

CONSUMER EXPERIENCE: CONSUMER CULTURE THEORY PERSPECTIVES

ERIC ARNOULD, PHD, DOC.HON.CAUS

DEPARTMENT OF MARKETING



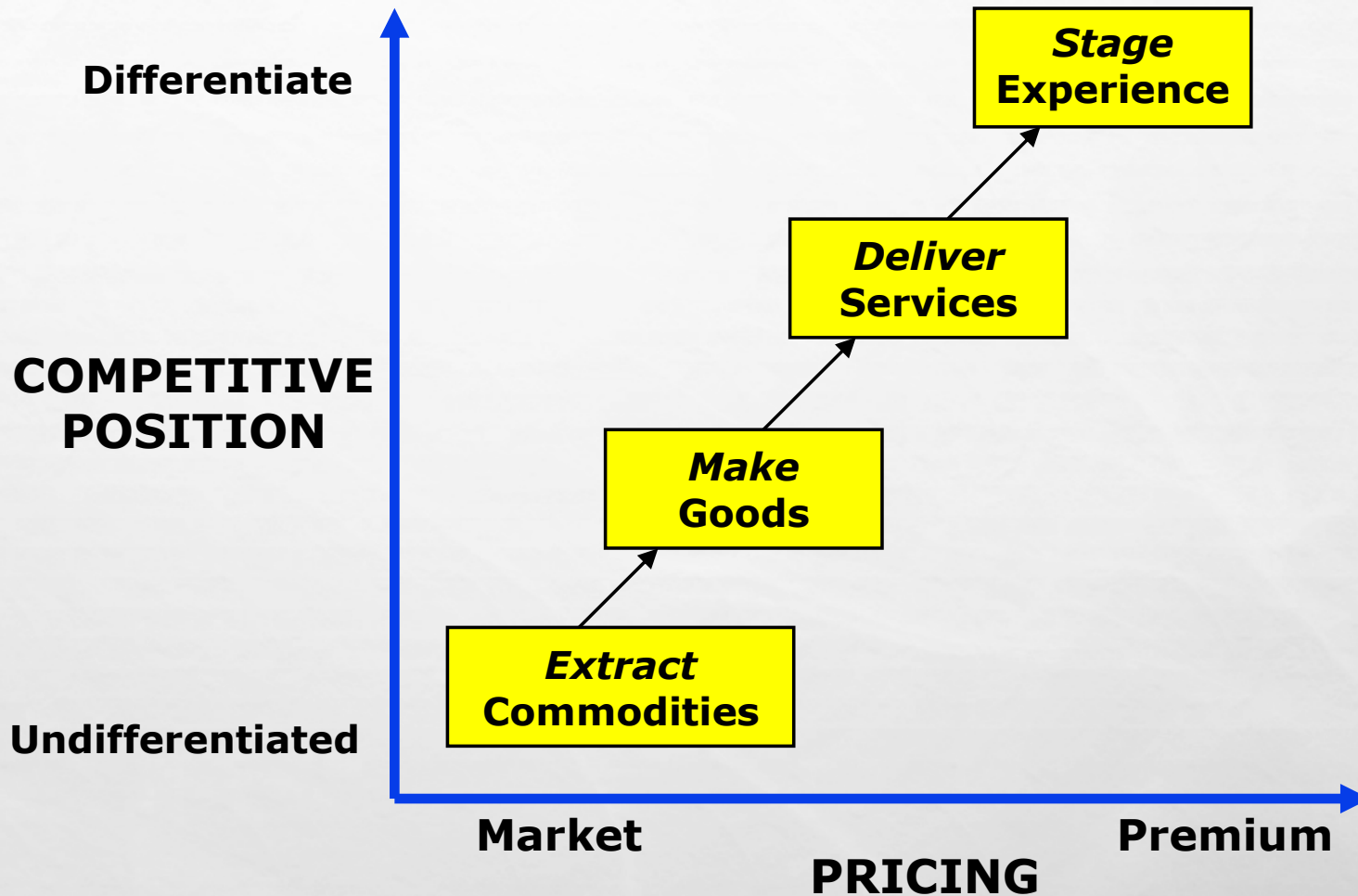
AXIOMS

- **CONSUMPTION HAS PROGRESSIVELY DISENGAGED FROM ITS ESSENTIALLY UTILITARIAN CONCEPTION, ONE THAT WAS BASED ON PRODUCTS' AND SERVICES' USE VALUE.**
- **CONSUMPTION IS AN ACTIVITY THAT INVOLVES A PRODUCTION OF MEANING, AS WELL AS A FIELD OF SYMBOLIC EXCHANGES.**
- **CONSUMERS DO NOT CONSUME PRODUCTS OR SERVICES. QUITE THE CONTRARY, THEY CONSUME THE PRODUCTS' MEANINGS AND IMAGES, AND TAKE IT FOR GRANTED THAT AN OBJECT WILL FULFIL CERTAIN FUNCTIONS.**
- **CARU AND COVA**

AXIOMS

- **CONSUMERS *SEEK* SENSORIAL EXPERIENCES THEY DERIVE FROM THEIR INTERACTIONS WITH THE PRODUCTS AND SERVICES FOUND IN THE MARKETPLACE.**
- **THIS ENTAILS AN *EMBODIMENT* OF MEANINGS IN THE FORM OF EXPERIENCES.**
- **CONSUMERS HAVE ALWAYS LIVED IN AN EXPERIENCE ECONOMY. CONSUMER RESEARCHERS HAVE JUST BEGUN TO UNDERSTAND THE SENSUOUS NEGOTIATION THAT LIFE DEMANDS.**
- **CARU AND COVA; JOY AND SHERRY**

BRIEF MARKETING ASIDE



The Experiential Vision of Marketing Practice
Adapted from Pine and Gilmore 1999

THE BANALITY OF COMMERCIALLY MEDIATED EXPERIENCE

The Absurd Opulence of Nespresso Boutiques: Romantic theaters of aestheticized consumption



OUR CONSUMER EXPERIENCE JOURNEY

