Methodological proposals for the study of consumer experience

Larissa Becker
Turun Yliopisto, Turku, Finland

Received 30 January 2017
Revised 21 March 2018
Accepted 22 March 2018

Abstract

Purpose – As the consumer experience literature broadens in scope – specifically, from dyads to ecosystems and from provider-centric to consumer-centric perspective – traditional data collection methods are no longer adequate. In that context, the paper aims to discuss three little-used data collection methods that can contribute to this broader view of consumer experience.

Design/methodology/approach – The paper identifies methodological requirements for exploring the broadened view of consumer experience and reviews data collection methods currently in use.

Findings – The paper elaborates tailored guidelines for the study of consumer experience through first-hand, systemic and processual perspectives for three promising and currently underused data collection methods: phenomenological interviews, event-based approaches and diary methods.

Research limitations/implications – Although the list of identified methods is not exhaustive, the methods and guidelines discussed here can be used to advance empirical investigation of consumer experience as more broadly understood.

Practical implications – Practitioners can apply these methods to gain a more complete view of consumers' experiences and so offer value propositions compatible with those consumers' lifeworlds.

Originality/value – The paper principally contributes to the literature in two ways: by defining the methodological requirements for investigating consumer experience from consumer-centric, systemic and processual perspectives, and by specifying a set of data collection methods that meet these requirements, along with tailored guidelines for their use.

Keywords Process, Consumer experience, Diary, Phenomenology, Ecosystem, Consumer-centric

Paper type Conceptual paper

Introduction

Since Holbrook and Hirschmann (1982) published their seminal article on experiential aspects of consumption more than three decades ago, consumer experience has attracted increasing attention among both practitioners and researchers. Despite extensive research confirming the benefits of providing a good consumer experience, recent calls for papers indicate a need for further exploration of this phenomenon. More importantly, an emerging trend in the literature extends the scope of consumer experience in at least two related directions:

(1) from dyads to ecosystems; and
(2) from provider- to consumer-centric perspectives on the journey.

The author thanks Elina Jaakkola, Aino Halinen-Kaila and Rami Olkkonen as well as two anonymous reviewers for their invaluable comments in this paper.

Qualitative Market Research: An International Journal
Vol. 21 No. 4, 2018
pp. 465-490
Emerald Publishing Limited
1352-2752
DOI 10.1108/QMR-01-2017-0036

Recent studies contend that consumer experiences emerge in dynamic service systems involving a multiplicity of actors offering resources that consumers integrate into their experiences (Akaka *et al.*, 2015; Jaakkola *et al.*, 2015). Institutions and institutional arrangements coordinate the interactions between these actors and influence the consumer experience (Akaka *et al.*, 2015). Complementing this systemic perspective, some authors have highlighted the need for a more consumer-centric perspective on the journey, where the consumer rather than the service becomes the central focus of study (Heinonen *et al.*, 2010). On this view, a *consumer journey* can be defined as the process through which the consumer pursues goals in their lifeworld (the journey to a healthier lifestyle) as distinct from the *customer journey* involved in purchasing something, such as an object of consumption or a specific service (Lemon and Verhoef, 2016) Furthermore, a consumer *journey* implies a processual rather than static perspective on experience.

Given this shift in perspective, consumer experience is defined here as *emotional/affective, cognitive, sensorial, relational/social and physical/behavioral responses to stimuli during the consumer journey* (adapted from Lemon and Verhoef, 2016). While some authors define experience as a response to activities, events and interactions (McColl-Kennedy *et al.*, 2015a), the systemic view of consumer experience includes interactions with other actors, resource integration and institutions and institutional arrangements as influences on the experience (Akaka *et al.*, 2015; Vargo and Lusch, 2016). In short, a broad definition of consumer experience is likely to include activities, events, interactions with multiple actors, resources and institutions beyond common dimensions of experience (i.e. consumer's responses).

The methods traditionally used to study consumer experience (e.g., surveys) have proved useful in identifying company-related factors that improve that experience. However, on a broader view, these methods can be seen to exclude other factors that form part of the consumer experience but are unrelated to a focal company – for example, the customer's activities and other social actors (friends). It is argued here that a broader conception of consumer experience imposes certain methodological requirements for its study, namely: capturing consumers' lifeworld as opposed to the focal offering, capturing multiple actors and institutions as opposed to the dyadic relationship between customer and company and capturing a processual view rather than snapshots related to touchpoints. Given the multi-dimensional and context-specific nature of consumer experiences, qualitative methods are more appropriate for fulfilling these requirements (Palmer, 2010). Therefore, the present paper reviews the relevant literature on three qualitative data collection methods that have been underused in the study of consumer experience but seem likely to meet these requirements:

- phenomenological interviews,
- event-based approaches; and
- diary methods.

The paper contributes to the literature in two principal regards. First, it defines the methodological requirements for studying consumer experience in light of the directions of recent literature. Second, it identifies data collection methods that meet these requirements and elaborates specific guidelines for their use in consumer experience research. The findings will be of use to other researchers studying consumer experience through consumer-centric, systemic and processual lenses. Practitioners can also use these methods to obtain knowledge that allows them to offer better value propositions that align with consumers' lifeworlds.

The article is structured as follows. After reviewing the literature on consumer experience, highlighting its current directions, three methodological requirements are identified: (1) first-hand description of experience, (2) description of multiple relevant actors and institutions in the consumer's ecosystem; and (3) capture of the processual nature of consumer experience.

The methods currently used to study consumer experience are then reviewed and analyzed, and guidelines are presented for using three neglected data collection methods that fulfill the three requirements: (1) phenomenological interviews, (2) event-based approaches; and (3) diary methods.

The final part discusses the study's significance for researchers and practitioners.

Consumer experience

Among the various accounts of experience in the marketing literature, Helkkula (2011) identified three major types: outcome-based characterizations treat experience as a variable in a causal model; processual characterizations emphasize the temporal dimension of experience in terms of its phases or stages; and phenomenological characterizations focus on subjective, context-specific experiences while also acknowledging their social aspects. Jaakkola *et al.* (2015) also distinguished a number of research streams; for example, service management focuses on the creation of superior customer experiences; service innovation and design focuses on shaping the user experience and service-dominant logic (S-D logic) and interpretive consumer research emphasize phenomenological characterizations of experience. While sometimes acknowledging other actors (other customers in the service encounter), the *service*, *customer*, *online* and *brand* experience research streams focus mainly on the customer-service provider dyad and consider experience in terms of the response to companies' specific elements such as service (Grace and O'Cass, 2004) or brand-related stimuli (Brakus *et al.*, 2009). On the other hand, *consumer* or *consumption* experience focuses on consumption and what consumers do in their everyday lives (Addis and Holbrook, 2001). Consumer experience is the subject of consumer research (Holbrook and Hirschmann, 1982; Carú and Cova, 2003) and of marketing logics such as S-D logic (Vargo and Lusch, 2016) and customer-dominant logic (C-D logic) (Heinonen *et al.*, 2010).

As an alternative to the information processing perspective, Holbrook and Hirschman's consumer research paradigm offered an experiential view, in which consumers were seen to value fantasies, feelings and fun, as well as emotions, meanings and aesthetic criteria (Holbrook and Hirschmann, 1982). Following that landmark publication, many authors began to explore extraordinary experiences (Arnould and Price, 1993). Beyond that, others have proposed a broader view, incorporating ordinary, everyday or routine experiences such as eating at a friend's house (Carú and Cova, 2003). Some have gone further still, suggesting that all experiences are consumption experiences (Woodward and Holbrook, 2013). This more consumer-centric view of experience emphasizes the consumption situation beyond the company-customer dyad – for example, Addis and Holbrook (2001) proposed that many products and services together create the overall consumption experience.

According to Akaka *et al.* (2015), S-D logic complements interpretive consumer research by adopting a holistic view within an ecosystem perspective, where actors integrate resources from other actors to create value in interactions coordinated by institutions and institutional arrangements (Vargo and Lusch, 2016). C-D logic advances a consumer-centric view, in which the customer rather than the service is central (Heinonen *et al.*, 2010). These logics are of interest in the present context because of their shared assumption that the consumer as active agent integrates resources to create their own experience. On this view, experiences are phenomenologically determined within the customer's context or lifeworld

(Akaka *et al.*, 2015; Jaakkola *et al.*, 2015). Together, these research streams show how conceptions of experience have been expanding in two related directions: from dyads to ecosystems and from a provider-centric to a consumer-centric perspective on the journey.

