Customer Service Experience: Construct Comprehension and its Dimensions

Pankaj Deshwal
pankajdeshwal@gmail.com
Prasanta Bhuyan
prasantabhuyan68@gmail.com

ISSN: 2231-8275

ABSTRACT
In the present globalized scenario, the right marketing strategy can convert their customers into advocates. Organizations must focus on customer service experience to make repeat purchases and loyalty. The aim of the paper is to understand the customer service experience concept with the help of discussion and analysis of existing definitions and dimensions of this topic.

Keywords: Customer Service Experience, Experience, Service Experience, Customer Experience, Consumer Experience, Experience Dimensions

Introduction
Service marketing has been established as a mature field in the literature. The origination of service marketing was the effort of researchers to show how it differs from the marketing of goods/products. At present, the significance of service experience has been understood by customers, scholars and practitioners. Many scholars are agreed that experience has come in the light and experience industries are touching new height (O’Sullivan, E.L., & Spangler, K.J. 1998). The shifting in the world economy from service based to experience based has been seen in the past few years and it shows that our needs and societies are changing (Pine and Gilmore, 1999). In present, it has been difficult for companies to survive in the market without providing superior customer experience and it is now unavoidable in present competitive business environments (Berry, L. L., 2002; Gentile, C., 2007). In this background, this paper tries to explore the concept of customer service experience which is beneficial for marketers and academician.

Customer Service Experience
Various definitions of ‘experience’ conclude that it is internal and subjective response customers have, direct and indirect dealings with a service provider, memories, fun, emotions, sensations felt, knowledge gained and skills acquired through active involvement, pre, during and post consumption and behavior of firm’s employees plays important role in forming customer service experience (Meyer and Schwager, 2007; Klaus and Maklan, 2011; Ahmed, R., 2009; Sundbo et al., 2008). Furthermore, it may be concluded that functional and emotional outcome dimensions are having key contribution in creating customer service experience. Customer experience concept has been fragmented because of diverse views on the same (Holbrook 2006). This paper presents the concept of total customer experience or holistic customer experience from the customer’s point-of-view (Verhoef et al. 2009).
Rationale for research/Importance of Studying CSE

The relevance of this proposed research, in this emerging area, may also be appreciated considering following points-

1) Research says that service quality is the antecedents of customer satisfaction and customer satisfaction is the antecedents of customer loyalty which positively contributes towards repeat purchases but many current researches has proved that it is not always true that customers always go for same brand choice (Sant, 1997). In this connection, a study was conducted by the Xerox and revealed that “merely satisfied” customers were six times less likely to repurchase than its “totally satisfied” customers (Schneider and Bowen, 1999). This study was conducted for eighteen months. Looking to this, it is required to think beyond this conventional wisdom (service quality> customer satisfaction> customer loyalty> repeat purchases) to define consumer behaviour (Tu, Rungting, 2004).

2) Managing customer experience can be beneficial for a firm in three ways (Kirkby, Jennifer, 2006):
   a) Short term improvement in retaining business and customer
   b) Improved in customer loyalty for longer term gain
   c) The creation of competitive differentiation.

i) In the present globalized environment, the main aim of companies is to create superior customer experiences (Verhoef, 2009). Some examples are as follows:

   ii) “Valero Energy Corporation is committed to ensuring a positive retail experience for customers by focusing on convenience, value and quality” (Verhoef et al. 2009).

   iii) “Dell computers focuses on delivering the best customer experience in the markets the firm serves, while Toyota’s mission statement is to sustain profitable growth by providing the best customer experience and dealer support” (Verhoef et al. 2009).

   iv) “It has been argued that the success of Starbucks is based on creating a distinctive customer experience for their customers” (Michelli 2007; Verhoef et al. 2009).

   v) “Service providers, such as South West Airlines, IKEA, and Ritz Carlton recognize the crucial value created by providing unique and memorable, favorable CEs as the foundation of their business success” (Klaus, Philipp, 2012).

   vi) Former CIO of Dell, Jerry Gregoire said that “the customer experience is the next competitive battleground” (Klaus, Phillip and Maklan, Stan, 2012).

One of the main contributors in company success is favorable customer experience (Gentile et al., 2007). Economic value is considered to be an outcome of Customer experiences in the firm (Pine and Gilmore, 2007). In practice, it is apparent that less number of companies’ have followed customer experience strategies to manage and govern their organizations (Klaus, Philipp, 2012). Many researchers have agreed to consider the customer service experience as new source of competition (Meyer and Schwager, 2007). It is apparent that there are positive things about customer service experience but some research does not support this. For instance, a research was conducted in several industries and on their customers by the Bain & Co. In this research, 80 percent of senior executive claimed to give superior customer experience but only 8 percent of their customer accepted the same (Coffman and Stotz, 2007). This makes it very clear that there is confusion on the concept of experience in the literature and how it is different from the service (Johnston and Kong, 2011). Our effort is to analyses the literature on customer service experience.
Research Objective
This is apparent that consensus has not been made on the construct of service experience in the literature. There is multiplicity of perspectives to understand the theoretical/conceptual foundation of this topic. To bring this construct in operation, construct clarity is required. Looking to this, it is required to make the conceptual foundation of service experience. More specifically, the objectives of this paper are:

i) to study the theoretical/conceptual foundation of customer service experience
ii) to study various existing customer service experience scales and dimensions
iii) to define customer service experience concept and propose a theoretical model for further empirical research

Research Design
An extensive literature review was conducted in eight months from November 2013 to June 2014 on the topic of service experience covering ABI/Informs, Business Source EBSCO, ScienceDirect, Emerald, Springer, Taylor & Francis Group, Palgrave Macmillan Journals, Sage, Wiley, JSTOR and google scholar. Using these sources, all marketing domain and its adjacent area journals were used. Researcher found papers from 1980 onwards to the 2013. Researcher used experience as keyword because research has been done in many service sectors such as hotel, education, retail etc. and many keywords such as retail experience, hotel experience, consumer experience, customer experience; service experience has been used by the researchers so only one keyword was used to ensure that all possible publication on the topic has been covered. Apart from that to search all possible studies on the topic, all papers references were also seen to ensure that nothing has been left on the topic. After this literature survey, 182 studies were selected on the basis of the following criterion:

(1) Study gave definition of customer service experience or
(2) Study is about the dimensions of customer service experience or
(3) Study is about the relationship between customer service experience dimensions and its outcomes;

Out of these 182 studies, experience definitions were found in 54 studies and dimensions were found in 113 studies. To achieve the objectives of this research, researcher first developed the definitional framework of customer service experience to better understand how other researchers have conceptualize customer service experience concept and to identify the commonalities and frequencies of the components in the definitions. Second, a table was prepared mentioning year, authors/journal name, dimensions, consequences and context of the study. The objective behind developing this table was to get what other researchers have given about the dimensions and consequences of customer service experience. After looking these details it was easy to get the knowledge gap in the literature and after analyzing definitions, dimensions and consequences, the theoretical model was develop for further empirical research.

