



Experience Marketing: Concepts, Frameworks and Consumer Insights (Foundations and Trends(r) in Marketing)

Bernd Schmitt

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Experience Marketing examines a new and exciting concept that is of interest to academics and marketing practitioners who have come to realize that understanding how consumers experience brands, and how to provide appealing brand experiences for them, is critical for differentiating their offerings in a competitive marketplace. Understanding consumer experiences is a core task for consumer research, but consumer and marketing research on experience is still emerging. Experience Marketing reviews and discusses experience research conducted in various disciplines and in sub-disciplines of marketing. The author begins with an exploration of the experience concept itself. What do we mean by "experience"? What are consumer experiences? How are they different from other established constructs in our field? Next, this monograph reviews the key concepts of experience marketing and provides empirical research findings that shed light on consumer insights on experiences. It also examines the strategic management and marketing literature on customer experience and the practical frameworks for managing experiences. Finally, it explores an exciting emerging area of research-the interface of consumer experience and happiness.

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