From dyads to ecosystems

Where an experience is evaluated holistically, it is reasonable to suppose that more than a single company will be involved (Addis and Holbrook, 2001). Tax *et al.* (2013, p. 457) proposed the idea of the service delivery network (SDN) as "two or more entities that, in the eyes of the customer, are responsible for the provision of a connected, overall service". In their study of gap year travel, Baron and Harris (2010) expanded the domain of experience to include a network of organizations such as universities, accommodation, banks and tour companies, all of which form part of the experience.

Proposing a systemic perspective on consumer experience, Jaakkola *et al.* (2015) and McColl-Kennedy *et al.* (2015b) suggested looking beyond the dyadic interactions between provider and consumer to study the interactions between the consumer and multiple actors. McColl-Kennedy *et al.* (2015a, p. 251), for instance, highlighted the role of interactions with other actors (including "other customers, organizations, friends and family") during the consumer experience. The S-D logic literature in particular has seen conceptual developments in relation to service systems and experience. For example, Akaka and Vargo (2015) showed how the context of experience has evolved from service encounters (i.e. dyadic interactions between customer and frontline employees) to ecosystems (defined as systems of resource-integrating actors connected through institutions and institutional arrangements) (Vargo and Lusch, 2016) at micro, meso and macro contextual levels (Akaka *et al.*, 2015). The micro contextual level includes the consumer-company dyad whereas the meso contextual level includes those actors' networks. The macro contextual level encompasses the shared networks and institutions that coordinate the interactions between actors (Akaka *et al.*, 2015; Vargo and Lusch, 2016). Although some empirical studies have identified other actors as elements of the customer experience (Tax *et al.*, 2013), many knowledge gaps remain regarding the influence of these actors and interactions with them. In addition to methods for identifying other actors, researchers need methods for investigating how the focal consumer's experience is affected by them, their resources and the institutions that coordinate the interactions.

From provider-centric to consumer-centric journeys

As noted earlier, the main body of the consumer experience literature examines the *customer* journey, comprising points of direct and indirect interaction with the company (known as "touchpoints"). Although some researchers acknowledge that certain touchpoints may not be under the company's control (Lemon and Verhoef, 2016), the journey remains provider-centric in the sense that it is centered on an object of consumption (buying and using a product). According to McColl-Kennedy *et al.* (2015b), this view is no longer adequate.

Recent studies have highlighted the importance of understanding the customer's processes and activities. For example, according to Heinonen *et al.* (2010), the customer experience is actively formed by the customer, who selects companies and partners to integrate into their processes. As the customer experience is part of the customer's ongoing life, Heinonen *et al.* (2010) claimed that service providers should offer value propositions that adapt to customers' processes and to activities that may not always be immediately apparent. As noted earlier, this view of experience as process means that the customer is in control and chooses actors that will help them to achieve their goals. However, despite proposals to adopt a more consumer-centric approach to journeys, most such studies are largely conceptual (e.g., Heinonen *et al.*, 2010).

Methodological requirements for studying consumer experience

Methods for exploring the broader aspects of consumer experience as defined in this paper should fulfill three requirements:

(1) provide a first-hand description of the experience;
(2) provide a description of multiple relevant actors and institutions in the consumer's ecosystem; and
(3) capture the processual nature of the consumer experience.

First-hand description of experience

A phenomenological characterization of experience informs S-D logic (Vargo and Lusch, 2016), the Nordic school (Helkkula and Kelleher, 2010) and the original propositions of the experiential view (Holbrook and Hirschmann, 1982). Phenomenological research explores experiences from the participant's (first-person) perspective as it emerges in context (Thompson *et al.*, 1989). Shifting the scope of consumer experience from a focus on the provider to a consumer-centric perspective requires an equivalent shift in methods.

When consumers describe their experiences in their own words, they foreground events, activities and interactions with actors that seem most important from their point of view. By implication, these elements need not necessarily be linked to a single service provider. For example, Mickelsson (2013) identified a series of activities that formed part of the gambling experience (reading blogs and magazines, talking to friends) but were not connected to the gambling company. As investigation of the consumer experience must allow consumers to express themselves *freely*, surveys and interviews concerning a specific object of consumption are inadequate. Instead, truly consumer-centric methods must allow different actors, activities and events to emerge naturally in the consumer's description.

Description of multiple relevant actors and institutions in the consumer's ecosystem

The systemic nature of the experience also has methodological implications. Specifically, the method must enable the researcher to identify the actors, resources and institutions that form the consumer's ecosystem at the micro, meso and macro contextual levels (Akaka *et al.*, 2015). In many cases, the methods used in studies of consumer experience do not allow the respondent to refer to all relevant actors and influences; for example, interviews and surveys are confined to the dyadic relationship between company and consumer and questions about single service providers cannot adequately capture other relevant actors and institutions in the consumer's ecosystem.

When collecting and analyzing data, the researcher must keep in mind that a systems perspective makes no distinction between producer and consumer (Vargo and Lusch, 2016) – in other words, every actor can supply resources to the consumer (who may also assume the role of producer) and so contribute to the consumer experience (Vargo and Lusch, 2016). Research methods must therefore enable the researcher to identify those actors, as well as the resources and mechanisms through which they influence the experience. In addition, the method must allow institutions and institutional arrangements to emerge in the consumer's descriptions. Importantly, combining this requirement with first-hand description of the experience means that the ecosystem will be described from the consumer's perspective.

Capture of processual nature of consumer experience

Consumer-centric and systemic perspectives further imply that experience has a processual nature that must also be captured. Interpreting the consumer experience as a process – seen here as a sequence of events over time – entails a number of assumptions (Pettigrew, 1990). First, any changes that occur during the consumer experience should be studied in their proper context at the micro, meso and macro levels of analysis proposed by Akaka *et al.* (2015). A second assumption relates to temporal interconnectedness: that past experiences shape present and future experiences, encompassing both the chronology of events and their underlying logics and structures. Jaakkola *et al.* (2015) highlighted the importance of these temporal patterns in understanding the consumer experience. A third assumption is that processes shape and are shaped by their context – that is, consumer experiences are shaped by contextual factors, but they can also change that context as they develop. Finally, explanations of change are not linear or causal but holistic and multifaceted (Pettigrew, 1990) – in other words, changes have multiple causes at different levels of analysis.

Because current methods such as cross-sectional surveys and interviews cannot adequately capture how an experience evolves over time, Jaakkola *et al.* (2015) and McColl-Kennedy *et al.* (2015b) have suggested the use of longitudinal research designs. However, because many process researchers use a combination of retrospective and real-time data collection methods, a study need not necessarily be longitudinal to capture the processual dimension (Bizzi and Langley, 2012; Halinen *et al.*, 2013); the most important requirement is to capture the sequence of events over time and in context.

Current methods in marketing studies of experience

Before proposing appropriate methods of data collection for investigation of the consumer experience, it is important to review the methods currently used in marketing studies. To this end, a systematic literature review was conducted in six steps, following standard criteria in the literature (Booth *et al.*, 2012; Helkkula, 2011):

(1) The author read 43 articles about experience to become familiar with the topic and to assist methodological decisions (e.g. choosing keywords).

(2) The author searched relevant terms (e.g. consumer experience and customer experience) in the title, abstract and keywords of articles in the EBSCO and ScienceDirect databases, which yielded 1,128 articles.

(3) The author excluded any articles that were not peer-reviewed, written in English or published in a marketing journal, reducing the sample to 698 articles.

(4) The author assessed the articles according to three inclusion criteria:
   - a focus on experience;
   - experience related to B2C; and
   - a characterization of experience. On that basis, the sample was further reduced to 142 articles.

(5) Because the literature review was conducted for the purposes of another paper, five articles were excluded on the grounds of unclear classification by research stream.

(6) Following a search for references in the included articles, eight were added (Booth *et al.*, 2012), yielding a final sample of 145 articles, of which 104 were empirical.

A list of the methods currently used in the marketing literature to study experience is presented in Table I; a list of the 104 empirical articles used to classify these methods is supplied in the Appendix.

