

Factors affecting consumers' attitude and intentions towards online events during the COVID-19 pandemic

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Abstract

For the events industry the measures imposed in order to prevent the spread of Coronavirus have generated indefinitely postponement or cancellation of many types of events and event organizers started to relocate their activities online. It is necessary to measure and evaluate the impact of the COVID-19 pandemic on the events industry from the consumers' perspective. An online survey on a sample of 423 respondents was conducted in this regard. The research aimed to validate a structural model created in order to identify the influence of the COVID-19 pandemic and other factors of influence on the consumers' attitude and intentions towards online events. The proposed conceptual model was tested and validated using the specific methodology of structural equation modeling (SEM). The research results could be used by event organizers to meet consumer needs, to overcome the obstacles and to improve the format and the deployment of online events.

Keywords: *covid pandemic; online events; events marketing*