Deconstructing CSE (a definitional framework)
To describe the theoretical foundation of customer service experience, the definitional framework was developed. These definitions are found in the papers from 1982 to 2011.
<table>
<thead>
<tr>
<th>Year</th>
<th>Authors</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982</td>
<td>Holbrook and Hirschman</td>
<td>“Experience is defined as a personal occurrence, often with important emotional significance, founded on the interaction with stimuli which are the products or services consumed” as cited in (Caru and Cova, 2003). “a steady flow of fantasies, feelings, and fun” (Holbrook and Hirschman, 1982, p. 132)</td>
</tr>
<tr>
<td>1984</td>
<td>Mannell</td>
<td>“An experience or state of mind is uniquely individual and that the quality rather than the quantity of leisure in our lives deserves attention.”</td>
</tr>
<tr>
<td>1986</td>
<td>Havlena and Holbrook</td>
<td>“Consumption Experiences: mix of utilities/hedonic, tangible/intangible, or objective/subjective components; Emotional aspects of consumption experiences occur in almost all consuming situations.”</td>
</tr>
<tr>
<td>1990</td>
<td>Csikszentmihalyi</td>
<td>“Flow is a state of experience which is characterized by an experience of intense concentration and enjoyment.”</td>
</tr>
<tr>
<td>1992</td>
<td>Denzin</td>
<td>“Extra ordinary experiences rupture routines and live and provoke radical redefinitions of the self. In moments of epiphany, people redefine themselves. Epiphanies are connected to turning-point experiences.”</td>
</tr>
<tr>
<td>1993</td>
<td>Arnould and Price</td>
<td>“An extraordinary experience is characterized by a high level of emotional intensity, and is triggered by an unusual event.”</td>
</tr>
<tr>
<td>1993</td>
<td>Carbone and Haeckel</td>
<td>“Product-Consumption-Elicited-Experience: Pleasantness and arousal are two primary dimensions of affect; Post-consumption experience: evaluation, feeling, and satisfaction.”</td>
</tr>
<tr>
<td>1995</td>
<td>Carbone and Haeckel</td>
<td>“the take-away impression formed by people’s encounters with products, services, and businesses a perception produced when humans consolidate sensory information” (p. 8).</td>
</tr>
<tr>
<td>1996</td>
<td>Lauralee Alben</td>
<td>“we mean all the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they’re using it, how well it serves their purposes, and how well it fits into the entire context in which they are using it.” P. 12</td>
</tr>
<tr>
<td>1997</td>
<td>Padgett and Allen</td>
<td>Padgett and Allen referred to the customer experience “as a coalescing of symbolic meaning with consumers’ allied behaviours, thoughts and feelings during service or product consumption.” cited in Lywood et al. (2009)</td>
</tr>
<tr>
<td>1997</td>
<td>Carlson</td>
<td>An experience can be defined as “a constant flow of thoughts and feelings that occur during moments of consciousness.”</td>
</tr>
<tr>
<td>1998</td>
<td>O’Sullivan and Spangler</td>
<td>“Involves the participation and involvement of the individual in the consumption and the state of being physically, mentally, emotionally, socially, or spiritually engaged found that experience.”</td>
</tr>
<tr>
<td>1998</td>
<td>Pine and Gilmore</td>
<td>“experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level….each experience derives from the interaction between the staged event (like a theatrical play) and the individual’s state of mind.” p. 99</td>
</tr>
<tr>
<td>1999</td>
<td>Pine and Gilmore</td>
<td>“Experiences are events that engage individuals in a personal way”. p. 12</td>
</tr>
<tr>
<td>1999</td>
<td>Tseng et. al.</td>
<td>&quot;The totality that experience is called the service experience of customers with respect to a service operations system. Customer’s service experience relays how service contacts actually occur. When a customer purchases a service, he or she purchases an experience created in the service operations of a service organization.”</td>
</tr>
<tr>
<td>1999</td>
<td>Bergmann, R.</td>
<td>“Experience is specific knowledge that has been acquired by and agent during past problem solving. Experience is therefore always situated in a certain, very specific problem solving context. Therefore, experiences is stored knowledge” (Bergmann, 1999, p. 28)</td>
</tr>
<tr>
<td>1999</td>
<td>Schmitt(a)</td>
<td>“Experiences involve the entire living being. They often result from direct observation and/or participating in the event – whether they are real, dreamlike or virtual” (p. 60). “result of encountering, undergoing, or living through situations. They are triggered stimulations to the senses, the heart, and the mind. Experiences also connect the company and the brand to the customer’s lifestyle and place individual customer actions and the purchase occasion in a broader social context. In sum, experiences provide sensory, emotional, cognitive, behavioural, and relational values that replace functional values” (Schmitt 1999, p. 25 cited in Zeher, Anita, 2009)</td>
</tr>
<tr>
<td>2000</td>
<td>Lewis and Chambers</td>
<td>“The total outcome to the customer from the combination of environment, goods, and services purchased.”</td>
</tr>
<tr>
<td>2000</td>
<td>Gupta and Vajic</td>
<td>“Experience is an emergent phenomenon. It is the outcome of participation in a set of activities within a social context” (Gupta and Vajic, 2000, p. 33). “An experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider.”</td>
</tr>
<tr>
<td>2000</td>
<td>McLellan</td>
<td>“The goal of experience design is to orchestrate experiences that are functional, purposeful, engaging, compelling, and memorable.”</td>
</tr>
<tr>
<td>2001</td>
<td>Addis and Holbrook</td>
<td>“consisting two phases: the relationship between consumer and firm and the use of core product” (pg.53)</td>
</tr>
<tr>
<td>Year</td>
<td>Author(s)</td>
<td>Quote</td>
</tr>
<tr>
<td>------</td>
<td>----------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>2002</td>
<td>Robinette et al</td>
<td>“The collection of points at which companies and consumers exchange sensory stimuli, information, and emotion” (p. 60).</td>
</tr>
<tr>
<td>2002</td>
<td>Hoch</td>
<td>“an emotional and subjective experience, is uniquely personal and changeable with the customer, product or service.” cited in Lywood et al, 2009</td>
</tr>
<tr>
<td>2002</td>
<td>Seybold</td>
<td>“A total customer experience is a consistent representation and flawless execution, across distribution channels and interaction points, of the emotional connection and relationship you want your customers to have with your brand.”</td>
</tr>
<tr>
<td>2002</td>
<td>Berry et al.</td>
<td>“The means of orchestrating all the clues that people detect in the buying process.”</td>
</tr>
<tr>
<td>2002</td>
<td>Smith and Wheeler</td>
<td>“Good experiences build loyalty behaviour through some kind of emotional connection and customer perceptions of time, structure and context.”</td>
</tr>
<tr>
<td>2002</td>
<td>Goldstein et al</td>
<td>“customer’s direct experience with the service”</td>
</tr>
<tr>
<td>2002</td>
<td>Shaw and Ivens</td>
<td>“An interaction between an organization and a customer. It is a blend of an organization’s physical performance, the senses stimulated and emotions evoked, each intuitively measured against customer experience across all moments of contact” (p. 6).</td>
</tr>
<tr>
<td>2003</td>
<td>Haeckel et al.</td>
<td>“By ‘total experience’ we mean the feelings customers take away from their interaction with a firm’s goods, services, and ‘atmospheric’ stimuli” (Haeckel et al., 2003, p. 18) cited in Zeher, Anita, 2009</td>
</tr>
<tr>
<td>2004</td>
<td>Pullman and Gross</td>
<td>“An experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider. Successful experiences are those that the customer finds unique, memorable and sustainable over time, would want to repeat and build upon, and enthusiastically promotes via word of mouth.”</td>
</tr>
<tr>
<td>2005</td>
<td>Johnston and Clark</td>
<td>“Service experience as the customers’ direct experience of the service process, the organisation, the facilities, other customers and how the customer is treated by the service firm’s representatives.” cited in Ute Walter, Bo Edvardsson, Asa Öström, (2010)</td>
</tr>
<tr>
<td>2005</td>
<td>Flanagan et al.</td>
<td>“customer’s feeling of confidence in an organization.”</td>
</tr>
<tr>
<td>2006</td>
<td>Hume et al.</td>
<td>“The provider creates an offering through the design of a series of encounters and interactions. The consumer interprets these encounters to construct an overall experience.” p. 307</td>
</tr>
<tr>
<td>2006</td>
<td>Berry et al.</td>
<td>“What is an experience clue? It is anything in the service experience the customer perceives by its presence – or absence. If the customer can see, hear, taste, or smell it, it is a clue” (Berry et al., 2006, p. 44).</td>
</tr>
<tr>
<td>2007</td>
<td>Meyer and Schwager</td>
<td>“The internal and subjective response that customers have of any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use and service, and is usually initiated by the customer. Whereas, indirect contact most often involves unplanned encounters with representations of a company’s products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports and reviews” (p. 2).</td>
</tr>
<tr>
<td>2007</td>
<td>Oh et al.</td>
<td>“Enjoyable, engaging, memorable encounters for those consuming these events.”</td>
</tr>
<tr>
<td>2007</td>
<td>Mossberg</td>
<td>“A blend of many elements coming together and involve the consumer emotionally, physically, intellectually and spiritually.”</td>
</tr>
<tr>
<td>2007</td>
<td>Andersson</td>
<td>“The moment when tourism consumption and tourism production meet.”</td>
</tr>
<tr>
<td>2007</td>
<td>Meyer and Schwager</td>
<td>“The internal and subjective response that customers have of any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use and service, and is usually initiated by the customer. Whereas, indirect contact most often involves unplanned encounters with representations of a company’s products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports and reviews” (p. 2).</td>
</tr>
<tr>
<td>2007</td>
<td>Gentile et al.</td>
<td>“The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly individual and implies the customer’s involvement at different levels (rational, emotional, sensorial, physical and spiritual). Its evaluation depends on the comparison between a customer’s expectations and the stimuli coming from the interaction with the company and its offering in correspondence of the different moments of contacts or touchpoints” (p. 397).</td>
</tr>
<tr>
<td>2008</td>
<td>Sandstrom et al.</td>
<td>“A service experience is the sum total of the functional and emotional outcome dimensions of any kind of service…intangible services or tangible products. The service experience is always individual and unique to every single customer and every single occasion of consumption, and it assumes that the customer is an active co-creating part of the service consumption process.” p.118</td>
</tr>
<tr>
<td>2008</td>
<td>Lashley</td>
<td>“These experiences engage emotions, which is essential to creating a memory.”</td>
</tr>
</tbody>
</table>
| 2008 | Ray            | “Experiences interrupt people from their lives and expectations to provide something of
interest that demands attention; experiences themselves are incredibly involving.”

