Remarkable customer experience in e-retailing – the analysis of consumers' narratives

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Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.

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Abstract

The purpose of this paper is to develop a theoretical model that explains exceptionally positive experiences in e-retailing. The main assumption of the proposed model is that different dimensions of the experience are important at each stage of e-shopping process. The critical incidents technique was employed to qualitatively study 90 consumers' narratives. The model resulting from the data consists of two main experience dimensions: hedonic and utilitarian, which are divided into 7 and 4 sub-dimensions, respectively. Three sub-dimensions: "conventional", "financial benefits" and "relational-personnel" appeared to be of particular significance. While, the "behavioral", "cognitive" and "security" sub-dimensions were least pronounced. The originality of this study lies in merging the analysis of experience dimensions with stages of e-shopping resulting in the holistic model. The practical implications of the study suggest how companies should create online shopping experience at each phase of e-shopping process.