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Identification of main factors to characterize young people with greatest intention of buying footwear online (Conference Paper)

[Identificación de Principales Factores de Caracterización en Jóvenes con Mayor Intención de Comprar Calzado Online]

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Abstract

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The study seeks to identify the main factors that contribute to characterize young people in an emerging city like Lima, one of the cities with the lowest online channel penetration in Latin America, intending to buy a physical product online. Surveys were applied and then analyzed using a logistic regression model that resulted in men with a greater experience of use, with a favorable perception of return, and with the possibility of being influenced by other people, have a greater probability of having high intention to buy online a physical product. From all the perceived risks that were originally proposed, the logistical risk (delivery and/or return) and the social risk were those that showed a better behavior to characterize young people with greater probability of buying footwear online. © 2020 26th Americas Conference on Information Systems, AMCIS 2020. All rights reserved.

SciVal Topic Prominence ⓘ

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Principales factores
Riesgos percibidos

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Engineering controlled terms:

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Information use
Logistic regression

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