Conceptual, theoretical or literature review	**41**
Empirical articles	**104**
Quantitative studies	**54**
Survey	*42*
Scale or index development	*7*
Experiment or quasi experiment	*2*
Multi-methods (quantitative)	*2*
Secondary data	*1*
Qualitative studies	45
Interview	*15*
Laddering	3
Semi-structured interview	2
Structured interviews	1
Phenomenological interview	1
Narrative interview	1
Critical incident technique	1
Experience-based event technique	1
Sequential incident technique	1
Sequential incident laddering technique	1
Repertoire grid technique	1
Non-specified	2
Case study (qualitative data collection techniques)	*7*
Multi-methods (qualitative)	*6*
Written reflection/evaluation	*5*
Netnography	*3*
Ethnography	*2*
Protocol analysis	*1*
Focus group	*1*
Customer critic approach: briefing + group discussion	*1*
Collective stereographic photo essay	*1*
Photographic essay (based on personal subjective introspection)	*1*
Narrative inquiry	*1*
Mystery shopping	*1*
Mixed-methods (quantitative and qualitative)	**3**
Case study	2
Narrative introspection + survey	1
Illustrations in practice	**2**

Table I. List of methods used to study experience in marketing

Of the 104 empirical studies, 54 used quantitative methods and 42 used surveys, which remains the most common method of studying experience in the marketing literature. Studies that characterize experience in terms of the response to a company or its elements commonly adopt quantitative methods; these include studies of services management, branding and retailing, which tend to favor surveys (Brakus *et al.*, 2009; Grace and O'Cass, 2004). This aligns with Helkkula's (2011) findings about outcome-based characterizations of experience, which focus on relationships between experience and other variables.

A range of qualitative methods were also identified, among which the most common were interviews and case studies (Table I). However, it is important not to assume that a qualitative approach will always meet the requirements for studying consumer experience as more broadly defined. For instance, Walls *et al.* (2011) used interviews to collect data on consumer experiences of luxury hotels. However, the interview script confined respondents to particular aspects of the experience, such as physical environment and human interaction. While perfectly adequate for the stated goals, this illustrates how a qualitative approach to data collection may not necessarily capture the broader aspects of the consumer experience.

It is also important not to assume that *qualitative* always means *interpretive*. O'Shaughnessy (2010) claimed that interpretive methods are more appropriate for social science studies, as interpretation and context cannot be separated. Both interpretive consumer research (Arnould and Price, 1993) and S-D logic (Helkkula and Kelleher, 2010; McColl-Kennedy *et al.*, 2015a) commonly use interpretive methods of data collection, yielding a more consumer-centric view. At the same time, studies of experience that use a phenomenological characterization are largely conceptual (Helkkula, 2011), and the few empirical studies that might meet the stated requirements offer little guidance on data collection to other researchers, as this is not their goal. Given the need for methodological approaches that can fully capture the consumer experience (Jaakkola *et al.*, 2015), this paper identifies three especially promising methods of data collection that can contribute to a broader understanding of consumer experience and provides tailored guidelines for their use in consumer experience research.

Guidelines for three data collection methods

This section reviews the literature (both within and outside marketing) on three underused data collection methods with significant potential for studying consumer experience in its broader sense: phenomenological interviews, event-based approaches and diary methods. Although other methods may also meet the requirements, these three were chosen for the following reasons. First, they fulfill all three requirements for studying consumer experience as defined. Second, as compared to other qualitative methods, they have less often been used in empirical studies of consumer experience. Finally, as methods of *data collection*, they can be used within various approaches (such as case studies or ethnographies) or in combination with other methods.

Phenomenological interviews

The first of the three selected methods is the phenomenological interview. Although Thompson *et al.* (1989) suggested the use of this method to study consumer experiences, only one of the 104 analyzed articles (Major and McLeay, 2013) explicitly mentioned its use as the main method of data collection. This suggests that phenomenological interviews have unused potential in this context. The phenomenological interview can be defined as an unstructured, open-ended, dialogical interview informed by the philosophical assumptions of phenomenology (Bevan, 2014; Stern *et al.*, 1998; Thompson *et al.*, 1989); its purpose is to obtain a first-hand, free-form description of a domain of experience, contextualized in the consumer's lifeworld (Bevan, 2014; Stern *et al.*, 1998; Thompson *et al.*, 1989).

One broadly similar method is the narrative interview; both are phenomenological in nature and elicit descriptions of participants' stories, so satisfying the first requirement. The key difference is that while the narrative interview is more closely related to story-telling, beginning from one main question (Roederer, 2012) with specific supplementary questions only when necessary (Juntunen, 2014), the phenomenological interview is more conversational.

Another data collection method that resembles the phenomenological interview in some respects is the unstructured interview. However, while it is safe to say that every phenomenological interview follows an unstructured script, not every unstructured interview is phenomenological at the level of philosophical assumptions. For instance, in a phenomenological interview, the participant must have lived the experience (Thompson *et al.*, 1989), and the focus is on the contextualized description of that experience rather than rationalizations (Thompson *et al.*, 1989), which may not be the case in an unstructured interview.

Guidelines for using phenomenological interviews

Because the phenomenological orientation is not homogeneous, the guidelines for this method follow general commitments within this tradition (Høffding and Martiny, 2016), which can be discussed under three headings:

(1) selection of participants;

(2) primacy of subjective experience; and

(3) contextual factors.

First, because the goal of this type of interview is to obtain a first-hand description of a domain of experience (Thompson *et al.*, 1989), interviewees must have lived the phenomenon under investigation (Thompson *et al.*, 1989). For example, to investigate how a consumer experiences a journey to a healthier lifestyle, the researcher must select participants who have undergone or are undergoing this journey, as this philosophical position takes the subjective experience to be the reality (Thompson *et al.*, 1989).

Second, the phenomenological tradition asserts the primacy of subjective experience over theoretical assumptions (Horrigan-Kelly *et al.*, 2016). The researcher must therefore take care to set aside any theoretical assumptions, hypotheses or frameworks when formulating the interview script (Thompson *et al.*, 1989) or at least be reflexive about them, assigning primacy to the subjective experience (Horrigan-Kelly *et al.*, 2016). Either way, the researcher must remain open to emerging themes (Horrigan-Kelly *et al.*, 2016; Thompson *et al.*, 1989). Consequently, the structure of the interview is very open and is dictated by the respondent (Thompson *et al.*, 1989); the interviewer's role is to ask open and unstructured questions, resulting in a conversation rather than the questions and answers typical of an interview (Stern *et al.*, 1998; Thompson *et al.*, 1989). This conversational approach can be achieved if the researcher really listens to the participant, reacting to their descriptions and adding or deleting questions as the conversation proceeds, without being restricted by the interview script or prior assumptions.

Finally, because the goal of the interview is to obtain a first-hand description of an experience *in context* (Bevan, 2014; Stern *et al.*, 1998; Thompson *et al.*, 1989), the researcher must strive to understand what the experience means in the consumer's lifeworld. Encouraging detailed description of the experience typically foregrounds these contextual factors during the interview.

Granted the need for an unstructured approach, Bevan (2014) developed a method that maintained the phenomenological interview's conversational style while organizing it in three parts: contextualization, apprehending the phenomenon and clarifying the phenomenon. Contextualization means taking account of the context in which the experience gains its meaning (Bevan, 2014). The interviewer's role is to set a meaningful context within which the respondent can describe their experience (Thompson *et al.*, 1989), and this should provide a point of departure for the interview (Bevan, 2014). For instance, in relation to a journey to a healthier lifestyle, the researcher might begin by asking about the participant's background and any unhealthy habits they previously had.

Apprehending the phenomenon means focusing on the experience of interest to obtain a clear description of events and activities. This can be achieved by asking descriptive questions, followed by structural questions to clarify the phenomenon ("Could you please describe what you mean by [...] ?") (Bevan, 2014). *Why* questions should be avoided because they change the focus from description to rationalization, which is not the goal of the phenomenological interview (Thompson *et al.*, 1989). In addition, the interviewer should not ask questions that are too abstract, focusing instead on specific events to elicit rich descriptions of experiences (Thompson *et al.*, 1989).

Clarifying the phenomenon involves imaginative variation, adding questions that vary in structure as a means of clarifying the phenomenon (Bevan, 2014). During the interview, the interviewer should formulate questions based on the consumer's reflections, asking for further descriptions (Bevan, 2014; Stern *et al.*, 1998). For example, if the interviewee reports that it is important for them to go to the gym with a partner, the researcher might ask them to imagine what would happen if they went alone.

Another important point here is that interviewer and interviewee are equal in status; the interviewee is the expert in relation to their own experience, and the researcher should not try to direct the interview or impose theoretical assumptions. If this happens, the data should be excluded (Thompson *et al.*, 1989). For that reason, data analysis is as important as the interview itself when using a phenomenological approach. Following the first interview and before proceeding to another, researchers should listen to the interview and transcribe it to check whether they are adopting a conversational approach or imposing their own theoretical assumptions.