EXPERIENTIAL CONSUMPTION WAS INTRODUCED TO THE FIELD OF CONSUMER RESEARCH BY HOLBROOK AND HIRSCHMAN (1982)



Fantasies, feelings & fun

AN E-P APPROACH TO EXPERIENCE WAS FIRST OFFERED BY THOMPSON ET AL. (1989)

- **THE ESSENCE OF OUR BEING IS THE PRE-REFLECTIVE (UNREFLECTED) EXPERIENCE OF BEING THROWN IN A SITUATION OF ACTING WITHOUT THE OPPORTUNITY OR NEED TO DISENGAGE AND FUNCTION AS DETACHED OBSERVERS.**
- **REFLECTION AND ABSTRACTION ARE IMPORTANT PHENOMENA, BUT ARE NOT THE BASIS FOR OUR EVERYDAY ACTION.**



ARNOULD AND PRICE'S (1993) STUDY OF RIVER MAGIC ADDRESSED THE COMMERCIAL DIMENSION



Commerce can deliver authentic experience of "wilderness" and communitas

CELSI, ROSE AND LEIGH MOBILISE THE CONCEPT OF FLOW



Flow, the embodied unity of thought and action yields extraordinary experience

CARÙ AND COVA (2006) INTRODUCE MOMENTS OF IMMERSION AS THE CONCEPTUAL TOOL FOR UNDERSTANDING HOW CONSUMERS EXPERIENCE



Nesting, investigating, stamping

SPEAKING OF ART AS EMBODIED IMAGINATION: A MULTISENSORY APPROACH TO UNDERSTANDING AESTHETIC EXPERIENCE, JOY, & SHERRY

- **FOCUS ON SOMATIC EXPERIENCE—NOT JUST THE PROCESS OF THINKING BODILY BUT HOW THE BODY INFORMS THE LOGIC OF THINKING ABOUT ART.**
- **AUTHORS CRITIQUE THE KANTIAN NOTION OF PRACTICAL REASON ARGUING THAT PERCEPTION AND IMAGINATION COEXIST AND ARE THOROUGHLY EMBODIED**



