

# How Consumers in digital insecurity cope with the dematerialization of public services? A perspective from France

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## **Abstract**

Digital is now an integral part of the relationship with the public services. Thus, the transition to e-government in France is significantly transforming the access to rights. However, this dematerialization has not taken into consideration users facing digital difficulties. This qualitative research conducted with users in digital insecurity shows that they experience various difficulties with online public services. Users then deploy coping strategies to complete online procedures, either autonomously or along with administrative agents on site or through benevolent to insure their rehabilitation and inclusion. However, these strategies have ambivalent effects on the work configuration of agents and other carers.

**Subject Areas:** *Consumer Behavior; Services Marketing*