

Looking into Consumers' experience



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In the consumers' Shoes. Why, How and
Where are they walking

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Purpose

- Identify the nature of consumer experience
- with guidelines from theory and
- consumers' own perception
- Point at Implications for firms of a consumer related experience concept



Theory insights

- The role of consumers and firms in experience creation?
 - Guidelines from Becker's(1965) framework
 - Consumers produce the experience
 - They derive a threefold utility (pleasure) from this production



The three sources of pleasure

- The production process
- The consumption of the experience service
- The simultaneous consumption of others



The role of the firms

- To provide suitable products as input
- To provide a suitable setting



What decides an experience?

- The consumer characteristics
- The product input
- The setting



Why a striving for experience?

- Fullfillment of psycological need
 - Prestige and approval of others
 - Helps buil personal identity
 - Community
 - Selfrealization



The consumers view

- Based on in depth interviews of 16 people
- Two statement:
 - Events that are memorable and arouse feelings
 - Activities that deviate from everyday routine



What are the requirements?

- Personal interest and own activity
- Closeness/togetherness
- Excitement
- The pleasure of novelty



Implications for firms 1.

- Area of interest most important segmentation variable, not the product
- The setting more important than the product for the outcome?
- However, certain products more suitable than others (upgraded variations)



Implications for firms 2.

- The setting holds rich opportunities to meet peoples higher needs, particularly
 - Offering own activity
 - Learning new things
 - Providing closeness and community



Implications for firms 3.

- An optimal setting may demand input from more than one firm.
- Coordinate holistic settings
 - Some examples available



Implications for firms 4

- Remember that the staging of the setting should embrace the whole chain of consumer activities
 - The leisure travel tour example



Guidelines in summary

- Target the right people, i.e. those belonging to the specific area of interest
- Devote much effort to the staging of the setting
- Let the setting cater to peoples' higher needs – self-realization (own activity, learning) and community
- To focus on the product is far from enough