Satisfying the methodological requirements

Given that the phenomenological interview must allow themes to emerge, assigning primacy to participants' subjective experience rather than to theoretical assumptions (Horrigan-Kelly *et al.*, 2016; Thompson *et al.*, 1989), this method fully satisfies the first requirement: a first-hand description of experience. Furthermore, according to Stern *et al.* (1998, p. 198), the phenomenological interview produces a "narrative unit encompassing past, present, and future". By analyzing these narratives, the researcher can better understand both the consumer's experience and their relationships with others (Stern *et al.*, 1998), shedding light on the systemic structure of the consumer experience. It is assumed that relevant institutions may also emerge in the descriptions of interactions with other actors. Although the interview should follow a largely unstructured script, the researcher can elicit descriptions of any institutions that seem relevant for the consumer. This fulfills the second requirement: the description of multiple relevant actors and institutions in the consumer's ecosystem. Finally, because a narrative can be viewed as a process, this method can capture the processual dimension of consumer experience.

Event-based approaches

The second proposed method of data collection is the event-based approach, referring here to methods that focus on events or incidents as a means of understanding the consumer experience. Interviews are most often used to collect data (Åkesson *et al.*, 2014; Helkkula and Pihlström, 2010); of the 104 articles analyzed here, two used sequential incident technique (Stein and Ramaseshan, 2016); one used critical incident technique (CIT) (Grove and Fisk, 1997), and one used an experience-based event technique (Åkesson *et al.*, 2014). However, these articles explored events or incidents that related to an object of consumption (the journey with a company or the use of a service) rather than the journey the consumer undertakes to achieve a goal (i.e. the *consumer journey*), as it is proposed here.

Guidelines for using event-based approaches

The guidelines for using these approaches can be divided into three major groups:

(1) delimitation of events;
(2) temporal aspects; and
(3) elicitation of events during the interview.

To begin, the researcher must define the central process under investigation (Halinen *et al.*, 2013) to determine what events to look for (van de Ven, 1992). Generally speaking, events can be defined as outcomes of human action or changes caused by nature (Hedaa and Törnroos, 2008). To study the consumer experience as defined here, it is suggested that the researcher should focus on events or incidents that relate to the consumer's pursuit of their goal in their lifeworld – in other words, the consumer journey is the process. Revisiting the example of a journey to a healthier lifestyle, the event might be defined in terms of its contribution to the goal, allowing the participant to describe the most relevant events from their own perspective. In contrast to existing studies that focus on events associated with using a specific service (Åkesson *et al.*, 2014), this makes it possible to obtain a description of events that are not necessarily related to a single company but include other actors and contexts.

Second, as event-based methods require in-depth description and the participant needs to be able to recall the event, researchers should recruit participants who have lived the experience recently to guard against faulty memory and rationalization effects (Flanagan, 1954). To this end, the researcher might, for example, establish a temporal limit or recruit participants currently living the experience under investigation. Ideally, a combination of real-time and retrospective data collection methods could be used to capture events over time (Bizzi and Langley, 2012; Halinen *et al.*, 2013). Scheduling follow-up interviews with participants currently living the experience would facilitate collection of real-time data, maximizing the potential of this method to capture the processual dimension of the consumer experience (Bizzi and Langley, 2012).

Finally, researchers should elicit detailed descriptions of the events. Based on an extensive review of the literature on CIT, Butterfield *et al.* (2005) noted that the method has evolved to illuminate the context and to capture the meaning of events, in line with a contextualist phenomenological approach. By connecting events and incidents to the consumer's goal, participants can describe events in relation to multiple actors and different contextual levels. To that end, researchers should explore events in depth during the interview, with an emphasis on context (Hedaa and Törnroos, 2008; van de Ven, 1992). For instance, Gremler (2004) suggested that researchers should look beyond cognition, collecting data on emotional aspects of the events and exploring why those specific events occurred. By remaining flexible when collecting data on events, further events can also be explored (Halinen *et al.*, 2013).

Satisfying the methodological requirements

According to Gremler (2004), event-based approaches involve the collection of descriptions of events from the participants' perspective without reference to prior hypotheses. This method therefore satisfies the first requirement: obtaining a first-hand description of the experience. In addition, the event-based method can satisfy the second criterion: description of multiple relevant actors and institutions in the consumer's ecosystem. According to Hedaa and Törnroos (2008), a contextualized description of events allows the description of actors and their subsequent reactions to events (i.e. acts and activities). Process researchers have proposed guidelines for using event-based approaches to identify how a phenomenon develops in a multi-layered context at micro, meso and macro contextual levels (Halinen *et al.*, 2013; Makkonen *et al.*, 2012). However, although the participant can be expected to describe interactions with a multiplicity of actors, the researcher must keep in mind that this technique may not provide a holistic perspective; for example, it may be challenging to obtain descriptions of institutional logics.

When describing events in sequence, the event-based approach helps the researcher to understand the processual and dynamic aspects of the consumer experience. As noted before, process researchers define process in terms of events (Pettigrew, 1990), which satisfies the third requirement for investigating the broader aspects of consumer experience. Using multiple event-based interviews over time maximizes this method's capacity to fulfill the third requirement (although this is not essential). Finally, an additional advantage of event-based approaches is that the researcher can address relevant issues by focusing exclusively on specific events (Åkesson *et al.*, 2014), saving time during interviews and when analyzing the data (Helkkula and Pihlström, 2010).

Diary methods

The third proposed data collection method is the diary. Carú and Cova (2008) suggest the use of personal introspection to study the consumer experience, where consumers analyze and report their individual experiences. To date, however, the diary method has attracted little interest in the marketing literature (Patterson, 2005); of the 104 analyzed articles, none used a longitudinal diary as the main data collection technique. In general, participants are invited to write about their experiences at a point in time. For instance, Ryynänen *et al.* (2016) collected data online by asking participants in a data collection community to write about a personally meaningful consumer experience involving packaging.

In a non-research context, a diary can be defined as a personal record of events, thoughts and observations (Patterson, 2005); in a research context, it is an instrument for self-reporting events, thoughts and observations (i.e. ongoing experiences) (Bolger *et al.*, 2003). In research terms, the record of these ongoing experiences constitutes a narrative (Livholts and Tamboukou, 2015), providing an account of a sequence of significant events (Kenten, 2010). Although Hurmerinta and Paavilainen-Mäntymäki (2013) contended that this method is closely linked to ethnography, the diary is discussed here as a data collection method rather than as a methodological approach.

Guidelines for using diary methods

The guidelines for using diary methods can be divided into four parts:

(1) choosing the diary design,
(2) choosing the means of reporting,
(3) giving instructions; and
(4) maintaining the participant's motivation.

First, the researcher has to select the appropriate type of diary for collecting the data in light of the research goals, choosing between solicited (Kenten, 2010) and unsolicited diaries (Livholts and Tamboukou, 2015). Solicited diaries ask participants to report their experiences for the purposes of the research whereas unsolicited diaries are not produced in the research context. Researchers can make use of several forms of online diary or other tools for personal introspection available online – for example, Helkkula and Kelleher (2010) studied narratives found in blogs. While this approach can provide more naturalistic data, it is important to keep in mind that the participant may be presenting an ideal self online (Zhao *et al.*, 2008) (although, of course, this may also arise in the case of non-naturalistic data). Granted the benefits of the unsolicited approach, the following guidelines apply to solicited diaries.

There are at least three types of diary designs: interval-, signal- and event-contingent (Bolger *et al.*, 2003). The interval-contingent design requires participants to report in their diaries at specified regular intervals. In the signal-contingent design, researchers emit a signal that prompts participants to report in their diaries, and the event-contingent design requires participants to report in their diaries on each occurrence of the event being studied.

In addition to choosing a diary design, the researcher must choose the most appropriate means of reporting the experiences. Participants may not be used to writing every day or may find this inconvenient. As the introspective narrative can take the form of text diary, audio diary or video diary (Bolger *et al.*, 2003; Carú and Cova, 2008), researchers can use devices such as audio recorders to capture "real-time" descriptions (Bolger *et al.*, 2003; Hurmerinta and Paavilainen-Mäntymäki, 2013).

As a third guideline, it is important to give clear instructions to participants (Carú and Cova, 2008; Kenten, 2010); for instance, the event-contingent design requires researchers to provide a clear definition of the focal event (Bolger *et al.*, 2003). On the downside, Patterson (2005) noted that instructions that are too restrictive can stifle descriptions and cause participants to lose interest in reporting their experiences. Hurmerinta and Paavilainen-Mäntymäki (2013, p. 201) provided an example of good instructions, asking entrepreneurs to "write freely, either in the form of a diary or as short notes or log entries, about how you search, create, observe, analyze and exploit business and internationalization opportunities in practice, as part of your daily business activities and routines". These instructions are clear without being so specific as to limit the participant's motivation and creativity, and they include a clear definition of the focal event.

