



COVID-19 ads on purchase intention of online consumer behavior as business innovation activity: A contribution to the uses and gratification theory

Juan Mejía-Trejo

University of Guadalajara, University Center of Economic-Administrative Sciences, Periférico Norte N° 799, Núcleo Universitario Los Belenes, C.P. 45100 Zapopan, Jalisco, Mexico

ARTICLE INFO

Keyword:

Covid-19 ads
Purchase intention
Online consumer behavior
Business activity innovation
Uses and gratification theory

ABSTRACT

COVID-19 ads are gaining people's consciousness rapidly. Many companies are concerned with determining the new purchase intention of online consumer behavior (**PIC**) for the next normal conditions. This article aims to design a framework based on **PIC** as a business innovation activity to generate marketing strategies related to Uses and Gratification Theory (**UGT**). Based on **Delphi Panel-focus group** and Analytic Hierarchy Process (**AHP**), we identified factors, variables, and indicators to the **PIC** conceptual framework proposal. The survey data was on **400** Mexican online consumers (Mar to Sep, 2020), using Confirmatory Factor Analysis (**CFA**) and Covariance-Based Structural Equation Modeling (**CB-SEM EQS6.2**) to confirm **4** underlying factors, **8** variables, **27** indicators, and the framework's validity. The fuzzy set Qualitative Comparative Analysis (**fsQCA3.0**) extracted **3** patterns solutions as business innovation activity with high **PIC** for marketing strategies related to **UGT** as the original study's value.

1. Introduction

Several emergency contexts have occurred, in America, in recent times of the 21st century like terrorist acts (e.g., Anthrax attacks, 2001; Sept. 2001; San Bernardino attack. 2015; Black Lives Matter movement. 2013; Charlottesville. 2017, etc.) and several pandemics events (e.g., SARS. 2003, H5N1. 2006, H1N1. 2009). However, it is not until **COVID-19** the worldwide suffers a prolonged quarantine and lockdown that stops all human activities but still supported with information technologies (**IT**), not foreseen or described in previous works, making the online transactions the center of shifting behaviors (e.g., e-commerce, e-Business, or digital marketing platforms). This new situation has elicited new habits that affect the intention of online consumer behavior (**PIC**) in the form of new trends such as emergency habits accelerated, consumer resilience, adaptability to protect the health (less contact, more hygiene), wellbeing obsession (more consumption of anti-**COVID-19** products), the interest of social responsibility and the sustainability of the planet, etc. Thereby, the **PIC** has developed emotional connections with services or products, the standup for the most vulnerable, more flexibility in the workplace for consuming, changing the paradigm from "always-available" to "pre-planned experience" (e.g., walk-ins are now pre-planned) (Westbrook and Angus, 2021). The **COVID-19** crisis is

unprecedented, and several countries in the world are generally very concerned about the current global economic situation (McKinsey, 2020b). For instance, we cannot say how it will impact online consumers and their lifestyles in the next normal marketing scope. It is essential to determine, in advance, which trends are most important to consumers and are likely to continue being part of their behaviors. It allows businesses to understand consumer priorities and strategically plan the next steps in an unknown landscape in the wake of **COVID-19** ads. Indeed, digital marketing and electronic businesses, as we know, have changed. For instance, with the retail industry's closure, the stagnation of sports, the cancellation of hotel reservations, and thousands of travels, many online channel companies that have traditionally relied on are no longer available. Due to **COVID-19** is changing online consumer behavior, now and for the next months, companies have to adapt to very different conditions in the short term (McKinsey, 2020a; McKinsey, 2020d; AMVO, 2020). The emergency context, due to **COVID-19**, transmits different messages and narratives in a local region or a country (Mazidah, 2020). In this case, such messages and narratives produce several situations under permanent stress on the online consumer, affecting mainly their motivations, attitudes, and social media perceptions in the purchase intention of online consumer behavior (**PIC**) (Mikalef et al., 2016; AMVO, 2020). Our study implied the analysis of several **COVID-**

E-mail address: jmejia@cucea.udg.mx.

<https://doi.org/10.1016/j.elerap.2021.101086>

Received 20 November 2020; Received in revised form 27 July 2021; Accepted 7 August 2021

Available online 11 August 2021

1567-4223/© 2021 Elsevier B.V. All rights reserved.