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Interacting with a mobile commerce website selling pharmaceutical products

Industries that are traditionally based on more conservative business models like the pharmaceutical industry have to adapt to new technologies such as online commerce, and also mobile commerce, growing at an unexpected rate. They need to adapt and develop their strategy to a more online and mobile-based approach. This study investigates the importance of online customer experience (OCE) when marketing a pharmaceutical product online and its effects on the behavioral intentions of website visitors. The OCE approach is based on factors like flow, interactivity, telepresence and gamification.

In the framework of this analysis, two different websites with different level of flow, interactivity, telepresence and gamification promoting the same product, have been created in order to analyze the different OCE visitors have experienced and their linked behavioral intentions. One website was designed to be image-based and text-based, thus static and non-interactive, the other website was designed to provide a compelling customer experience through interactive features and a simulated product experience.

Our findings will discuss opportunities and challenges of OCE for the pharmaceutical industry in the future to in order to? (take the problem you come from to elaborate your sentence).

The main objective of this research is to understand if website visitors need a compelling customer experience when shopping for eye drops in an online environment such as a website. By gaining a better understanding of the perceived OCE and its impacts on the visitors' behavioral intentions, pharmaceutical companies can adapt the way they market their products accordingly. Specific Implications for theory and practice are discussed.

As OCE is considered as a field of marketing research tackling a topic of paramount importance, this study can contribute to its exploration.

Speaker Biography

Jean-Éric Pelet has completed his PhD in Marketing at the age of 27 years from Nantes University, France. He is the professor of Advanced Digital Marketing at ESCE International Business School, Paris, France. He has over 200 publications that have been cited over 300 times, and his publication H-index is 8 and has been serving as an editorial board member of reputed Journals. Jean-Eric holds an MBA in Information Systems and a BA (Hons) in Advertising. As an assistant professor in management, he works on problems concerning consumer behavior when using a website or other information system (e-learning, knowledge management, e-commerce platforms), and how the interface can change that behavior. His main interest lies in the variables that enhance navigation in order to help people to be more efficient with these systems. His work has been published in international journals and conferences such as EJIS, SIM, AMS, EMAC, AFM and ICIS and he has authored four books on m-commerce and e-learning topics, his last book, released in October 2018, is E-Commerce (Ed. Dunod).

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