Finally, when using this method, it can be challenging to maintain participant motivation. To address this issue, as well as ensuring that instructions are not too restrictive, researchers should meet participants and provide feedback about diary completion (Hurmerinta and Paavilainen-Mäntymäki, 2013). Participants in diary studies have provided positive feedback on the method, noting in particular that they were more aware of their own thoughts, feelings and behaviors (Hurmerinta and Paavilainen-Mäntymäki, 2013; Kenten, 2010), and this could be used to encourage diary completion. To motivate more frequent reporting, it may also help to use a means of delivery that is familiar to the participant (e.g., an audio device).

Satisfying the methodological requirements

The diary method is useful when collecting data on everyday experiences (Kenten, 2010) and has several strengths. First, it does not impose any theoretical framework on participants or on the data they provide (Hurmerinta and Paavilainen-Mäntymäki, 2013). Because it is also phenomenological in nature (Bolger *et al.*, 2003), this method strongly fulfills the first-hand description requirement. However, researchers must ensure that their instructions do not impose theoretical assumptions or expectations that might lead the participant. Second, the diary is an appropriate means of studying multi-layered and multi-actor processes (Makkonen *et al.*, 2012). By allowing the description of various actors and institutions to emerge, it satisfies the second requirement. Finally, as compared to retrospective data, the diary reduces the risk of memory error (Bolger *et al.*, 2003; Kenten, 2010). It also provides an excellent means of investigating temporal dynamics and processes in real time (Bolger *et al.*, 2003), making it the most powerful method here in meeting the third requirement.

Conclusion

Empirical studies of experience have been growing at an exponential rate. Nevertheless, this paper corroborates previous evidence that quantitative studies (and especially surveys) prevail in studies of experience (Jaakkola *et al.*, 2015). In this regard, Jaakkola *et al.* (2015) noted that such studies have generally adopted a narrow view (e.g., service encounters, static points in time). In the interest of advancing the study of consumer experience, the present article identifies the shift from dyads to ecosystems and from a provider-centric to a consumer-centric view of the journey. Adopting a broad definition of consumer experience, the paper also identifies three methodological requirements: first-hand description of the experience, description of multiple relevant actors and institutions in the consumer's ecosystem and capture of the experience's processual nature. Finally, the paper draws on relevant literature within and outside marketing to propose tailored guidelines for three data collection methods meeting these requirements that are little used in the study of consumer experience. Table II summarizes these findings, including the extent to which each method satisfies the methodological requirements. It is worth noting that in assessing fulfillment of the third methodological requirement, a cross-sectional design is assumed for the phenomenological interview and event-based approach; both satisfy this requirement more convincingly if data are collected using a longitudinal design (Bizzi and Langley, 2012).

The paper's first contribution is to define the methodological requirements for studying consumer experience in its broad sense. This has implications for selecting data collection methods when studying experience, which should align both with the research question(s) and with conceptual requirements. By adopting the broader view of consumer experience and the associated methodological requirements, researchers can adapt existing data collection methods to study consumer experience from a consumer-centric, systemic and processual perspective. By following these methodological requirements, researchers can develop their own guidelines to address these aspects of consumer experience phenomenon in empirical studies.

The paper's second contribution is to propose tailored guidelines for a set of data collection methods appropriate for the study of consumer experience from a consumer-centric, systemic and processual perspective. Although these methods are not new, they have rarely been used in studies of consumer experience. Beyond reviewing the relevant literature, the article advances current knowledge of these methods by discussing their adequacy for exploring consumer experience in terms of the broad view adopted here. The methods and guidelines proposed in this paper can be used to address issues raised in the recent consumer experience literature. Based on Akaka *et al.* (2015), Jaakkola *et al.* (2015) and Lemon and Verhoef (2016), the following are some examples of questions that future studies might address using these methods.

- Who are the relevant actors for the consumer journey and experience?
- In creating their experience, how does the consumer integrate and apply resources from different actors?

Table II.
Summary of results

Trends	Methodological suggestions	How strongly does the method fulfill the requirements?
From dyads to ecosystems: The consumer experience happens in systems with multiple actors	Phenomenological interviews	First-hand experience: +++ Ecosystem view: +++ Processual character: +
From provider- to consumer-centric journey: The consumer is an active participant in their experience, forming their journey toward a goal	Event-based approaches	First-hand experience: +++ Ecosystem view: ++ Processual character: ++
	Diary methods	First-hand experience: +++ Ecosystem view: ++ Processual character: +++

- How does the consumer experience divergent and convergent institutions (e.g. norms and rules) when interacting with other actors?
- What touchpoints beyond the company's control (e.g. customer-owned, partner-owned and social touchpoints) are relevant to the experience?
- When do experiences emerge among customers beyond the service setting?
- How do the dimensions of consumer experience influence the consumer's actions during their journey?
- How does experience evolve and change over time?

Researchers in other fields can also benefit from these methods, as the literature review on which these guidelines are based extends beyond the marketing domain. For instance, despite its many strengths, the diary method has attracted little interest from marketing researchers (Patterson, 2005). Although the guidelines offered here are tailored to the consumer experience research, they can also be adapted to explore other marketing and consumer-related phenomena.

Practitioners too can use these guidelines to collect data on their consumers' experiences. Using consumer-centric, systemic and processual lenses to understand the consumer experience, marketing practitioners can offer better value propositions to their customers – for example, by providing complementary resources that the consumer may have difficulty finding in their own ecosystems, or by partnering with other actors of relevance for the consumer.

It is important to note that this account of relevant data collection methods is not exhaustive. The three methods discussed here were suggested because they fulfill the three requirements for studying consumer experience in its broader sense, but the choice ultimately depends on the research questions guiding the study in question. Ideally, these methods can be triangulated to gain a fuller understanding of the given phenomenon (Given, 2008), as for example in an ethnography or case study, where researchers might combine phenomenological interviews with diaries. While the phenomenological interview provides a retrospective account of the consumer experience in relation to major events, the diary provides more detailed real-time data. If the goal of the study is to understand the given ecosystem and its institutions (requirement 2), a research design that incorporates a multi-actor perspective may be useful, again depending on the study's goals. Finally, real-time longitudinal designs have greater potential to capture a phenomenon's processual aspects (Bizzi and Langley, 2012). While the diary method provides real-time data, the use of phenomenological interviews or event-based approaches can be incorporated into a longitudinal design – for example, by repeating interviews at pre-established intervals.

While conceptual studies have traced the shift from dyads to networks and from provider-centric to consumer-centric perspectives, empirical studies are less common. As research interest in this topic continues to grow, methodological discussions can make a significant contribution to the literature. It is hoped that other researchers will use the methods and guidelines discussed here to produce empirical studies of consumer experience as more broadly defined.

References

Addis, M. and Holbrook, M.B. (2001), "On the conceptual link between mass customisation and experiential consumption: an explosion of subjectivity", *Journal of Consumer Behavior*, Vol. 1 No. 1, pp. 50-66.

Akaka, M.A. and Vargo, S.L. (2015), “Extending the context of service: from encounters to ecosystems”, *Journal of Services Marketing*, Vol. 29 Nos 6/7, pp. 453-462.

Akaka, M.A., Vargo, S.L. and Schau, H.J. (2015), “The context of experience”, *Journal of Service Management*, Vol. 26 No. 2, pp. 206-223.

Arnould, E.J. and Price, L.L. (1993), “River magic: extraordinary experience and the extended service encounter”, *Journal of Consumer Research*, Vol. 20 No. 1, pp. 24-45.

Åkesson, M., Edvardsson, B. and Tronvoll, B. (2014), “Customer experience from a self-service system perspective”, *Journal of Service Management*, Vol. 25 No. 5, pp. 677-698.

Baron, S. and Harris, K. (2010), “Toward an understanding of consumer perspectives on experiences”, *Journal of Services Marketing*, Vol. 24 No. 7, pp. 518-531.

Bevan, M.T. (2014), “A method of phenomenological interviewing”, *Qualitative Health Research*, Vol. 24 No. 1, pp. 136-144.

Bizzi, L. and Langley, A. (2012), “Studying processes in and around networks”, *Industrial Marketing Management*, Vol. 41 No. 2, pp. 224-234.

Bolger, N., Davies, A. and Rafaeli, E. (2003), “Diary methods: capturing life as it is lived”, *Annual Review of Psychology*, Vol. 54, pp. 579-616.

Booth, A., Papaioannou, D. and Sutton, A. (2012), *Systematic Approaches to a Successful Literature Review*, Sage, London.

Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009), “Brand experience: what is it? How is it measured? Does it affect loyalty?”, *Journal of Marketing*, Vol. 73 No. 3, pp. 52-68.

