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# An Overview of Flow Theory in Ecommerce

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## **ABSTRACT**

The present study examined flow theory in the literature and especially in ecommerce contexts: computer and online games, virtual environments, online shopping, interface design, marketing, and management. Designing for a positive user experience has become an equally important goal of interface design in addition to usability. Thus, studying user's flow experience is a valuable undertaking, which will provide insights for human computer interaction and guidance to interface design, including online and mobile applications. An exploratory factor analysis was conducted using Webster et al. (1993) instrument, which was administered to 310 subjects, following their experience navigating an apparel commercial web site. Based on the results of the factor analysis, three dimensions of flow emerged: control, attention focus, and cognitive enjoyment. Implications for contributions and future research are discussed.

## **Keywords**

Flow, ecommerce, interface, factor analysis.