“If I can’t use your website, I’m leaving and never coming back!” What retailers must understand about website accessibility

Jorge Fresneda from the MTSM at NJIT
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Abstract: This research uniquely contributes to the marketing policy literature by using aspects of Attribution and Expectancy Disconfirmation theories to show how accessibility-related problems online can lead to avoidance of the retailer and generate negative word of mouth (NWOM) by blind and low vision participants not just in the inaccessible channel but across all the retailer’s sales channels, including those that are accessible. Moreover, even though online sellers are being made aware of these issues directly from complaints by offended customers, the problem remains pervasive throughout the online marketplace. Perhaps even more concerning is how consumers with disabilities may see inaccessible websites as discriminatory and develop stronger anti-firm attitudes and behaviors. Further, we aver that the retailer’s entire website and all its features, not just the home and transaction pages, must be made accessible.

Speaker Bio: Jorge Fresneda (PhD) is an Assistant Professor of Digital Marketing and Marketing Analytics. He joined NJIT after finishing his PhD at the LeBow College of Business - Drexel University. His research interest expands from the role of online information as influencing consumers, to the lack of accessibility of e-commerce sites for people with disabilities. An important part of his research deals with the application of different methods to analyze unstructured online data, such as Artificial Intelligence, Latent Semantic Analysis, or Topic Models.

Dr. Fresneda also works with companies to develop innovative data analysis methods focused on extracting information from readily available online sources. He regularly conducts workshops on automatic methods of text analysis, targeted to both business students and practitioners.

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