a Structural Equation Modelling (SEM) indicate that, developing high levels of involvement versus developing low levels of involvement in the purchase journey moderates the intensity of the relationship between emotions and perceived value, and between emotions and satisfaction. Specifically, customers who combine offline and online channels to purchase their smartphones, become vehemently involved in that purchase and experience negative emotions with the retailers, perceive an unfavorable value of the company and, consequently, develop dissatisfaction with that retailer more intensely than those omni-shoppers who develop less involvement.

Keywords: Omni-Channel Behavior, Emotions, Perceived Value, Satisfaction, Retail
