

Guest Editorial Preface

Special Issue on Digital Business and Consumer Behavior

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New technologies have revolutionized our daily world and patterns of consumption and purchasing have changed radically. Firms have to adapt their strategies (digital, customer relationship management, purchasing) in order to integrate this new channel of communication and terms such as multichannel strategies, cross-channel strategies, website, affiliation, search marketing, viral marketing or e-CRM are now familiar.

Moreover, Social Media (SM) and digital marketing have radically transformed and revolutionized the way consumers interact, communicate, and even consume nowadays. Many platforms (such as Facebook, YouTube, Google+, Instagram, Pinterest, etc.) have emerged and impacted the relationship between consumers and brands. As SM and mobile are exploding in popularity, companies are challenged to deal with this phenomenon and are trying to extract value from it.

In the same time, consumer behavior has evolved as customers are more and more involved in the communication process (social influencers are becoming the most powerful tool to sell a product) or in the creation process. New generations have integrated they are a tremendous force of action and they call for more recognition of their influence from companies and international brands.

Empirical researches have gradually produced significant results for professionals and allow them to develop new digital strategies in order to follow the changes in consumer behavior, therefore meeting their expectations. Despite these first results, the fields of digital business and consumer behavior allow additional conceptual and empirical research.

Hence the objective of this special issue is the continuation of this work. It follows the work started during the Third International Conference on e-technologies and Business on the Web held in Paris in 2015. More precisely the special issue presents five article regrouped through three topics.

The first one is “the impact of digital strategy on consumer behavior”. Partouche-Sebba’s article presents how death anxiety affects Facebook use and more globally how terror management mechanism can or cannot influence consumer behavior. Dutot explores the role of cross-channel experience on brand’s commitment in a lately digitalized sector (the luxury).

The second topic highlighted in the special issue is the prominent role of “Website design in the relation between a brand and its consumers”. Chen and Wu look at influence of website design on consumer emotion and purchase intention in travel websites with the use of the Stimulus-Organism-Response (S-O-R) model. Amer and Johnson investigate at the specific role of progress indicators (here a stalling progress bar) on perception of process duration.

The third and final topic presented here deals with the “perception of a brand from a consumer’s point of view”. In their article Castellano and Khelladi highlight and measure the determinants of e-reputation (reputation, image and social media) from a digital natives’ perspective.

Finally, we would like to thank International Journal of Technology and Human Interaction’s Editors in Chief for their support and expertise as well as all reviewers and associate editors for the very constructive contributions.

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