<table>
<thead>
<tr>
<th>Year</th>
<th>Authors/Journal</th>
<th>Dimensions</th>
<th>Consequences</th>
<th>Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Ahmed, Rageh,</td>
<td>“Emotions provoked, sensations felt, knowledge gained and skills acquired through active involvement with the firm pre, during and post consumption.” P. 23 unpublished Ph.D Thesis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Sundbo et al.</td>
<td>“a mental journey that leaves the customer with memories of having performed something special, having learned something or just having fun.” (cited in Walter et. al., 2010)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Wiley</td>
<td>“experience design is the new buzz phrase in marketing creating an overall experience for all interactions that your customer has with your organization, digital or not.” (p. 62)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Authors/Journal</th>
<th>Dimensions</th>
<th>Consequences</th>
<th>Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Grewal et al.</td>
<td>“including every point of contact at which the customer interacts with the business, product or service” (p.113, cited in Kim, 2011)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Verhoef et al.</td>
<td>“Customer experience construct is holistic in nature and involves the customer’s cognitive, affective, emotional, social and physical responses to the retailer. This experience is created not only by those elements which the retailer can control (e.g., service interface, retail atmosphere, assortment, price), but also by elements that are outside of the retailer’s control (e.g., influence of others, purpose of shopping). Additionally, we submit that the customer experience encompasses the total experience, including the search, purchase, consumption, and after-sale phases of the experience, and may involve multiple retail channels.” p. 32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Brakus et al.</td>
<td>“Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments.” p.52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>Walter et al.</td>
<td>“Customer’s direct and indirect experience of the service process, the organization, and the facilities and how the customer interacts with the service firm’s representatives and other customers.” p. 238</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>Klaus and Maklan</td>
<td>“Service experience is the customer’s assessment of all attributes of their direct and indirect dealings with a service provider that explains their behavioral loyalty through repeat purchasing” p. 21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>Kotri, Andrus</td>
<td>“subjective and multidimensional response to every and all direct and indirect interactions with the organizations and its value offering, accumulating during the whole consumption cycle” on p. 23 thesis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>Klaus and Maklan</td>
<td>“Service experience is the customer’s assessment of all attributes of their direct and indirect dealings with a service provider that explains their behavioral loyalty through repeat purchasing” p. 21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Author(s)</td>
<td>Focus and Aspects</td>
<td>Context</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>--------------------</td>
<td>--------------------------------------------------------------</td>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>1982</td>
<td>Holbrook and Hirschman</td>
<td>Multisensory, Fantasy, Emotive aspect</td>
<td>General</td>
<td></td>
</tr>
<tr>
<td>1983</td>
<td>Unger and Kernan</td>
<td>Intrinsic satisfaction, perceived freedom, arousal, mastery, involvement, and spontaneity</td>
<td>Leisure</td>
<td></td>
</tr>
<tr>
<td>1991</td>
<td>Fournier</td>
<td>Functional, experiential, and identity roles</td>
<td>General</td>
<td></td>
</tr>
<tr>
<td>1991</td>
<td>Tucker (a, b)</td>
<td>Speed of service delivery, Convenience, Age waves, Choice, Lifestyle, Discounting, Value adding, Customer service, Technology, Quality</td>
<td>Museums</td>
<td></td>
</tr>
<tr>
<td>1984</td>
<td>Holbrook</td>
<td>Emotions, performance and personality</td>
<td>Leisure (play, games, sports and other leisure activities)</td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td>Arnould and Price</td>
<td>Harmony with nature, Communities, Personal growth, self renewal.</td>
<td>Leisure (River rafting)</td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td>Mano and Oliver</td>
<td>Pleasantness and arousal</td>
<td>General</td>
<td></td>
</tr>
<tr>
<td>1994</td>
<td>Rowley</td>
<td>Lifestyle, Speed, age, value adding, quality, choice, discounting, service, technology, convenience and discounting</td>
<td>Customer satisfaction Library</td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td>Otto and Ritchie</td>
<td>Hedonic, Interactive, Stimulation, Safety, Comfort, Novelty</td>
<td>Customer satisfaction Tourism industry</td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td>Johnson and Mathews</td>
<td>Person-specific</td>
<td>Fast food restaurants</td>
<td></td>
</tr>
<tr>
<td>1997</td>
<td>Grove and Fisk</td>
<td>Social interaction, Presence of others, servicescape, waiting lines, and demographic variables</td>
<td>Customer satisfaction Retail</td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>Pine and Gilmore</td>
<td>Entertainment, Education, Estheticism, Escape, -</td>
<td>General</td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>O’Sullivan, Spangler</td>
<td>Real to virtual, novelty or communality, degree of mass production or customization, level of interaction with other people</td>
<td>Recreation and leisure</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>McIntosh</td>
<td>Environment and presence of other visitors</td>
<td>Insightfulness, Immediate and long-term benefits Heritage</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>M.A. Jones</td>
<td>Selection, Prices, store environment, Salespeople, Social, Task, Time, Involvement, financial resources</td>
<td>- Retail</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>Johnston</td>
<td>Employees behavior, speed and Service process.</td>
<td>Customer satisfaction General</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>Schmitt</td>