Butterfield, L.D., Borgen, W.A., Amundson, N.E. and Maglio, A.S.T. (2005), “Fifty years of the critical incident technique: 1954-2004 and beyond”, *Qualitative Research*, Vol. 5 No. 4, pp. 475-497.

Carú, A. and Cova, B. (2003), “Revisiting consumption experience: a more humble but complete view of the concept”, *Marketing Theory*, Vol. 3 No. 2, pp. 267-286.

Carú, A. and Cova, B. (2008), “Small versus big stories in framing consumption experiences”, *Qualitative Market Research: An International Journal*, Vol. 11 No. 2, pp. 166-176.

Flanagan, J.C. (1954), “The critical incident technique”, *Psychological Bulletin*, Vol. 51 No. 4, pp. 327-358.

Given, L.M. (Ed.) (2008), *The Sage Encyclopedia of Qualitative Research Methods*, Sage Publications.

Grace, D. and O’Cass, A. (2004), “Examining service experiences and post-consumption evaluations”, *Journal of Services Marketing*, Vol. 18 No. 6, pp. 450-461.

Gremler, D.D. (2004), “The critical incident technique in service research”, *Journal of Service Research*, Vol. 7 No. 1, pp. 65-89.

Grove, S.J. and Fisk, R.P. (1997), “The impact of other customers on service experiences: a critical incident examination of ‘getting along”, *Journal of Retailing*, Vol. 73 No. 1, pp. 63-85.

Halinen, A., Törnroos, J. and Elo, M. (2013), “Network process analysis: an event-based approach to study business network dynamics”, *Industrial Marketing Management*, Vol. 42 No. 8, pp. 1213-1222.

Hedaa, L. and Törnroos, J. (2008), “Understanding event-based business networks”, *Time and Society*, Vol. 17 Nos 2/3, pp. 319-348.

Heinonen, K., Strandvik, T., Mickelsson, K., Edvardsson, B., Sundström, E. and Andersson, P. (2010), “A customer-dominant logic of service”, *Journal of Service Management*, Vol. 21 No. 4, pp. 531-548.

Helkkula, A. (2011), “Characterising the concept of service experience”, *Journal of Service Management*, Vol. 15 No. 1, pp. 59-75.

Helkkula, A. and Kelleher, C. (2010), “Circularity of customer service experience and customer perceived value”, *Journal of Customer Behaviour*, Vol. 9 No. 1, pp. 37-53.

Helkkula, A. and Pihlström, M. (2010), “Narratives and metaphors in service development”, *Qualitative Market Research: An International Journal*, Vol. 13 No. 4, pp. 354-371.

Holbrook, M.B. and Hirschmann, E.C. (1982), “The experiential aspects of consumption: consumer fantasies, feelings, and fun”, *Journal of Consumer Research*, Vol. 9 No. 2, pp. 132-140.

Horrigan-Kelly, M., Millar, M. and Dowling, M. (2016), “Understanding the key tenets of heidegger’s philosophy for interpretive phenomenological research”, *International Journal of Qualitative Methods*, Vol. 15 No. 1, pp. 1-8.

Hurmerinta, L. and Paavilainen-Mäntymäki, E. (2013), “Grasping the entrepreneurial opportunity process with diaries”, in Welter, F., Blackburn, R., Ljunggren, E. and Åmo, B.W. (Eds), *Entrepreneurial Business and Society: Frontiers in European Entrepreneurship Research*, Edward Elgar Publishing, Northampton, MA, pp. 195-211.

Høffding, S. and Martiny, K. (2016), “Framing a phenomenological interview: what, why and how”, *Phenomenology and the Cognitive Sciences*, Vol. 15 No. 4, pp. 539-564.

Jaakkola, E., Helkkula, A. and Aarikka-Stenroos, L. (2015), “Service experience co-creation: conceptualization, implications, and future research directions”, *Journal of Service Management*, Vol. 26 No. 2, pp. 182-205.

Juntunen, M. (2014), “Interpretive narrative process research approach to corporate renaming”, *Qualitative Market Research: An International Journal*, Vol. 17 No. 2, pp. 112-127.

Kenten, C. (2010), “Narrating onself: reflections on the use of solicited diaries with diary interviews”, *Forum: Qualitative Social Research*, Vol. 11 No. 2.

Lemon, K.N. and Verhoef, P.C. (2016), “Understanding customer experience throughout the customer journey”, *Journal of Marketing*, Vol. 80 No. 6, pp. 69-96.

Livholts, M. and Tamboukou, M. (2015), *Discourse and Narrative Methods*, Sage Publications.

McColl-Kennedy, J.R., Cheung, L. and Ferrier, E. (2015a), “Co-creating service experiences practices”, *Journal of Service Management*, Vol. 26 No. 2, pp. 249-275.

McColl-Kennedy, J.R., Gustafsson, A., Jaakkola, E., Klaus, P., Radnor, Z.J., Perks, H. and Friman, M. (2015b), “Fresh perspectives on customer experience”, *Journal of Services Marketing*, Vol. 29 Nos 6/7, pp. 430-435.

Major, B. and McLeay, F. (2013), “Alive and kicking: evaluating the overseas package holiday experience of grey consumers in the United Kingdom”, *Journal of Vacation Marketing*, Vol. 19 No. 1, pp. 5-18.

Makkonen, H., Aarikka-Stenroos, L. and Olkkonen, R. (2012), “Narrative approach in business networks process research – implications for theory and methodology”, *Industrial Marketing Management*, Vol. 41 No. 2, pp. 287-299.

Mickelsson, K. (2013), “Customer activity in service”, *Journal of Service Management*, Vol. 24 No. 5, pp. 534-552.

O’Shaughnessy, J. (2010), “Debates concerning the scientific method: social science theory and the philosophy of science”, in Maclaran, P., Saren, P. and Tadajewski, M. (Eds), *The Sage Handbook of Marketing Theory*, Sage Publications, London, pp. 174-191.

Palmer, A. (2010), “Customer experience management: a critical review of an emerging idea”, *Journal of Services Marketing*, Vol. 24 No. 3, pp. 96-208.

Patterson, A. (2005), “Processes, relationships, settings, products and consumers: the case for qualitative diary research”, *Qualitative Market Research: An International Journal*, Vol. 8 No. 2, pp. 142-156.

Pettigrew, A.M. (1990), “Longitudinal field research on change: theory and practice”, *Organization Science*, Vol. 1 No. 3, pp. 267-292.

Roederer, C. (2012), “A contribution to conceptualizing the consumption experience: emergence of the dimensions of an experience through life narratives”, *Recherche et Applications en Marketing*, Vol. 27 No. 3, pp. 81-95.

Ryynänen, T., Joutsela, M. and Heinonen, V. (2016), “My grandfather kept one of these tins on top of the bookshelf’: consumers’ recalled experiences involving packaging”, *Qualitative Market Research: An International Journal*, Vol. 19 No. 1, pp. 4-26.

Stein, A. and Ramaseshan, B. (2016), “Towards the identification of customer experience touch point elements”, *Journal of Retailing and Consumer Services*, Vol. 30, pp. 8-19.

Stern, B.B., Thompson, C.J. and Arnould, E.J. (1998), “Narrative analysis of a marketing relationship: the consumer’s perspective”, *Psychology and Marketing*, Vol. 15 No. 3, pp. 195-214.

Tax, S.S., McCutcheon, D. and Wilkinson, I.F. (2013), “The service delivery network (SDN): a customer-centric perspective of the customer journey”, *Journal of Service Research*, Vol. 16 No. 4, pp. 454-470.

Thompson, C.J., Locander, W.B. and Polio, H.R. (1989), “Putting consumer experience back into consumer research: the philosophy and method of existential-phenomenology”, *Journal of Consumer Research*, Vol. 16 No. 2, pp. 133-146.

van de Ven, A.H. (1992), “Suggestions for studying strategy process: a research note”, *Strategic Management Journal*, Vol. 13 No. S1, pp. 169-191.

Vargo, S.L. and Lusch, R.F. (2016), “Institutions and axioms: An extension and update of service-dominant logic”, *Journal of the Academy of Marketing Science*, Vol. 44 No. 1, pp. 5-23.

Walls, A., Okumus, F., Wang, Y. and Kwun, D.J. (2011), “Understanding the consumer experience: an exploratory study of luxury hotels”, *Journal of Hospitality Marketing and Management*, Vol. 20 No. 2, pp. 166-197.

Woodward, M.N. and Holbrook, M.B. (2013), “Dialogue on some concepts, definitions and issues pertaining to ‘consumption experiences”, *Marketing Theory*, Vol. 13 No. 3, pp. 323-344.

