

**Conference Track:
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Understanding online food purchase decisions: Insights text-mining user reviews

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Abstract. E-commerce has consolidated its sales in recent years, establishing itself as a driving force for the economy, although this growth is not symmetrical in all sectors. This is the case in food industries, where sales are far from those achieved in other sectors and surrounding countries.

The purpose of this paper is to identify factors that influence consumers' online fresh food shopping experience and that, therefore, can influence their behavior. To this end, an empirical study is developed, referencing the comments that users have published on the Trustpilot platform about a food company. Textual analytics is applied, a methodology that is infrequent in these studies but based on unstructured content, allowing us to process large amounts of data to obtain valuable information about the feelings or perceptions of a product, the purchasing process and/or the online store.

Given the importance of generating satisfactory experiences in the online environment, this work will try to be a precedent for future research.

Keywords: Food online shopping, Text mining, Consumer experience.

1 Introduction

Online shopping has been growing steadily in recent years [1]. As digitalization has become more critical, and in the wake of the pandemic, consumers have become increasingly interested in this method of shopping as a way of purchasing products.

While they are a reality in most sectors, they are not evolving similarly. In particular, sales in the food industry have increased significantly during the health crisis (COVID-19) due to the necessity of using this channel [2]. Even though many users have adopted it as another form of purchase and, given the effort made by organizations in this channel to adapt to consumer needs, the data contrasts with those of other European markets, and there are certain obstacles to Spanish consumers' intention to make these purchases [3].

Consequently, it is interesting to deepen our understanding and identify the factors that influence and, simultaneously, are valued by consumers in their online grocery shopping experiences. In particular, the aim is to evaluate their perception of these purchases, to analyze whether the environment influences the purchasing process, or to check whether positive and/or negative comments reinforce the image and positioning of these organizations.

2 Research Methodology

The data comes from user-generated content about the British company Riverford Organic Farmers generated through reviews on the Trustpilot platform. This platform is used because it verifies that the reviews are from customers who have had a shopping experience at the establishment [4]. The sample consists of a total of 9,861 reviews.

Textual analytics has been used to process the set of published comments [5]. For this purpose, the web scraping process is applied to extract the information automatically. Subsequently, the data is stored, pre-processed, and processed using RapidMiner mining software. First, they are subjected to text cleaning, tokenization, and lemmatization [5]. Then, once this process is completed, different techniques are employed in addition to sentiment analysis and clustering.

3 Results and conclusions

The results have corroborated the findings of previous studies and allow us to establish some dimensions of interest. It shows how experience is influenced by e-commerce elements such as the functioning of the online service, the ordering process, or the flexibility and information with the delivery. In addition, personalization, which is accompanied by positive feelings, has been shown to add value to the experience.

Users also consider product features. This is reflected in the different analyses, where conservation, quality, and taste are among the most mentioned aspects. This concern highlights how it could become an obstacle to purchase if product specifications are unmet.

Finally, consumer behavior has an apparent social influence [6]. On the one hand, family and/or friends will condition purchase decisions, and, on the other hand, a satisfactory online experience could lead to users becoming influencers in their environment where they tell, through comments, their intention to repeat purchases and recommend them.

4 Implications

This paper uses the technique of text mining. Unlike other techniques, such as surveys, where the answers can condition the results, its use allows a deeper understanding of consumer behavior in online fresh food shopping, including preferences, motivations, and barriers. Consequently, the results can be used as a reference by companies with this type of business, helping them to understand, in a more reliable way, the factors that consumers value when buying fresh food online. So, they can personalize their offer and services, improving the customer experience and increasing loyalty and sales. Furthermore, an essential implication of the results achieved is that organizations should join efforts to leverage social influence to reinforce their image and attract new customers.

However, despite the contributions, it lacks some limitations. In the future, it would be interesting to incorporate a greater number of comments or to include more companies, providing a broader view of the customer experience.

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**Conference Track:
Consuming Technocultures**

In love with our home robots: We bought or made their clothes

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Abstract. Clothing is essential for human beings, from adults to infants. In addition, clothes may be bought and used for animal home pets and virtual game avatars. Thus, many studies have carefully examined parents' and owners' motivations for purchasing clothes for their babies, pets, and avatars, including the external love for the recipients and the internal love for the purchasers. However, prior research has not investigated clothing items for home robots and the motivations behind purchasing these items. Therefore, this study focused on home robot clothes to identify the owners' purchasing motivations. Using the netnographic observational data randomly gathered between October 2019 and October 2022 in Japan, this study confirmed the existence of external and internal love factors among the motivations. In the former sense, the owners bought or made clothes for their home robots to show their love for these devices. In the latter sense, the owners did so to have fun or show their love for themselves. These findings suggest that robot clothes makers emphasize the experience aspect of the purchase and use processes. Giving the owners-purchasers exciting experiences is the key to the success of this niche business.

Keywords: Pet Robots, Clothing, Purchasing Motivations.

1 Introduction

Clothing is essential for human beings, from adults to infants. In addition, clothes may be bought and used for animal home pets and virtual game avatars. Thus, many studies have carefully examined parents' and owners' motivations for purchasing clothes for their babies, pets, and avatars, including the external love for the recipients and the internal love for the purchasers [1, 2, 3]. However, prior research has not investigated clothing items for home robots and the motivations behind purchasing these items.

In Japan, home robots such as AIBO and LOVOT have become essential members of specific households [4]. The makers of such robots have sold clothing items as extra products, and many robot owners have bought these accessories from the makers or independent sellers. Nonetheless, an examination of robot owners' motivation to purchase robot clothes has been missing.