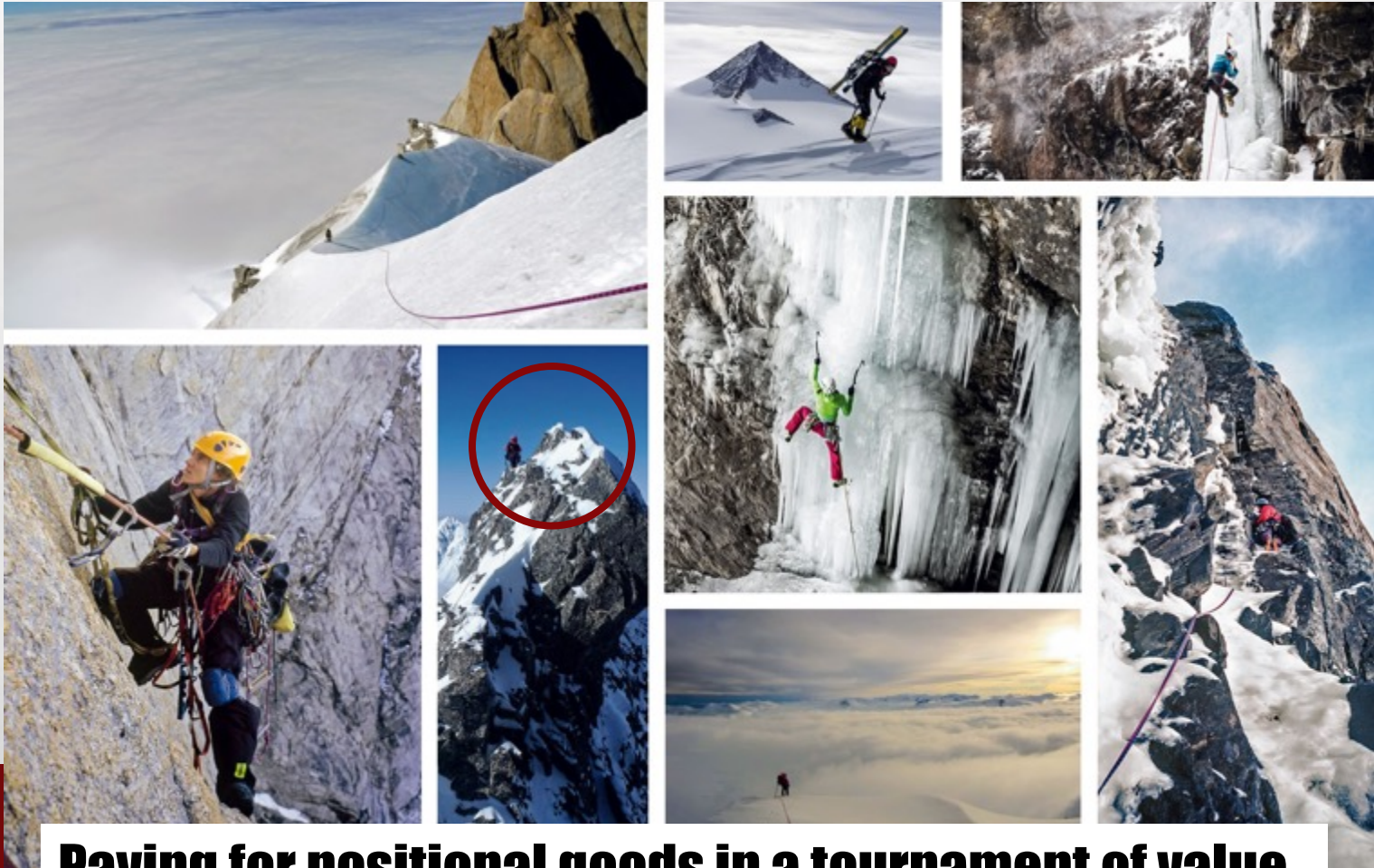
SCOTT, CAYLA, COVA, SELLING PAIN TO THE SATURATED SELF



People seek not only pleasure but pain through consumption experience

Cosmopolitan urban selves seek reconnection with bodies through Tough Mudder

TUMBAT AND BELK, HEIGHTENED COMPETITIVE EXPERIENCE



Paying for positional goods in a tournament of value

DEBENEDETTI, OPPEWAL & ARSEL; ROSENBAUM 3RD PLACES AND THE GIFT ECONOMY



Commercial third places deliver therapeutic community experience

CHRONIS, ARNOULD, HAMPTON EXPERIENCE AND THE POLITICAL IMAGINARY



Experience is a product of narrrrative, material, social, and political imagination