Zhao, S., Grasmuck, S. and Martin, J. (2008), “Identity construction on facebook: digital empowerment in anchored relationships”, *Computers in Human Behavior*, Vol. 24 No. 5, pp. 1816-1836.

Appendix

Year	Authors	Journal	Article	Volume	Issue	pp.
1993	Arnould, Price	Journal of Consumer Research	River magic: Extraordinary experience and extended service encounter	20	1	24-45
1996	Goodwin, Grove, Fisk	Service Industries Journal	Collaring the cheshire cat': Studying customers' services experience through metaphor	16	4	421-442
1997	Grove, Fisk	Journal of Retailing	The impact of other customers on service experiences: A critical incident examination of "getting along"	73	1	63-85
1998	Holbrook, Kuwahara	International Journal of Research in Marketing	Collective stereographic photo essays: An integrated approach to probing consumption experiences in depth	15		201-221
2000	Novak, Hoffman, Yiu-Fai	Marketing Science	Measuring the customer experience in online environments: A structural modeling approach	19	1	22-42
2001	Li, Daugherty, Biocca	Journal of Interactive Marketing	Characteristics of virtual experience in electronic commerce: A protocol analysis	15	3	13-30
2002	Greenwell, Fink, Pastore	Sport Marketing Quarterly	Perceptions of the service experience: Using demographic and psychographic variables to identify customer segments	43	3	1-6
2004	Grace, O'Cass	Journal of Services Marketing	Examining service experiences and post-consumption evaluations	18	6	450-461
2005	Cliffe, Motion	Journal of Business Research	Building contemporary brands: A sponsorship-based strategy	58		1068-1077
2005	Edvardsson, Enquist, Johnston	Journal of Service Research	Cocreating Customer Value Through Hyperreality in the Prepurchase Service Experience	8	2	149-161
2005	Ngobo	International Journal of Research in Marketing	Drivers of upward and downward migration: An empirical investigation among theatregoers	22		183-201
2005	Ha, Perks	Journal of Consumer Behavior	Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust	4	6	438-452

(*continued*)

Table AI.

Year	Authors	Journal	Article	Volume	Issue	pp.
2006	Holbrook	Journal of Business Research	Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay	59		714-725
2006	Tsaur, Chiu, Wang	Journal of Travel and Tourism Marketing	The Visitors Behavioral Consequences of Experiential Marketing: An Empirical Study on Taipei Zoo	21	1	47-64
2007	Gentile, Spiller, Noci	European Management Journal	How to sustain the customer experience: An overview of experience components that co-create value with the customer	25	5	395-410
2007	Leighton	International Journal of Nonprofit and Voluntary Sector Marketing	Step back in time and live the legend': experiential marketing and the heritage sector	12		117-125
2007	Frow, Payne	Journal of Brand Management	Towards the "perfect" customer experience	15	2	89-101
2007	Schouten, McAlexander, Koenig	Journal of the Academy of Marketing Science	Transcendent customer experience and brand community	35		357-368
2008	Wikström	Journal of Customer Behavior	A consumer perspective on experience creation	7	1	31-50
2008	Patterson, Hodgson, Shi	Journal of Marketing Management	Chronicles of "customer experience": the downfall of Lewis's foretold	24	1-2	29-45
2008	Patrício, Fisk, Raymond, Falcão e Cunha	Journal of Service Research	Designing Multi-Interface Service Experiences	10	4	318-334
2008	Fornerino, Helme-Guizon, Gotteland	Recherche et Applications en Marketing	Movie consumption experience and immersion: impact on satisfaction	23	3	93-109
2009	Brakus, Schmitt, Zarantonello	Journal of Marketing	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?	73		52-68
2009	Payne, Storbacka, Frow, Knox	Journal of Business Research	Co-creating brands: Diagnosing and designing the relationship experience	62		379-389
2009	Lywood, Stone, Ekinci	Journal of Database Marketing and Customer Strategy Management	Customer experience and profitability: An application of the empathy rating index (ERIC) in UK call centres	16	3	207-214
2009	Jain, Bagdare	Journal of Marketing and Communication	Determinants of Customer Experience in New Format Retail Stores	5	2	34-44
2009	Wood	Journal of Promotion Management	Evaluating Event Marketing: Experience or Outcome?	15		247-268

Table AI.

(*continued*)

Year	Authors	Journal	Article	Volume	Issue	pp.
2009	Schembri	Journal of Business Research	Reframing brand experience: The experiential meaning of Harley-Davidson	62		1299-1310
2009	Chan	Journal of Hospitality Marketing and Management	The consumption of museum service experiences: benefits and value of museum experiences	18	2-3	173-196
2010	Helkkula, Kelleher	Journal of Customer Behavior	Circularity of customer service experience and customer perceived value	9	1	37-53
2010	Chang, Horng	Service Industries Journal	Conceptualizing and measuring experience quality: the customer's perspective	30	14	2401-2419
2010	Srinivasan, Srivastava	Journal of Retail and Leisure Property	Creating the futuristic retail experience through experiential marketing: Is it possible? An exploratory study	9	3	193-199
2010	Ferguson, Paulin, Bergeron	Journal of Service Management	Customer sociability and the total service experience	21	1	25-44
2010	Baron, Harris	Journal of Services Marketing	Toward an understanding of consumer perspectives on experiences	24	7	518-531
2011	Luo, Chen, Ching, Liu	Service Industries Journal	An examination of the effects of virtual experiential marketing on online customer intentions and loyalty	31	13	2163-2191
2011	Klaus, Maklan	Journal of Marketing Management	Bridging the gap for destination extreme sports: A model of sports tourism customer experience	27	13-14	1341-1365
2011	Lemke, Clark, Wilson	Journal of the Academy of Marketing Science	Customer experience quality: an exploration in business and consumer contexts using repertory grid technique	39		846-869
2011	Kim, Cha, Knutson	Managing Service Quality	Development and testing of the Consumer Experience Index (CEI)	21	2	112-132
2011	Nambisan, Watt	Journal of Business Research	Managing customer experiences in online product communities	64		889-895
2011	Patrício, Fisk, Falcão e Cunha, Constantine	Journal of Service Research	Multilevel Service Design: From Customer Value Constellation to Service Experience Blueprinting	14	2	180-200
2011	Johnston, Kong	Managing Service Quality	The customer experience: a road-map for improvement	21	1	5-24
2011	Su	Service Industries Journal	The role of service innovation and customer experience in ethnic restaurants	31	3	425-440

(*continued*)

Table AI.

Year	Authors	Journal	Article	Volume	Issue	pp.
2011	Walls, Okumus, Wang, Kwun	Journal of Hospitality Marketing and Management	Understanding the Consumer Experience: An Exploratory Study of Luxury Hotels	20		166-197
2012	Roederer	Recherche et Applications en Marketing	A contribution to conceptualizing the consumption experience: Emergence of the dimensions of an experience through life narratives	27	3	81-95
2012	Teixeira, Patrício, Nunes, Nóbrega, Fisk, Constantine	Journal of Service Management	Customer experience modeling: from customer experience to service design	23	3	362-376
2012	Pareigis, Echeverri, Edvardsson	Journal of Service Management	Exploring internal mechanisms forming customer servicescape experiences	23	5	677-695
2012	Klaus, Maklan	Journal of Service Management	EXQ: a multiple-item scale for assessing service experience	23	1	5-33
2012	Olsson, Friman, Pareigis, Edvardsson	Journal of Retailing and Consumer Services	Measuring service experience: Applying the satisfaction with travel scale in public transport	19		413-418
2012	Reinares, Garcia	International Journal of Bank Marketing	Methods of improving the physical spaces of banking establishments	30	5	376-389
2012	Rose, Clark, Samouel, Hair	Journal of Retailing	Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes	88		308-322
2012	Trischler, Zehrer	Journal of Vacation Marketing	Service design: Suggesting a qualitative multistep approach for analyzing and examining theme park experiences	18	1	57-71
2012	Kim	Journal of Fashion Marketing and Management	The dimensionality of fashion-brand experience: Aligning consumer-based brand equity approach	16	4	418-441
2013	Major, McLeay	Journal of Vacation Marketing	Alive and kicking: Evaluating the overseas package holiday experience of grey consumers in the United Kingdom	19	1	5-18
2013	Bagdare	Journal of Marketing and Communication	Antecendents of Retail Customer Experience	8	3	45-51
2013	Klaus, Gorgoglione, Buonamassa, Paniello, Nguyen	International Journal of Bank Marketing	Are you providing the “right” customer experience? The case of Banca Popolare di Bari	31	7	506-528
2013	Morgan-Thomas, Veloutsou	Journal of Business Research	Beyond technology acceptance: Brand relationships and online brand experience	66		21-27

Table AI.