<td>Sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences behaviours, lifestyles (ACT), social-identity experiences</td>
<td>General</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>Sarel and Marmorstein</td>
<td>Employee apology, prior waiting experience and perceived employee behavior</td>
<td>Customer satisfaction Bank</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>Tseng et al.</td>
<td>Service personnel, Physical environment, service process and other customers</td>
<td>Customer satisfaction General</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Author(s)</td>
<td>Subject Area</td>
<td>Research Focus</td>
<td>Industry/Field</td>
</tr>
<tr>
<td>------</td>
<td>-----------</td>
<td>--------------</td>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>1999</td>
<td>Rowley</td>
<td></td>
<td>Lifestyle, Speed, Age, Value Adding, Quality, Choice, Discounting, Service, Technology, Convenience and Discounting</td>
<td>Customer Satisfaction</td>
</tr>
<tr>
<td>2000</td>
<td>Christina Goulding et al.</td>
<td>Socio-cultural, Cognitive, Psychological Orientation, Physical and Environmental</td>
<td>-</td>
<td>Museum</td>
</tr>
<tr>
<td>2001</td>
<td>Fulbright et al.</td>
<td>Sensory, Affective and Cognitive</td>
<td>Balance of Pain</td>
<td>Pain</td>
</tr>
<tr>
<td>2001</td>
<td>Addis and Holbrook</td>
<td>Utilitarian Experience and Hedonic Experience</td>
<td>-</td>
<td>Business Environment/General</td>
</tr>
<tr>
<td>2001</td>
<td>Brakus</td>
<td>Intellectual, Sensory, Affective Social, Bodily</td>
<td>Social Gains, Customer Loyalty and Sensory Stimulation</td>
<td>Web Purchasing/sites of Canada, UK, Australia and USA</td>
</tr>
<tr>
<td>2002</td>
<td>Sun</td>
<td>Flow Experiences and Consumers’ Affective Responses</td>
<td>Customer Satisfaction</td>
<td>Sports</td>
</tr>
<tr>
<td>2002</td>
<td>Greenwell et al.</td>
<td>Core Product, Service Personnel and Physical Facility</td>
<td>Customer Satisfaction</td>
<td>Banking Services</td>
</tr>
<tr>
<td>2003</td>
<td>Dube and Le Bel</td>
<td>Intellectual Pleasure, Sensory (or Physical) Pleasure, Emotional Pleasure and Social Pleasure</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2004</td>
<td>Grace and O’Cass</td>
<td>Employee Service, Servicescape and Core Service</td>
<td>Brand Attitude Satisfaction, Aroused Feelings</td>
<td>Banking Services</td>
</tr>
<tr>
<td>2004</td>
<td>O’Loughlin et al.</td>
<td>Brand Experience, Transactional Experience, Relationship Experience</td>
<td>-</td>
<td>Irish Financial Services</td>
</tr>
<tr>
<td>2004</td>
<td>Constantinides</td>
<td>Usability, Marketing Mix, Trust, Aesthetics and Interactivity</td>
<td>Web Purchasing Behaviour of Consumers</td>
<td>Online</td>
</tr>
<tr>
<td>2004</td>
<td>Quan and Wang</td>
<td>Peak Experience and Supporting Experience</td>
<td>Customer Satisfaction</td>
<td>Food</td>
</tr>
<tr>
<td>2004</td>
<td>Stadlmayer et al.</td>
<td>Emotional Adaptation, Physical Discomfort, Negative Emotional Experience and Fulfillment</td>
<td>Overall Satisfaction</td>
<td>Birth Experience</td>
</tr>
<tr>
<td>2004</td>
<td>Poulsson and Kale</td>
<td>Personal, Relevance, Novelty, Surprise, Learning, Engagement</td>
<td>-</td>
<td>Leisure (gaming, rock climbing gyms, theme parks, museums, hot air balloon rides, etc)</td>
</tr>
<tr>
<td>2004</td>
<td>O’Cass and Grace</td>
<td>Core Service, Interpersonal Service, Advertising Servicescape, Self Image Congruence, Publicity, Word of Mouth, Brand Name and Brand Aroused Feelings, Country of Origin</td>
<td>Usage Intention and Service Brand Attitude</td>
<td>Bank</td>
</tr>
<tr>
<td>Year</td>
<td>Author(s)</td>
<td>Context</td>
<td>Customer Satisfaction</td>
<td>Industry</td>
</tr>
<tr>
<td>------</td>
<td>-----------</td>
<td>---------</td>
<td>-----------------------</td>
<td>----------</td>
</tr>
<tr>
<td>2004</td>
<td>Mathwick and Rigdon</td>
<td>Skill, navigational challenge, decisional control and internet usage level.</td>
<td>Play (escapism and enjoyment)</td>
<td>Online</td>
</tr>
<tr>
<td>2005</td>
<td>Shaw and Ivens/Book</td>
<td>Physical performance, the senses stimulated, emotions evoked</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2005</td>
<td>Hansen et al.</td>
<td>core product, the restaurant interior, the personal social meeting, the company, the restaurant atmosphere</td>
<td>-</td>
<td>Restaurant</td>
</tr>
<tr>
<td>2005</td>
<td>Tsai</td>
<td>Sensory, emotional, social, and intellectual</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2005</td>
<td>Arnolda et. al.</td>
<td>Interpersonal—salesperson (Interpersonal effort (helpful), Interpersonal engagement, Problem resolution, Interpersonal distance, Time commitment), Non-interpersonal—product (Unanticipated acquisition, Unanticipated value (price/bargain))</td>
<td>-</td>
<td>Retail</td>
</tr>
<tr>
<td>2005</td>
<td>Arnold et al.</td>
<td>Other customers, salesperson, product, customer timing or mood and atmosphere</td>
<td>Patronage, WOM, Complaints and convenience voice</td>
<td>Retail</td>
</tr>
<tr>
<td>2005</td>
<td>Jordan L. Le Bel</td>
<td>Sensory/physical, Social, Emotional, Intellectual/Discovery</td>
<td>-</td>
<td>Air travel</td>
</tr>
<tr>
<td>2005</td>
<td>McIntosh and Siggs</td>
<td>Homely, value added, Unique character, Personalized and Quality</td>
<td>Boutique success</td>
<td>Boutique Accommodation</td>
</tr>
<tr>
<td>2006</td>
<td>Berry et al.</td>
<td>Functional, Mechanic, humanic clues</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2006</td>
<td>Mascarenhas et al.</td>
<td>Physical moments, Emotional involvement moments, Value chain moments</td>
<td>Loyalty</td>
<td>General</td>
</tr>
<tr>
<td>2006</td>
<td>Williams</td>
<td>Escapist., entertainment, educational and esthetic</td>
<td>Customer satisfaction</td>
<td>Tourism and hospitality</td>
</tr>
<tr>
<td>2006</td>
<td>Nowak and Newton</td>
<td>Product quality, pricing and operations</td>
<td>Preference, satisfaction, Positive emotions, and Repurchase intentions</td>
<td>Wine industry</td>
</tr>
<tr>
<td>2006</td>
<td>Rahman</td>
<td>Cognitive, emotional and physical</td>
<td>Loyalty and profitability</td>
<td>Bank</td>
</tr>
<tr>
<td>2006</td>
<td>Mizrahi et al.</td>
<td>Conviction, emotional involvement, Cognitive preoccupation, external perspective and behavioural impact</td>
<td>Behavioural impact</td>
<td>Healthcare</td>
</tr>
<tr>
<td>2006</td>
