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The online shopping experience (OSE): Towards the development of a four-order hierarchical model

Aurélia Michaud-Trévinal^{a1}, Karine Picot-Coupey^b and Thomas Stenger^c

^a *University Institute of Technology, University of La Rochelle, 15 rue F. de Vaux de Foletier, Lab. CEREGE, EA-1722, 17000 La Rochelle, France*

^b *Institute of Business and Management (IAE), CREM UMR 6211, University of Rennes, 11 rue Jean Macé, 35708 Rennes Cedex 7, France*

^c *Institute of Business and Management (IAE), University of Poitiers, 20, rue Guillaume VII le Troubadour, Lab. CEREGE, EA-1722, BP 639 86022 Poitiers Cedex, France*

The ‘online shopping experience’ has recently been considered in marketing literature with the crossing of the fields of consumption experience, shopping experience, and online experience. A potential positive impact to the e-retailer’s performance has been emphasized. The conceptualization of the ‘online shopping experience’ (OSE) is still at hand as neither operationalization nor quantitative, and empirical test have been realized yet.

Using the procedure specific to a high-order hierarchical model with formative constructs, this research results to the first development of a measurement index consisting of 4 dimensions (physical, ideological, pragmatic, and social) to evaluate the OSE lived by the consumers. A quantitative survey has been conducted with 1142 respondents. The research delineates the scope of the OSE and defines reliable scales for evaluating the dimensions of the OSE, some of them missing from the literature.

Keywords: Online Shopping Experience (OSE); online shopping; experience; high-order construct; index

¹ Corresponding author. Email : amichaud@univ-lr.fr