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Leveraging the distribution of food by means of social media and collaborative consumption

The current global scene is characterized by a huge paradox: “on one side, there is the scourge of poverty, on the other; 1.3 billion tonnes of food is wasted around the world every year”. To address these problems, alternative distribution formats aimed at reducing food waste, such as Food banks or Social supermarkets, which tackle two challenges in one go: by saving surplus food from the bin, they also help people feed themselves and their families for less. Since the 90s, a number of capabilities and applications have arrived which have either driven new forms of sharing or have modified the manner or scale of pre-existing forms of sharing.

Social media may contribute to increasing sales and building customer loyalty for wine companies, especially through the social links that may generate sustainable profits based on recommendations made by consumers. The purpose of this study is, on one hand, to investigate the potential of social media such as Facebook to be used as a new distribution channel for wine and, on the other hand, to delineate how consumers behave vis-à-vis social media, especially in terms of their willingness to buy wine through social media. Data has been gathered from an online survey based on constructs using multi-item indicators. 156 valid responses were collected and analysed through structural equation modelling. The findings underline that winegrowers should seriously consider the potential of using social media in conjunction with their websites, in order to promote and distribute their wine.

Recent Publications

1. Baird A, Raghu TS, (2015). “Associating consumer perceived value with business models for digital services”, *European Journal of Information Systems*, 24(1), 4–22.
2. Hui S, Inman J, Huang Y, Suher J (2013). Estimating the effect of travel distance on unplanned spending: applications to mobile promotion strategies. *Journal of Marketing*, 77 (2), 1-16.
3. Jarvenpaa S.L. Tractinsky N. et Vitale M. (2000). Consumer trust in an Internet store. *Information Technology and Management*, 1(1), 45-71.
4. Van Der Heijden H and Junglas I (2006). “Introduction to the special issue on mobile user behaviour », *European Journal of Information System*, 15 (3), 249-251.
5. Venkatesh, V., James Y. L. Thong Xin Xu (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology, *MIS Quarterly* Volume 36 Issue 1, March 2012 Pages 157-178.

Biography

Jean Eric PELET holds a PhD in Marketing, 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 such as 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. He works as a Visiting Professor both in France and abroad (England, Switzerland, Thailand) teaching e-marketing, ergonomics, usability and consumer behavior at Design Schools (Nantes), Business Schools (Paris, Reims), and Universities (Paris Dauphine - Nantes). His work has been published in international journals and conferences such as EJIS AMS, EMAC, AFM and ICIS and he has authored two books on u-commerce and e-learning topics. His current research interests focus on m-commerce, social networks, interface design, and usability.

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