

ONLINE SHOPPING EXPERIENCES: A QUALITATIVE SURVEY

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Abstract

This research tackles the issue of shopping experience on the Internet. Previous studies have already focused on consumption experience (Holt, 1995; Arnould and Thompson, 2005) and consumer experience on the web focusing on ‘browsing’ and ‘flow’ online (Hoffman, Novak, 1996, 2009). This paper intends to examine online shopping experience from three aspects: the physical, ideological and pragmatic dimensions (Heilbrunn, 2010). As an exploratory research study, a qualitative research method was used (in France) with four focus groups –thirty-one consumers who differ in terms of age, gender and consumer experience. The results highlighted the three proposed dimensions of online shopping experience and underline the pragmatic dimension as core issue.

Above all, the appropriation process of commercial websites is put forward; beyond purchase intentions, shoppers have different uses and rituals with Internet tools, that characterize different online shopping experiences. Social interactions with friends on Social Network Sites