<td>Johnson et al.</td>
<td>Category experience</td>
<td>Customer satisfaction</td>
<td>Arts organisations</td>
</tr>
<tr>
<td>2007</td>
<td>Gentile et al.</td>
<td>Sensorial, Emotional, Cognitive, Pragmatic, Lifestyle, relational component</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2007</td>
<td>Holbrook</td>
<td>Altruistic, hedonic, social economic</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2007</td>
<td>Knutson et al.</td>
<td>Incentive, benefit, convenience, utility, trust, environment, accessibility and accessibility</td>
<td>Customer satisfaction</td>
<td>Hospitality</td>
</tr>
<tr>
<td>Year</td>
<td>Author(s)</td>
<td>Type of Experience</td>
<td>Customer Engagement Metrics</td>
<td>Industry/Context</td>
</tr>
<tr>
<td>------</td>
<td>--------------------</td>
<td>-------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>2007</td>
<td>Oh et al.</td>
<td>Escapist, esthetic, educational,</td>
<td>Memories, customer satisfaction, arousal, and overall quality</td>
<td>Bread and breakfast industry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>entertainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>Ralston et al.</td>
<td>Educational, esthetic, entertainment,</td>
<td>Intention to return and recommend to others</td>
<td>Base ball game</td>
</tr>
<tr>
<td></td>
<td></td>
<td>escapist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>Kao et al.</td>
<td>Surprise and participation, Immersion</td>
<td>Recommendation intention, satisfaction, repurchase intention and attitude</td>
<td>Base ball game</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Liu and Liu</td>
<td>Physiological, affective and correlative</td>
<td>Repeat patronage Intention</td>
<td>Hotel</td>
</tr>
<tr>
<td>2008</td>
<td>Naylor et al.</td>
<td>Hedonic, symbolic, solving problem</td>
<td>-</td>
<td>resort</td>
</tr>
<tr>
<td>2008</td>
<td>Lee et al.</td>
<td>Relate, Sense, think, feel and act</td>
<td>Image</td>
<td>Night market</td>
</tr>
<tr>
<td>2008</td>
<td>Mahfouz et al.</td>
<td>Sensory, emotional, cognitive,</td>
<td>Customer Retention</td>
<td>Online dating</td>
</tr>
<tr>
<td></td>
<td></td>
<td>behavioural and collaborative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Takatalo et al.</td>
<td>Competence, situational involvement and</td>
<td>-</td>
<td>Online</td>
</tr>
<tr>
<td></td>
<td></td>
<td>physical presence</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Bridges and</td>
<td>Challenge, control, importance,</td>
<td>-</td>
<td>Web shopping goals</td>
</tr>
<tr>
<td></td>
<td>Florsheim</td>
<td>interactivity, telepresence, arousal,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>time distortion, and skill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Ek et al.</td>
<td>Educational, esthetic, entertainment and</td>
<td>Experience design wheel</td>
<td>Tourism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>escapist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>Nagasawa</td>
<td>Relate, feel, act, think, and sense</td>
<td>Customer value</td>
<td>General</td>
</tr>
<tr>
<td>2009</td>
<td>Brakus et al.</td>
<td>Sensory, Affective, behavioral,</td>
<td>Satisfaction and loyalty</td>
<td>Brand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Intellectual</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Sundbo, J</td>
<td>Hedonistic experience, Meaning-</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td></td>
<td>creating experience, Social status-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>creating experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Grewal et al.</td>
<td>Political, economic, promotion, price,</td>
<td>Profits, Customer Satisfaction, wallet shares and frequent shopping visits</td>
<td>Retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>merchandise, supply chain, location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Verhoef et al.</td>
<td>Social environment, Service interface,</td>
<td>-</td>
<td>Retailing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Atmosphere, Price, Assortment, Channel,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Past customer experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Knutson et al.</td>
<td>Benefit, Convenient, Incentive,</td>
<td>Customer satisfaction</td>
<td>Hotels</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Jain and Bagdare</td>
<td>Emotional, cognitive, physiological,</td>
<td>-</td>
<td>Retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>behavioural and social</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Yu and Fang</td>
<td>Educational, esthetic, entertainment and</td>
<td>Customer perceived value, Intention to shop</td>
<td>Coffee shop market</td>
</tr>
<tr>
<td></td>
<td></td>
<td>escapist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Chan</td>
<td>Cognitive, affective and reflective</td>
<td>Benefits</td>
<td>Museum</td>
</tr>
<tr>
<td>2009</td>
<td>Sheu et al.</td>
<td>Relate, Sense, think, feel and act</td>
<td>Loyalty and customer satisfaction</td>
<td>Online gaming</td>
</tr>
<tr>
<td>2009</td>
<td>Slatten et al.</td>
<td>Ambience, interaction and design</td>
<td>Loyalty</td>
<td>Winterpark</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Author(s)</td>
<td>Theme/Concepts</td>
<td>Emotional/Intention</td>
<td>Customer Satisfaction/Experience</td>
</tr>
<tr>
<td>------</td>
<td>-----------</td>
<td>----------------</td>
<td>--------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>2009</td>
<td>Hosany and Gilbert</td>
<td>Positive surprise, love and joy</td>
<td>Intention to Recommend and customer satisfaction</td>
<td>Holiday destinations</td>
</tr>
<tr>
<td>2009</td>
<td>Smidt-Jensen et al.</td>
<td>Educational, aesthetic, entertainment and escapist</td>
<td>Future prosperity</td>
<td>Cities</td>
</tr>
<tr>
<td>2009</td>
<td>Hollyoake</td>
<td>Communication, Trust, integrity and interdependence</td>
<td>Customer satisfaction</td>
<td>General/business-tobusiness</td>
</tr>
<tr>
<td>2009</td>
<td>Huang and Hsu</td>
<td>Learning, Relaxation, Self-reflect, Family Relation, Fitness, People</td>
<td>-</td>
<td>Cruise experience</td>
</tr>
<tr>
<td>2009</td>
<td>Lin et al.</td>
<td>Relate, Sense, think, feel and act</td>
<td>Customer loyalty</td>
<td>Hot-spring hotel</td>
</tr>
<tr>
<td>2010</td>
<td>Walter et al.</td>
