Am I digitally included? The conceptualization of user's digital self-inclusion

Léa CAUCHARD
Université de Montpellier
Gilles N'Goala
Institut Montpellier Management

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

Am I digitally included? The conceptualization of user's digital self-inclusion

Abstract

Faced with this digital transformation of customer journeys, the users' difficulties are often underestimated. To ensure effective users' participation and increase their market shares, organizations must adopt a more digital and inclusive approach. Despite a rich marketing literature on the relationship that users have with digital, research that specifically examines digital inclusion/exclusion mainly emphasizes objective digital inequalities without considering the social field and the understanding of the psychological and social mechanisms of the individual. So, we are proposing a conceptualization of digital self-inclusion, based on a literature review and an exploratory qualitative study. We have identified 4 dimensions: perceived accessibility, autonomy, external equity, and recognition which are structured along 2 axes: self/other oriented and active/reactive.

Keywords: *digital ; inclusion; perception*

Track: Consumer Behaviour