

You are cordially invited to attend the Science Tuesday on **13 April, 2023 at 1 p.m.** when authors Ivan-Damir Anić, Ivana Kursan Milaković, and Mitsunori Hirogaki, will present their research on the topic

## **Consumers' responses to store-related stimuli in a crisis: evidence from Japan and Croatia**

Please join the workshop and ZOOM webinar using the link below:

<https://us06web.zoom.us/j/83734866637>

Working language of the workshop and webinar is English.

### **Summary:**

This paper is part of a larger project: "Comparative Research on Consumer Behaviour", partially supported by the Japan Society for the Promotion of Science (JSPS) KAKENHI [Grant Numbers 20K01989]. Using the S-O-R framework, it examines how a novel traditional store environment in a crisis affects consumers' emotions and cognitive states, leading to purchasing outcomes. The data collected by questionnaire of 314 adult grocery shoppers in Japan and 314 in Croatia at the peak of the pandemic in 2021 were analysed using Structural Equation Modelling (SEM). Research findings show that retail services aimed at protecting consumers in the store increased arousal in both countries but also induced fear in Japan. In addition, delivering tangible benefits (i.e., products, services, and value for money) increased arousal in Croatia and reduced fear in Japan. Results also revealed that customer loyalty could be gained despite the higher level of threats of COVID-19 if consumers can protect themselves adequately in the store and fear is reduced (in Japan). Unplanned purchases were driven by arousal and perceived threat. Retailers should provide a safe store environment to encourage shopping in a crisis and fulfil consumers' expectations.

### **About the authors:**

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**We look forward to your attendance!**