<td>Social interaction, The core service of the restaurant, The physical environment, The restaurant, Price and payment procedure, The atmosphere, The guest, The occasion</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>Constantinides et al.</td>
<td>Marketing mix, interactivity, aesthetics, trust, and usability</td>
<td>Web purchasing behaviour</td>
<td>Online</td>
</tr>
<tr>
<td>2010</td>
<td>Walter et al.</td>
<td>Occasion, core service, restaurant, physical environment, price and payment procedure and guest, social interaction and atmosphere</td>
<td>Value and customer satisfaction</td>
<td>Restaurant</td>
</tr>
<tr>
<td>2010</td>
<td>Zarantonello and Schmitt</td>
<td>Sensory, affective, behavioural and intellectual</td>
<td>Brand attitude and Purchase intentions</td>
<td>Brand</td>
</tr>
<tr>
<td>2010</td>
<td>Kim et al.</td>
<td>Hedonic, refreshment, local culture, meaningfulness, knowledge, involvement, novelty</td>
<td>-</td>
<td>Tourism</td>
</tr>
<tr>
<td>2010</td>
<td>Ferguson et al.</td>
<td>pain/discomfort, patient/personnel interaction, patient/patient interaction, recovery outcomes, Information,</td>
<td>Word of mouth and customer loyalty and</td>
<td>Healthcare</td>
</tr>
<tr>
<td>2010</td>
<td>Wu and Liang</td>
<td>Control, time distortion, challenge, focused attention, and skill</td>
<td>Loyalty and customer satisfaction</td>
<td>Tourism</td>
</tr>
<tr>
<td>2010</td>
<td>Xu and Chan</td>
<td>“recognition and escapism”, “peace of mind and relaxation”, “hedonics” and “involvement”</td>
<td>Customer satisfaction</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>Dorwart et al.</td>
<td>scenic values, presence of others, management influences, depreciative behavior, Nature oriented details</td>
<td>Customer satisfaction</td>
<td>Park</td>
</tr>
<tr>
<td>2010</td>
<td>Walls et al.</td>
<td>Ordinary, extraordinary, cognitive and emotive</td>
<td>Intention to recommend Arousal, overall quality, customer satisfaction and memories</td>
<td>Hospitality and tourism</td>
</tr>
<tr>
<td>2010</td>
<td>Hosany and Witham</td>
<td>Escapism, entertainment, esthetics and education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>Kaplanidou and Vogt</td>
<td>Emotional aspects, Organisational aspects, social aspects, physical aspects, and environmental aspects</td>
<td>Customer satisfaction</td>
<td>Sports</td>
</tr>
<tr>
<td>2010</td>
<td>Chang and Horng</td>
<td>physical surroundings, service providers, Other customers’ negative, public behaviors, customers’ companions, customers themselves</td>
<td>-</td>
<td>General</td>
</tr>
<tr>
<td>2011</td>
<td>Kotri, Andrus</td>
<td>Cognitive, Sensory, Emotional, imaginative, bodily and Instrumental</td>
<td>-</td>
<td>Casina, Hotel, Security, Travel, Bank and Mobile</td>
</tr>
<tr>
<td>2011</td>
<td>Walls et al.</td>
<td>physical environment, human interaction</td>
<td>-</td>
<td>Hotel consumer experience</td>
</tr>
<tr>
<td>Year</td>
<td>Authors</td>
<td>Dimensions, Consequences and Contexts</td>
<td>Satisfaction</td>
<td>Industry/Context</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------</td>
<td>--------------</td>
<td>---------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>2011</td>
<td>Bouchet et al.</td>
<td>aesthete, interactive, supporter, and opportunist</td>
<td>-</td>
<td>Sport</td>
</tr>
<tr>
<td>2011</td>
<td>Ding et al.</td>
<td>Innovativeness, optimism, discomfort, insecurity</td>
<td>behavioral intentions</td>
<td>Online financial services</td>
</tr>
<tr>
<td>2011</td>
<td>Lemke et al.</td>
<td>Helpfulness, Value for time, Customer recognition, Promise fulfillment, Interest in problem Solving, Personalization, Competence, Accessibility of person/facility</td>
<td>-</td>
<td>goods sectors such as automotive and brewery, and services sectors such as transport and catering</td>
</tr>
<tr>
<td>2011</td>
<td>Chih-Ching Teng</td>
<td>Interpersonal interaction, psychological connection, openness to different cultures, sensation satisfaction, and perceived value.</td>
<td>-</td>
<td>restaurants and tourist accommodation</td>
</tr>
<tr>
<td>2011</td>
<td>Klaus. and Maklan</td>
<td>Hedonic Enjoyment, Personal Progression, surreal feeling, social interaction, efficiency</td>
<td>-</td>
<td>Mountain Biking extreme sport camp</td>
</tr>
<tr>
<td>2011</td>
<td>Ahmed Rageh Ismail</td>
<td>Comfort, Educational, Hedonic, Novelty, Recognition, Safety, Sense of beauty</td>
<td>-</td>
<td>hotel</td>
</tr>
<tr>
<td>2011</td>
<td>Su</td>
<td>Relate, feel, act, think, and sense</td>
<td>Behavioural intention</td>
<td>Ethnic restaurants</td>
</tr>
<tr>
<td>2012</td>
<td>Brocato et al.</td>
<td>Similarity, Physical Appearance, Suitable Behavior</td>
<td>-</td>
<td>Retail</td>
</tr>
<tr>
<td>2012</td>
<td>IpKin Anthony Wong</td>
<td>service environment, employee service, service convenience, hedonic service</td>
<td>-</td>
<td>Casino</td>
</tr>
<tr>
<td>2012</td>
<td>Kim et al.</td>
<td>Hedonism, Refreshment, local culture, Meaningfulness, Knowledge, Involvement, Novelty</td>
<td>-</td>
<td>Tourism experience</td>
</tr>
<tr>
<td>2012</td>
<td>Kruger and Saayman</td>
<td>Amenities, Comfort and visibility, Marketing, Personnel and provisions,</td>
<td>-</td>
<td>Spectator experience at the two ocean marathon</td>
</tr>
<tr>
<td>2012</td>
<td>Kim, HaeJung</td>
<td>Customer-brand Resonance, Customer judgment, Customer feeling, Brand performance, Brand imagery, Brand awareness</td>
<td>-</td>
<td>Fashion brand experience</td>
</tr>
<tr>
<td>2012</td>
<td>Garg et al.</td>
<td>Presence of other customers, Servicescape, Customization, Value added, Speed, Employees, Core service, Service process, Convenience, Online functional elements, Online hedonic elements, Online aesthetics, Marketing mix, customer Interaction</td>
<td>-</td>
<td>Banking services</td>
</tr>
<tr>
<td>2012</td>
<td>Olsson et al.</td>
<td>Cognitive evaluation, positive activation, positive deactivation</td>
<td>-</td>
<td>Travel scale in public transport</td>
</tr>
<tr>
<td>2012</td>
<td>Wang et al.</td>
<td>Action Experience, Aesthetic Experience, Emotional Experience</td>
<td>-</td>
<td>Wetland park</td>
</tr>
<tr>
<td>2012</td>
<td>Klaus and Maklan</td>
<td>Product experience, outcome focus, moments of truth, peace of mind</td>
<td>Satisfaction, word of mouth and loyalty</td>
<td>Mortgage Loan</td>
</tr>
</tbody>
</table>