(*continued*)

Year	Authors	Journal	Article	Volume	Issue	pp.
2013	Nysveen, Pedersen, Skard	Journal of Brand Management	Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions	20	5	404-423
2013	Jüttner, Schaffner, Windler, Maklan	European Journal of Marketing	Customer service experiences	47	5-6	738-769
2013	Gazzoli, Hancer, Kim	Journal of Service Management	Explaining why employee-customer orientation influences customers' perceptions of the service encounter	24	4	382-400
2013	Bagdare, Jain	International Journal of Retail and Distribution Management	Measuring retail customer experience	41	10	790-804
2013	Gilboa, Vilnai-Yavetz	European Journal of Marketing	Shop until you drop? An exploratory analysis of mall experiences	47	1-2	239-259
2013	Triantafillidou, Siomkos	Journal of Vacation Marketing	Summer camping: An extraordinary, nostalgic, and interpersonal experience	19	3	197-208
2013	Klaus	Journal of Services Marketing	The case of Amazon.com: towards a conceptual framework of online customer service experience (OCSE) using the emerging consensus technique (ECT)	27	6	443-457
2013	Kim, Choi	Services Marketing Quarterly	The Influence of Customer Experience Quality on Customers' Behavioral Intentions	34		322-338
2013	Dennis, Brakus, Alamanos	Journal of Marketing Management	The wallpaper matters: Digital signage as customer-experience provider at the Harrods (London, UK) department store	29	3-4	338-355
2013	Rageh, Melewar, Woodside	Qualitative Market Research: An International Journal	Using netnography research method to reveal the underlying dimensions of the customer/tourist experience	16	2	126-149
2014	Sharma, Chaubey	Journal of Marketing and Communication	An Empirical Study of Customer Experience and its Relationship with Customer Satisfaction towards the Services of Banking Sector	9	3	18-27
2014	Kumar, Umashankar, Kim, Bhagwat	Marketing Science	Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviors	33	5	673-692

(continued)

Table AI.

Year	Authors	Journal	Article	Volume	Issue	pp.
2014	Rambocas, Kirpalani, Simms	International Journal of Bank Marketing	Building brand equity in retail banks: the case of Trinidad and Tobago	32	4	300-320
2014	Cleff, Lin, Walter	IUP Journal of Brand Management	Can You Feel It? - The Effect of Brand Experience on Brand Equity	11	2	7-27
2014	Hamilton, Wagner	European Journal of Marketing	Commercialised nostalgia	48	5-6	813-832
2014	Triantafillidou, Siomkos	Journal of Consumer Marketing	Consumption experience outcomes: satisfaction, nostalgia intensity, word-of-mouth communication and behavioural intentions	31	6-7	526-540
2014	Åkesson, Edvardsson, Tronvoll	Journal of Service Management	Customer experience from a self-service system perspective	25	5	677-698
2014	Huang, Liu, Hsu	Journal of Hospitality Marketing and Management	Customer Experiences with Economy Hotels in China: Evidence from Mystery Guests	23	3	266-293
2014	Chauhan, Manhas	Journal of Services Research	Dimensional analysis of customer experience in civil aviation sector	14	1	75-98
2014	Lin, Bennett	International Journal of Retail and Distribution Management	Examining retail customer experience and the moderation effect of loyalty programmes	42	10	929-947
2014	Resnick, Foster, Woodwall	International Journal of Retail and Distribution Management	Exploring the UK high street retail experience: is the service encounter still valued?	42	9	839-859
2014	Evanschitzky, Emrich, Sangtani, Ackfeldt, Reynolds, Arnold	International Journal of Research in Marketing	Hedonic shopping motivations in collectivistic and individualistic consumer cultures	31		335-338
2014	Minkiewicz, Evans, Bridson	Journal of Marketing Management	How do consumers co-create their experiences? An exploration in the heritage sector	30	1-2	30-59
2014	Shobeiri, Mazaheri, Laroche	Service Industries Journal	Improving customer website involvement through experiential marketing	34	11	885-900
2014	Bolton, Gustafsson, McColl-Kennedy, Sirianni, Tse	Journal of Service Management	Small details that make big differences A radical approach to consumption experience as a firm's differentiating strategy	25	2	253-274

Table AI. (*continued*)

Year	Authors	Journal	Article	Volume	Issue	pp.
2014	Srivastava, Kaul	Journal of Retailing and Consumer Services	Social interaction, convenience and customer satisfaction: The mediating effect of customer experience	21		1028-1037
2014	Richelieu, Korai	Qualitative Market Research: An International Journal	The consumption experience of Tim Hortons' coffee fans	17	3	192-208
2014	Fernandes, Neves	Journal of Strategic Marketing	The role of servicescape as a driver of customer value in experience-centric service organizations: the Dragon Football Stadium case	22	6	548-560
2014	Trevinal, Stenger	Journal of Retailing and Consumer Services	Toward a conceptualization of the online shopping experience	21		314-326
2014	Choe, Lee, Kim	Journal of Travel and Tourism Marketing	Understanding the Exhibition Attendees' Evaluation of Their Experiences: A Comparison Between High Versus Low Mindful Visitors	31	7	899-914
2015	Lin, Cheng	Service Industries Journal	An integrated model of service experience design improvement	35	1-2	62-80
2015	Chang, Lin	Journal of Travel and Tourism Marketing	Building a Total Customer Experience Model: Applications for the Travel Experiences in Taiwan's Creative Life Industry	32		438-453
2015	McColl-Kennedy, Cheung, Ferrier	Journal of Service Management	Co-creating service experience practices	26	2	249-275
2015	Carú, Cova	Journal of Service Management	Co-creating the collective service experience	26	2	276-294
2015	Mouri, Bindroo, Ganesh	Journal of Marketing Management	Do retail alliances enhance customer experience? Examining the relationship between alliance value and customer satisfaction with the alliances	31	11-12	1231-1254
2015	Ponsignon, Smart, Williams, Hall	Journal of Service Management	Healthcare experience quality: an empirical exploration using content analysis techniques	26	6	460-485
2015	Verma, Jain	Romanian Journal of Marketing	How Experiential Marketing is used in Indian Luxury Hotels?	1		2-11
2015	Song	Academy of Marketing Studies Journal	Identifying on-line shopping experiences from the perspective of shopping motives	19	3	139-148
2015	Ding, Tseng	European Journal of Marketing	On the relationships among brand experience, hedonic emotions, and brand equity	49	7-8	994-1015

(*continued*)

Table AI.

Year	Authors	Journal	Article	Volume	Issue	pp.
2015	Martin, Mortimer, Andrews	Journal of Retailing and Consumer Services	Re-examining online customer experience to include purchase frequency and perceived risk	25		81-95
2016	Ryynänen, Joutsela, Heinonen	Qualitative Market Research: An International Journal	"My grandfather kept one of these tins on top of the bookshelf"	19	1	4-26
2016	Ali, Amin, Cobanoglu	Journal of Hospitality Marketing and Management	An Integrated Model of Service Experience, Emotions, Satisfaction, and Price Acceptance: An Empirical Analysis in the Chinese Hospitality Industry	25	4	449-475
2016	Tafesse	Journal of Promotion Management	Conceptualization of Brand Experience in an Event Marketing Context	22	1	34-48
2016	Trudeau, Shobeiri	Journal of Product and Brand Management	Does social currency matter in creation of enhanced brand experience?	25	1	98-114
2016	Taheri, Gori, O'Gorman, Hogg, Farrington	Journal of Marketing Management	Experiential liminoid consumption: the case of nightclubbing	32	1-2	19-43
2016	Srivastava, Kaul	Journal of Retailing and Consumer Services	Exploring the link between customer-experience-loyalty-consumer spend	31		277-286
2016	Stein, Ramaseshan	Journal of Retailing and Consumer Services	Towards the identification of customer experience touch point elements	30		8-19
2016	Cetin, Walls	Journal of Hospitality Marketing and Management	Understanding the Customer Experiences from the Perspective of Guests and Hotel Managers: Empirical Findings from Luxury Hotels in Istanbul, Turkey	25	4	395-424

Table AI.

About the author

Larissa Becker is a doctoral candidate at the Department of Marketing and International Business, Turku School of Economics, University of Turku, Finland. Her research interests are consumer journey and consumer experience, especially in the context of transformative journeys. Her research interests are customer experience, consumer journeys, and service-dominant logic. Larissa Becker can be contacted at: larissa.c.brazbecker@utu.fi