

Millennials vs. Baby Boomers, ¿a qué generación le ha influido más el efecto de la pandemia por Covid-19?

Factores que determinan su comportamiento de compra online

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ABSTRACT

The expansion of e-commerce is a tangible reality that has been strengthened by Covid-19 sanitary crisis. This paper identifies which factors influence online consumer behavior, analyzing at the same time the effect of this pandemic on ecommerce adoption. In addition, we analyze whether there are generational differences between online consumers. Our results show that the factors that influence online consumer behavior are related to the product, the consumer, the Internet as a sales channel and the website. Furthermore, we conclude that the current pandemic has led to a significant increase in online purchases. Finally, after observing the influence of the generation on online purchase behavior, 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. Additionally, 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 behaviour for different product categories.

KEY WORDS: E-Commerce, Online Consumer, Consumer Behavior, Covid-19, Millennials, Baby Boomers.