

Consumer Empowerment in the context of the Internet of things: How feelings of betrayal influence consumer behavior toward smart connected objects

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Abstract

With the Internet of Things, smart objects increasingly track, store and analyze users' data. Users are not always aware of the processes hidden behind this information stalk. Learning these processes could lead to feelings of betrayal, to the intention to take revenge by providing false information to smart objects, stopping to use them, doing negative word-of-mouth actions, or to a need to empower oneself. This research aims at studying what influence the intention to use concepts of empowerment and the link with the use of smart objects. The paper elaborates on the theoretical underpinnings of our conceptual approach, and describes the empirical study. Findings suggest that our approach delivers fresh insights into management strategies to bring favorable outcomes for both customers and companies in the era of the Internet of Things and consumer empowerment.

Keywords: *consumer empowerment; smart connected object; revenge's behavior*

Track: Consumer Behaviour