ONLINE SHOPPING EXPERIENCES: 
A QUALITATIVE EXPLORATORY RESEARCH

Aurélia MICHAUD-TREVINAL, 
University of La Rochelle, CEREGE, EA-1722

Thomas STENGER, 
University of Poitiers, CEREGE, EA-1722

Abstract
This research tackles the issue of shopping experiences in an online environment. Previous studies have already focused on consumption experiences (Holt, 1995; Arnould and Thompson, 2005) and consumer experiences on the web focusing on ‘browsing’ and ‘flow’ online (Hoffman, Novak, 1996, 2009). This paper intends to examine online shopping experiences from three aspects: the physical, ideological and pragmatic dimensions.

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 and underline as core issues online trust (or mistrust), age and online social interactions with friends. The appropriation process of commercial websites is also considered.

Keywords: online shopping experience, shopping behavior, trust, privacy.