THE IMPACT OF FLOW ON ONLINE CONSUMER BEHAVIOR

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ABSTRACT

Previous research has acknowledged flow as a useful construct for explaining online consumer behavior. However, there is dearth of knowledge about what dimensions of flow and how they actually influence online consumer behavior is as difficult to conceptualize and measure. This research examines flow and its effects on online consumer behavior in a unified model which draws upon theory of planned behavior (TPB). The four important dimensions of flow (concentration, enjoyment, time distortion, and telepresence) are explored in terms of their antecedent effects on online consumer behavior. Results of the empirical study show that flow influences online consumer behavior through several important latent constructs. Findings of this research not only extend the existing knowledge of flow, but also contribute to our understanding of online consumer behavior in a unified model which draws upon theory of planned behavior (TPB). The four important dimensions of flow (concentration, enjoyment, time distortion, telepresence) are explored in terms of their antecedent effects on online consumer behavior. The results show that flow influences online consumer behavior through several important latent constructs. Findings of this research not only extend the existing knowledge of flow, but also contribute to our understanding of online consumer behavior in a unified model which draws upon theory of planned behavior (TPB).

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Flow is the mental state in which people are so involved in an activity that nothing else seems to matter (Csikszentmihalyi 1975). This study empirically examines flow and its effects on online consumer behavior in a unified model that draws upon theory of planned behavior (TPB).

The four important dimensions of flow (concentration, enjoyment, time distortion, and telepresence) are explored in terms of their antecedent effects on online consumer behavior. The results show that flow influences online consumer behavior through several important latent constructs. This research provides new insights into how flow can be conceptualized and studied in the e-commerce setting.