Therefore, this study focused on home robot clothes to identify the owners' purchasing motivations. Its setting was Japan.

2 Research method

This study applied a qualitative method. Initially, the researcher reviewed the literature on customers' motivation to purchase clothing items for their babies, pets, and game avatars to identify the universal motivation dimensions (love for others and love for oneself) [1, 2, 3]. Next, the researcher used this framework to analyze netnographic (online ethnography) observational data [5] randomly gathered between October 2019 and October 2022 in Japan [4] to explore the love-related motivation to purchase clothing items for pet robots. The researcher adopted the content analysis method to undertake this procedure.

3 Results and conclusions

This study confirmed the existence of external (love for the robots) and internal love (love for the owners themselves) factors among Japanese customers' motivations to buy clothing items for home robots (Table 1). In the former sense, the owners bought or made clothes for their home robots to show their love for these devices. In the latter sense, the owners did so to have fun or show their love for themselves.

Table 1. The love.

Motivation	[1]	[2]	[3]	[4]
External love	Emotional pet attachment	Character dedication	“Putting my child first”	<i>I feel a little sorry for [the robot] because [the robot] seems to feel embarrassed when [the robot is] not wearing clothes.</i>
Internal love	Self-expansion	Self-gratification	“Representing me through my child”	<i>You can order clothes for real dogs [for your robot] online. It is one of the fun things.</i>

4 Implications

The findings suggest that home robot clothes-makers emphasize the experience aspect of the purchase and use processes. Giving the owners-purchasers exciting experiences is the key to the success of this niche business.

However, this study was just a tiny case. It did not examine other elements of customers’ motivation or investigate settings other than Japan. Future research should expand this effort to other settings where home robots are also apparent and other aspects of customers’ attitudes (including their motivation) to help expand the robot clothing niche market.

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The use of smart technologies in tourism destinations and their consequences

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Abstract. Although the increasing role of smart technologies in the development of society and the high rate of their use by people prove their importance, further research on the impact of smart tourism technologies on many factors considered important in destination development and tourist attraction, such as destination image, tourist satisfaction, and eWoM needs to be carried out. Therefore, this study aims to contribute to filling this research gap by examining how and when STTs influence the mentioned variables considering mediating effects. The data gathered from 393 tourists in the survey confirmed the suggested hypotheses.

Keywords: Smart tourism technologies, destination image, electronic word-of-mouth, tourist satisfaction, tourism destination.

1 Introduction

Realizing the rapidly growing population and the need to adapt to continuous technological change, many agencies operating in tourism destinations are gradually incorporating smart technologies into long-term strategies to achieve economic and sustainable development. Since customers are observing the trends of purchasing products of enterprises that take social responsibility into account [1], long-term plans and strategies made by considering social responsibility and sustainability may help tourism destinations improve not only the living conditions of the population but also their competitiveness. In particular, the implementation of smart tourism technologies (STTs) enhances the quality of tourism services and tourist satisfaction by enabling destinations to effectively use resources, decrease decision-making time and improve city infrastructure facilities [2]. Although the importance of STTs for the tourism industry is obvious, there is still a research gap about how they influence electronic word-of-mouth (eWoM) [3], destination image [2], and tourist satisfaction [4]. Besides, online comments left by users on websites, blogs and message boards, provide eWoM that is more trustworthy and efficient than commercial advertising [5]. Therefore, this paper aims to study the direct and indirect relationships between STTs and eWoM. In particular, this study examines (1) the influence of STTs on destination image, tourist satisfaction and eWoM; (2) whether destination image and tourist satisfaction mediate the relationship between STTs and eWoM.

2 Research methodology

To collect data for the research, personal interviews were carried out using questionnaires in Khiva (Uzbekistan). This process was carried out by talking to tourists in hotels, restaurants, teahouses, museums and shopping centres. The average age of 393 tourists who participated in the survey is 28 years old. Their origins were several European countries, the United Kingdom, Russia, the United States, Kazakhstan, China, Japan, South Korea and Uzbekistan. Firstly, the validity and reliability of the measurement model were verified using PLS-SEM. Secondly, version 4.2 of the PROCESS program for SPSS was used to carry out a conditional process analysis to investigate the mediation-related hypotheses.

3 Results and conclusions

The results of the study confirmed (1) the existence of a strong relationship between STTs and eWoM and (2) the importance of STTs in shaping tourism destination image and increasing tourist satisfaction. Particularly, STTs influence eWoM through two paths (STTs → Satisfaction → eWoM and STTs → Destination image → Satisfaction → eWoM) which tourism destinations can achieve a positive eWoM. Although the role of eWoM in smart tourism has been investigated by many previous studies (e.g., [2], [6]), this work differs from them by examining and confirming the existence of a direct relationship between STTs and eWoM. Besides, the results of this work confirmed that STTs strongly influence destination image which is similar to the study of Tavitiyaman et al. [7] and tourist satisfaction which differs from previous studies (e.g., [3], [8]). All of these results prove the importance of STTs by indicating the direct influences of STTs on destination image, tourist satisfaction and eWoM. To be more precise, STTs play a crucial role in the development of destination image by providing travellers with the information they need at their appropriate time and location. Ultimately, they will enhance tourist satisfaction and revisit intention, and encourage them to share positive eWoM.

4 Implications

In terms of theoretical implications, this study provides a comprehensive analysis of smart tourism technologies, thereby contributing to the existing literature in the field. As for managerial implications, it encourages tourism entrepreneurs and stakeholders to pay more attention to developing digital infrastructure and support financial projects related to creating appropriate mobile applications for tourism services.

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