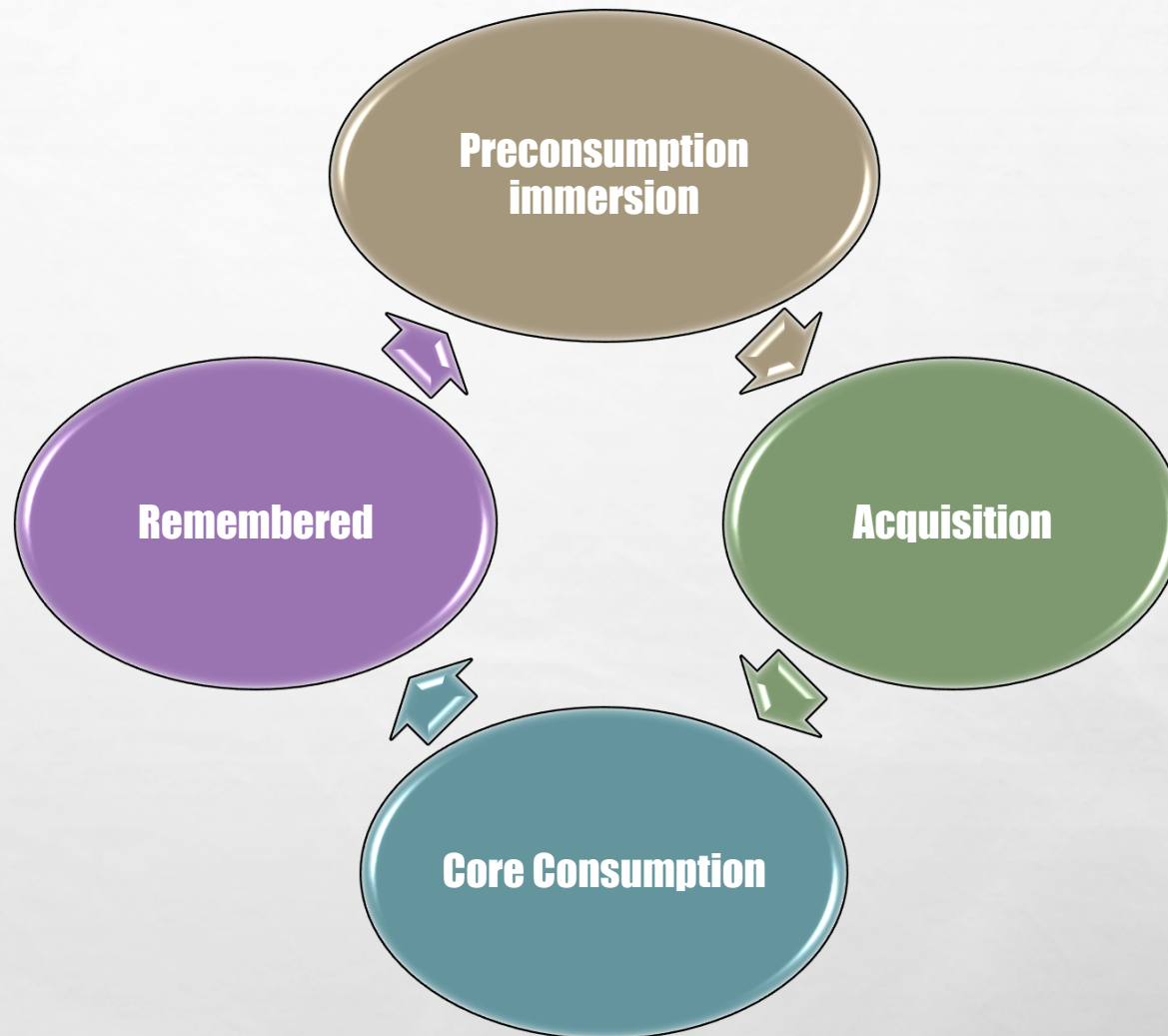
DIAMOND, SHERRY, MUÑIZ, MCGRATH, KOZINETS & BORGHINI, THE BRAND GESTALT AND THE SOCIAL CONSTRUCTION OF GENDER



