

# Innovative behavior of consumers

There is an extensive literature on consumer behavior and its effects on business (Laato et al., 2020). However, today's environment is characterized by speed and uncertainty. These changes cause consumers to be more stringent in their needs (Al Mansoori & Ahmad, 2021) and companies have to innovate to satisfy their desires and be competitive within the environment (Joseph & Dhanabalyam, 2022). Moreover, in a post-pandemic situation, it has generated for many small and medium enterprises to accelerate digitization in their growth (Zwanka & Buff, 2021). This new situation has provided a great opportunity for innovative digital marketing development (Wood, 2022). Also, new technologies have fostered that the consumer has been affected by this situation (Stancu et al., 2022; Thota, 2018; Voramontri & Klieb, 2019). Therefore, this special issue provides new methods of understanding consumers, digital tools that cause consumers to be stricter, and skills developed by consumers in a post-pandemic environment. This special issue deals with challenges companies face in consumer behavior and innovation.

The papers were selected from the 2022 Academy of Innovation, Entrepreneurship, and Knowledge Conference, which took place in a hybrid form. The use of technologies made it possible for researchers from different parts of the world to connect with one another. The theme of the conference—"Greening, Digitizing and Redefining Aims in an Uncertain and Finite World"—perfectly suits the current context. The papers selected for publication in this special issue address consumer behavior, innovation, and strategies affecting consumers' responses from a comprehensive view in which firms are the leaders of the change that we are experiencing.

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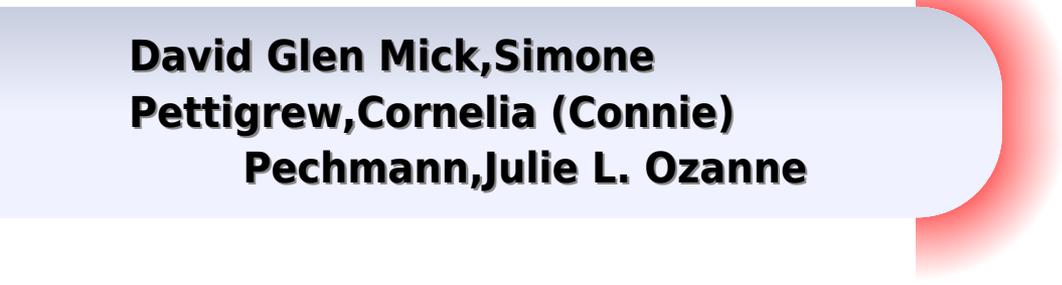
The paper by Gina Pipoli, Gustavo Adolfo Rodriguez, and Enver Tarazona Vargas shows the case of Starbucks, a widely established brand in Peru and around the world, which uses technology to interact with its customers through social media. Thus, the purpose of their paper was to analyze the impact of customer engagement on customer happiness and assess the impact of customer happiness on word of mouth (WOM) and purchase intention. Their study fills a research gap in retail businesses and provides information about the differences between passive and active engagement in customer happiness, as there is little evidence to explain these relationships in the available literature. Considering the flow theory and a positive psychology perspective, the authors link engagement to harmony, which has been related to happiness in previous research. Furthermore, according to relationship marketing, involvement is identified as a key to establishing customer-brand connections. In addition, engagement

(both passive and active) is considered a predictor of satisfaction, delight, and harmony, which represent the dimensions of customer happiness. From a customer perspective, the authors analyze the impact of different types of engagement on happiness and the effects of customer happiness on WOM and purchase intention. The data were collected through an online survey, achieving a valid sample size of 802 Peruvian customers. To analyze these responses, the reliability and validity of each construct were evaluated, and the theoretical framework was based on a partial least squares structural equation model (PLS-SEM). The results of the structural model suggest that both active and passive engagement can foster customer satisfaction with the brand. Also, both engagement types contribute to generating positive emotions in customers, which have a positive effect on customer delight and harmony. Similarly, purchase intention and WOM were both positively affected by customer happiness and explained by the exogenous variables; however, perceived social connectedness did not show a significant effect on customer happiness. In conclusion, their research contributes to the theory of customer happiness, as it was found that engagement is important to generate satisfaction, delight, and harmony in an international brand. The practical implications suggest that passive and active engagement achieved through social media can mitigate the effects of brand dissonance and help to characterize both engagement types.

The paper by Manuel Alonso-Dos-Santos, Orlando Llanos-Contreras, María José Ibáñez-Caamaño, and Pablo Fariñas-Nazal studies how corporate brand identity strategies and advertising duration influence the ability to communicate a family brand image when implemented on a radio platform. In particular, it examines how corporate brand identity strategies affect consumers' responses in terms of expectation, perceived quality, visit intention, and willingness to pay more when these cues are deployed in hotels' radio advertisements. Their study was based on an online experiment, a survey that raised data on the mentioned variables from a sample of 1002 participants. The experiment was applied through Toluna Global Panel Community. The results of this study confirm that a strategy that communicates the family image of a firm more openly (e.g., family preservation instead of family subordination) and ad length positively influences the perception of the family firm's image. This, in turn, has a positive direct and indirect influence on consumer responses regarding expectations about the hotel, perceived quality, and visit intention. The hypothesis on the direct influence of family firms' image on willingness to pay was not confirmed; however, an indirect influence through expectations about the hotel and perceived quality is confirmed. Their study also contributes to the marketing literature, particularly on media platforms (Michelson et al., 2020), as the research examines how the mentioned

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web values are the foundation for attitudes motivation and behavior influence perception and cloud objectivity 5 value systems represent individual values and prioritizes them based on how important the particular value is to the individual and how intense their feelings are about that particular value