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# The Effect of Personalized Virtual Model and Voice Chat Support on Presence in Collaborative Online Shopping

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## ABSTRACT

Collaborative online shopping refers to the activity in which a consumer shops at an online store concurrently with one or more remotely located shopping partners such as her friends or family. Although collaborative shopping is one of the popular ways of shopping in an offline context, many existing studies regarding online shopping have focused mainly on shopping by individuals; few studies have examined how to enhance the collaborative online shopping experience. This study examines two features that have the potential to enhance collaborative online shopping experiences in the context of a clothing store: a personalized virtual model and voice chat support between shopping partners. Drawing from theories of media richness and social presence, we will examine whether implementing these two features can increase telepresence and copresence.

## Keywords

Collaborative shopping, telepresence, copresence, avatar, chat, online store.