The brand gestalt is co-produced and experiential

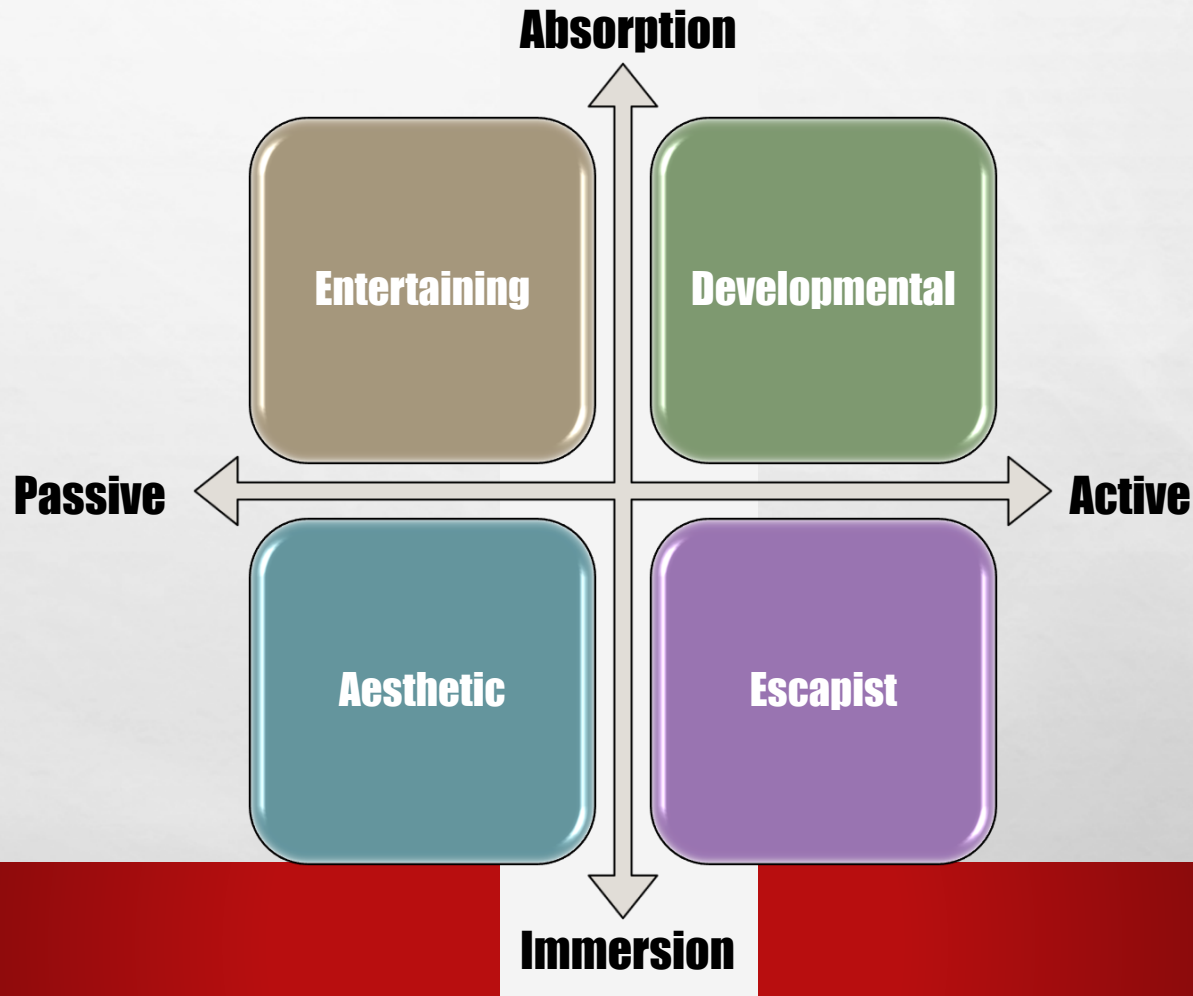


INTERPRETIVE SCHEMA FOR CONSUMER EXPERIENCE



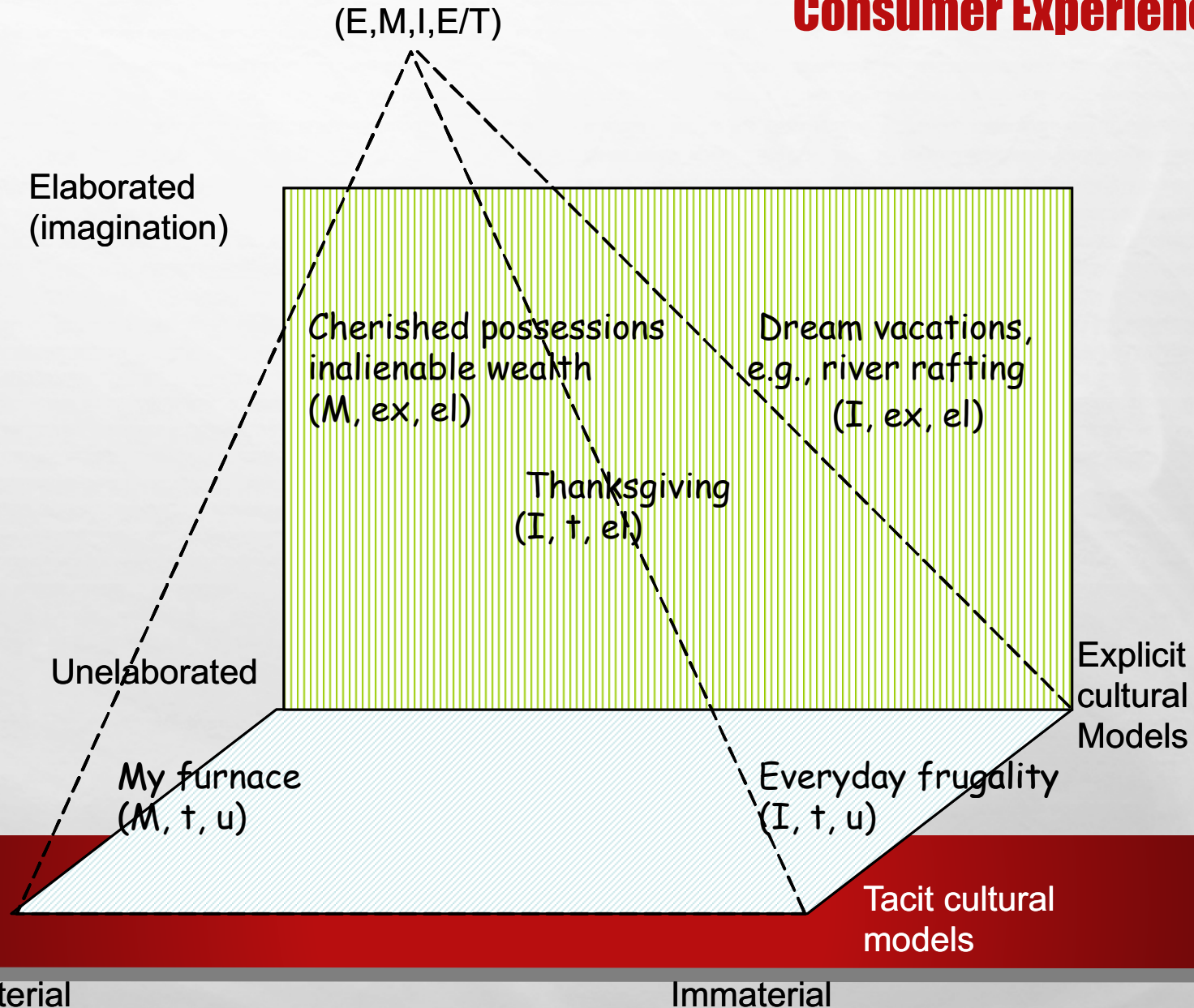
THE CYCLE OF CONSUMER EXPERIENCES

CONSUMER EXPERIENCE QUADRANTS

