

Effects of IoT usage on consumer empowerment: A qualitative study in the healthcare sector

Julien Francois

Université du Québec à Montréal

Anne Françoise Audrain

ESG -UQAM

Loick Menvielle

EDHEC Business School

Myriam Ertz

Université du Québec à Chicoutimi

Cite as:

Francois Julien, Audrain Anne Françoise, Menvielle Loick, Ertz Myriam (2022), Effects of IoT usage on consumer empowerment: A qualitative study in the healthcare sector. *Proceedings of the European Marketing Academy*, 51st, (107671)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Effects of IoT usage on consumer empowerment: A qualitative study in the healthcare sector

Abstract

With the rapid integration of Healthcare Internet-of-Things (HIoTs) in the healthcare sector, it has been presumed that there is an empowering effect for a patient using HIoT. Hence, this research explores whether HIoTs increase user empowerment for individuals suffering from a chronic disease. It also examines how empowerment can be defined for HIoT users. The research was carried out with semi-structured, in-depth interviews with 20 individuals living with Type 1 diabetes in the south of France. Data were analyzed by content analysis. The findings suggest that HIoT use improves empowerment for users and reveal four main dimensions of empowerment for HIoT users: (1) self-efficacy in managing their health condition, (2) patient control, (3) knowledge development regarding their health condition, and (4) participation in the decision-making process with the doctor. However, some participants expressed concerns regarding HIoT usage leading to barriers to being empowered.

Keywords: *empowerment; Internet-of-Things; healthcare*

Track: Consumer Behaviour