**Source:** Self

**Table II: Dimensions, consequences and contexts of Consumer Service Experience studies**
With the help of these definitions, it is very clear that the main themes of these definitions are cognitive and emotional. It means that consumer’s cognition and emotions play key role in determining experience. After looking various definitions of experience, content analysis was performed. The purpose of this was to identify the commonalities amongst the definitions. All the definitions of Table 1 were content analyzed to find out the commonalities amongst the definitions.

**Results**

Table III: Analysis of Consumer Service Experience Definitions and Dimensions: identification of commonalities

<table>
<thead>
<tr>
<th>Component</th>
<th>Source/Year(Definition)</th>
<th>Source/Year(Dimensions)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sensory</strong></td>
<td>Holbrook and Hirschman (1982); Mannell (1984);</td>
<td>Holbrook and Hirschman</td>
</tr>
<tr>
<td></td>
<td>Havlena and Holbrook (1986); Pine and Gilmore</td>
<td>(2018); Unger and</td>
</tr>
<tr>
<td></td>
<td>(1998); O’Sullivan and Spangler (1998); Pine</td>
<td>Kernan (1983); Arnould</td>
</tr>
<tr>
<td></td>
<td>and Gilmore (1999); Lewis and Chambers (2000);</td>
<td>and Price (1993);</td>
</tr>
<tr>
<td></td>
<td>McLellan (2000); Robinette et al (2002); Hoch</td>
<td>Mano and Oliver (1993);</td>
</tr>
<tr>
<td></td>
<td>(2002); Haeckel, Carbone and Berry (2003);</td>
<td>Pine and Gilmore (1998);</td>
</tr>
<tr>
<td></td>
<td>Haeckel, Carbone and Berry (2003); Johnston</td>
<td>Jones (1999); Schmitt</td>
</tr>
<tr>
<td></td>
<td>and Clark (2005); Ruiping &amp; Yujian (2006);</td>
<td>(1999); Goulding (2000);</td>
</tr>
<tr>
<td></td>
<td>Berry, Wall and Carbone (2006); Andersson (2007);</td>
<td>Fulbright et al. (2001);</td>
</tr>
<tr>
<td></td>
<td>Gentile et al (2007); Schmitt(1999a), Gupta and</td>
<td>Brakus (2001); Dube and</td>
</tr>
<tr>
<td></td>
<td>Vajic (2000), Shaw and Ivens (2002), Pullman and</td>
<td>Le Bel (2003); Poulsson</td>
</tr>
<tr>
<td></td>
<td>Gross (2004); Ahmed, R. (2009); Verhoef et</td>
<td>and Kale (2004); Tsai</td>
</tr>
<tr>
<td></td>
<td>al (2009); Brakus, Schmitt and Zarantonello</td>
<td>(2005); Shaw and Ivens</td>
</tr>
<tr>
<td></td>
<td>(2009); Walter, Edvardsson and Öström, (2010)</td>
<td>(2005); Hansen et al (2005);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jordan L. Le Bel (2005);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Berry et al. (2006);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Williams (2006); Gentile</td>
</tr>
<tr>
<td></td>
<td></td>
<td>et al. (2007); Oh et al.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(2007); Ralston et al.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(2007); Nagasawa (2008);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jeong et al. (2009);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maklan (2011); Ismail,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R. (2011); Brocato et</td>
</tr>
<tr>
<td></td>
<td></td>
<td>al. (2012); Wong (2012);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Klaus and Maklan (2012);</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Affective</strong></td>
<td>Holbrook and Hirschman (1982); Havlena and</td>
<td>Holbrook and Hirschman</td>
</tr>
<tr>
<td></td>
<td>Holbrook (1986); Csikszenmihalyi (1990); Arnould</td>
<td>(1982); Unger and</td>
</tr>
<tr>
<td></td>
<td>and Price (1993); Mano and Oliver (1993);</td>
<td>Kernan (1983); Arnould</td>
</tr>
<tr>
<td></td>
<td>Lauraelle Alben (1996); Padgett and Allen</td>
<td>and Price (1993);</td>
</tr>
<tr>
<td></td>
<td>(1997); Carlson (1997); O’Sullivan and Spangler</td>
<td>Mano and Oliver (1993);</td>
</tr>
<tr>
<td></td>
<td>(1998); Schmitt(1999a); McLellan (2000);</td>
<td>Pine and Gilmore (1998);</td>
</tr>
<tr>
<td></td>
<td>Robinette et al (2002); Hoch (2002); Seybold</td>
<td>Schmitt (1999); McIntosh</td>
</tr>
<tr>
<td></td>
<td>(2002); Smith and Wheeler (2002); Shaw and Ivens</td>
<td>(1999); Goulding (2000);</td>
</tr>
<tr>
<td></td>
<td>(2002); Haeckel, Carbone and Berry (2003);</td>
<td>Fulbright et al. (2001);</td>
</tr>
<tr>
<td></td>
<td>Haeckel, Carbone and Berry (2003); Ruiping &amp;</td>
<td>Brakus (2001); Sun</td>
</tr>
<tr>
<td></td>
<td>Yujian (2006); Mossberg (2007); Oh et al., 2007</td>
<td>Dube and Le Bel (2003);</td>
</tr>
<tr>
<td></td>
<td>2007; Gentile et al (2007); Sandstrom et al.</td>
<td>Poulsson and Kale</td>
</tr>
<tr>
<td></td>
<td>(2008); Sundbo, J. and Hagedorn-Rasmussen, P.</td>
<td>(2004); Stadlmayr et al.</td>
</tr>
<tr>
<td></td>
<td>(2008); Lashley (2008); Verhoef et al. (2009);</td>
<td>(2004); Shaw and Ivens</td>
</tr>
<tr>
<td></td>
<td>Ahmed, Rageh (2009); Brakus, Schmitt and</td>
<td>(2005); Tsai (2005);</td>
</tr>
<tr>
<td></td>
<td>Zarantonello (2009); Pullman and Gross (2004);</td>
<td>Jordan L. Le Bel (2005);</td>
</tr>
<tr>
<td></td>
<td>Oh et al. (2007)</td>
<td>Maklan (2011); Ismail, R.</td>
</tr>
<tr>
<td>Cognitive</td>
<td>Cognitive/Think/Intellectual/Functional/Educational/Flow/Stimulation/n/Comfort</td>
<td>Holbrooke and Hirschman (1982); Csikszentmihalyi (1990); Mano and Oliver (1993); Carbone and Haeckel (1994); Padgett and Allen (1997); Carlson (1997); O’Sullivan and Spangler (1998); Schmitt (1999a); Bergmann (1999); Gupta and Vajic (2000); McLellan (2000); Haeckel, Carbone and Berry (2003); Mossberg (2007); Ahmed, Rageh (2009); Sundbo, J. and Hagedorn-Rasmussen, P. (2008); Shaw and Ivens (2002); Hume et al. (2006); Oh et al., 2007; Meyer and Schwager (2007); Gentile et al (2007); Sandstrom et al. (2008); Ray (2008); Sundbo, J. and Hagedorn-Rasmussen, P. (2008); Lashley (2008); Ahmed, Rageh (2009); Wiley (2009); Verhoef et al. (2009); Ahmed, Rageh (2009); Brakus, Schmitt and Zarantonello (2009)</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Behavioural</td>
<td>Physical experiences/behaviours/lifestyle/Act/Escapist/Physicalpresence</td>
<td>Holbrooke and Hirschman (1982); Carbone and Haeckel (1994); Padgett and Allen (1997); Pine and Gilmore (1998); O’Sullivan and Spangler (1998); Tseng et al (1999); Schmitt (1999a); Seybold (2002); Seybold (2002); Shaw and Ivens (2002); Haeckel, Carbone and Berry (2003); Johnston and Clark (2005); Johnston and Clark (2005); Oh et al., 2007; Gentile et al (2007); Verhoef et al. (2009); Brakus, Schmitt and Zarantonello (2009); Schmitt (1999a); Johnston and Clark (2005); Verhoef et al. (2009); Walter, Edvardsson and Öström. (2010); Klaus and Maklan (2011)</td>
</tr>
</tbody>
</table>
This frequency figure 1 of components and dimensions has been prepared with the help of above given Table I and Table II. This analysis clearly shows that cognitive has higher number of frequency and after that affective comes which means studies found/propose these dimension as key dimensions in creating customer experience. In the definitions, again cognitive and affective dimensions are heading other dimensions. Finally, analysis shows that there are five key dimensions which capture services experience of the customer in general.