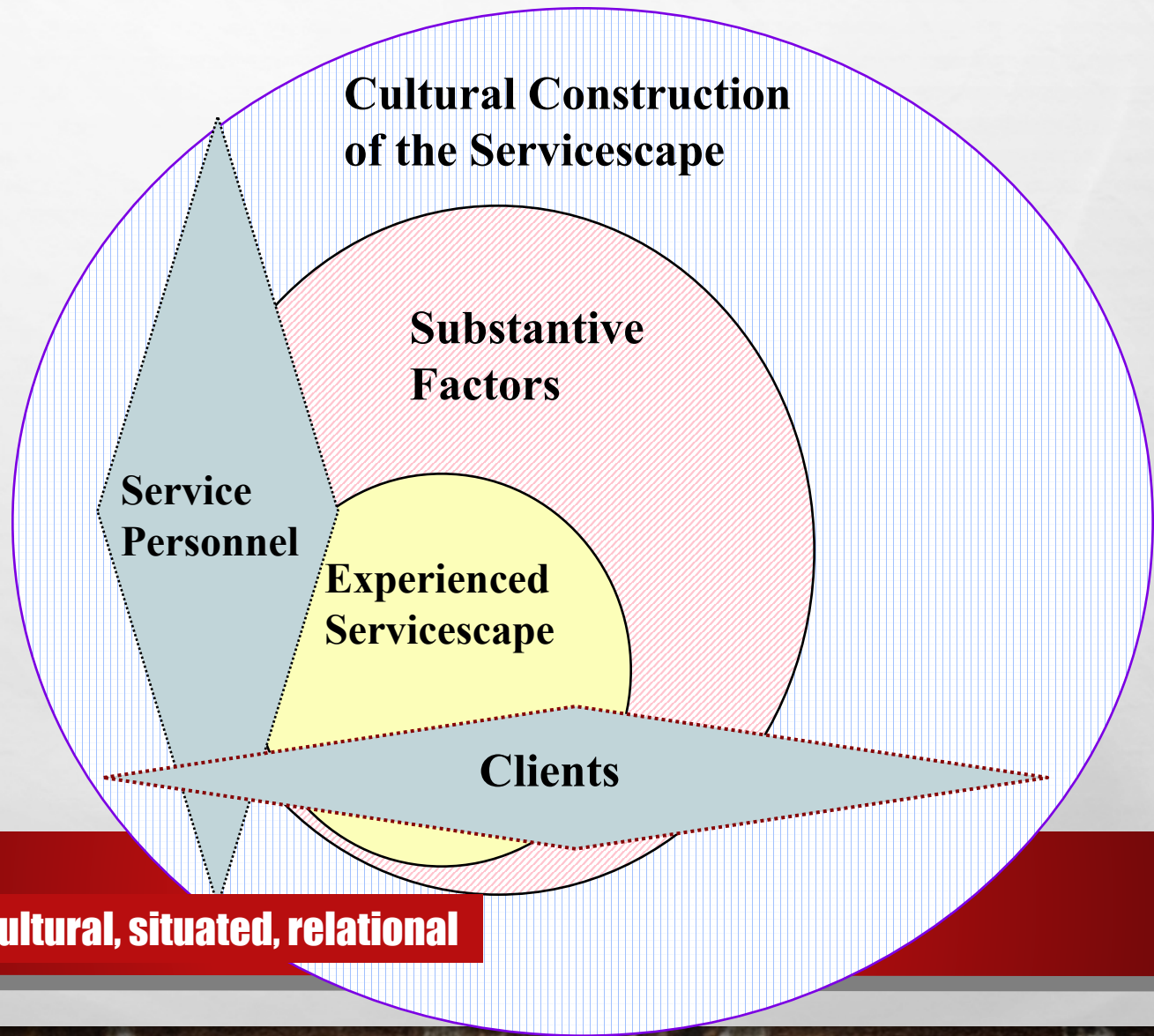


Experiences can be dimensionalized

Cultural Model of Consumer Experience

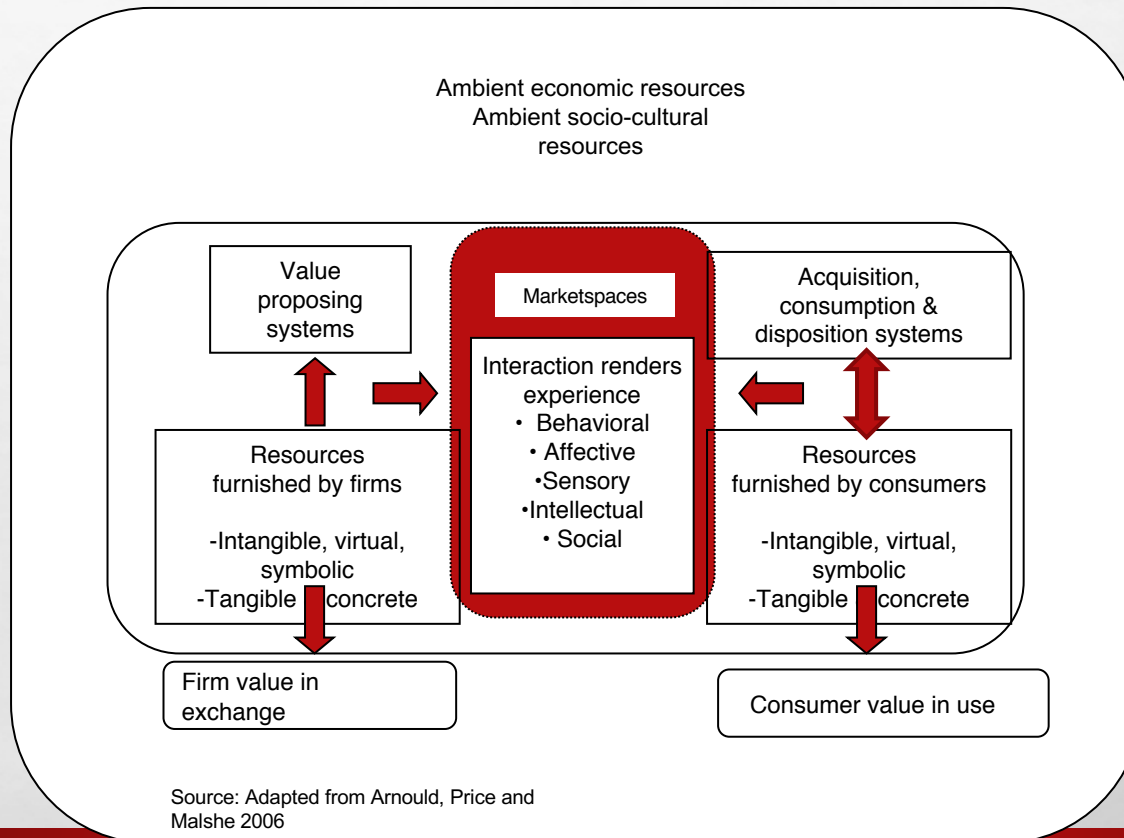


COMMUNICATIVE COMPONENTS OF THE COMMERCIAL SERVICESCAPE



Experience is cultural, situated, relational

FIRM AND CONSUMER RESOURCE INTERACTION PRODUCES EXPERIENCES



Combined commercial and consumer resources co-produce experiences

**TO A LARGE EXTENT, CONSUMERS CONJURE
UP COMPETENCIES TO BECOME THE MAIN
BUILDERS AND CO-CREATORS OF THE
CONSUMPTION EXPERIENCE (HOLT, 1995)**

THANK YOU!

**PLEASE SEE OUR VIDEOS ON THE RISE AND FALL OF
DUBSTEP AND THE TOURIST GAZE IN THE DISPLAY AREA**

ERIC.ARNOULD@AALTO.FI

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