

Brick-and-mortar shopping experience: a review and research agenda

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Cite as:

Lecointre-Erickson Danielle, Daucé Bruno, Legohérel Patrick (2019),
Brick-and-mortar shopping experience: a review and research agenda . *Proceedings of
the European Marketing Academy*, 48th, (9341)

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



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Abstract

Shopping experience is an important contributing economic, social and commercial factor to local communities. Over the years, retailing research has attempted to define shopping experience, comprehend it, and measure it and its influence on consumer behavior and satisfaction. This paper proposes a narrative review of the retailing literature with the aim of refocusing on the dimensions of the concept in order to propose an alternative definition. The results of the review suggest that brick-and-mortar shopping experience can be characterized by three main dimensions. Furthermore, the review suggests that interdisciplinary methods and techniques, such as those used in information systems management, would allow for a richer analysis of the retail shopping experience.

Keywords: *Shopping experience; critical realism; customer journey*

Track: Retailing & Omni-Channel Management