**Figure I: Frequencies of Components and dimensions in Table 1 and Table 2**

<table>
<thead>
<tr>
<th>Components</th>
<th>Frequency (in dimensions)</th>
<th>Frequency (in definitions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relational</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Behavioural</td>
<td>22</td>
<td>54</td>
</tr>
<tr>
<td>Cognitive</td>
<td>29</td>
<td>67</td>
</tr>
<tr>
<td>Affective</td>
<td>31</td>
<td>56</td>
</tr>
<tr>
<td>Sensory</td>
<td>24</td>
<td>48</td>
</tr>
</tbody>
</table>

**Period of publication- spread of research studies**

The following distribution was found on customer service experience studies. Three phases of the publications have been selected:
Stage I 1980 - 1990
Stage 2 1991 - 2001
Stage 3 2002 - 2012

Figure II: Phase wise distribution of studies in Table 1 and Table 2

The above result reveals that this area is continuously growing very fast. In the first phase, there are same number of definitions and dimension based studies are available in the literature. In the second phase, rapid growth is seen in the literature and in the third phase also rapid growth was found. Above figure clearly shows that researchers/practioners have considered this area as key area in services marketing sector and continuously working for the betterment of the customers.

Application area wise distribution of dimension based research studies

Application area wise distribution of dimension based studies show that highest number of journals published (23 percent) related to general areas. After that, leisure/ sport comes on the second highest with 16.81 percent of total articles published during the selected period. Hotels and restaurants come on third place 15.92 percent of contribution. Researchers categorized articles into 20 areas and all areas contribution towards publication is shown in Table IV. This analysis also shows that this concept of customer service experience is being spread in all sectors.

Table IV: Application area wise distribution of dimension based research studies

<table>
<thead>
<tr>
<th>Application area</th>
<th>1980 to 1990</th>
<th>1991 to 2001</th>
<th>2002 to 2012</th>
<th>Total</th>
<th>Contribution (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museum</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>2.65</td>
</tr>
<tr>
<td>Leisure/ Sport</td>
<td>2</td>
<td>2</td>
<td>15</td>
<td>19</td>
<td>16.81</td>
</tr>
<tr>
<td>Police</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0.88</td>
</tr>
<tr>
<td>Library</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0.88</td>
</tr>
<tr>
<td>Hotels and restaurants</td>
<td>0</td>
<td>1</td>
<td>17</td>
<td>18</td>
<td>15.92</td>
</tr>
<tr>
<td>Tourism</td>
<td>0</td>
<td>3</td>
<td>8</td>
<td>11</td>
<td>9.73</td>
</tr>
</tbody>
</table>
Theoretical foundation of customer service experience

It is very clear with the help of above analysis that most important components of customer service experience are cognitive, sensory, emotional, relational, behavioral experience and most mentioned consequence of customer service experience in the literature is customer satisfaction (Garg et al., 2011). We have noted following points looking to above table. This research focused to analyze and understand the customer service experience from literature perspective. This research considers customer service experience as strategic marketing tool to measure customer's experience of services. This is helpful in finding the difference between the customer and company perceptions.

Concluding Remarks

Researchers and practitioners are constantly exploring this area to understand consumer behavior and consumer decision making process. It was helpful to explore the construct of customer service experience with the help of various definitions of customer service experience. During the analysis of the definitions of customer service experience, it was found that cognition and emotional experiences have great importance in forming experience. Organizations must work on theses dimensions to create memorable experience to their customers.

References


