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Katarzyna Dziewanowska[1]

Faculty of Management, University of Warsaw

kdziewanowska@wz.uw.edu.pl

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[1] Corresponding author. Tel.: +48 22 55 34 150; fax: +48 55 34 001. Address: Faculty of Management, University of Warsaw, ul. Szturmowa 1/3, 02-678 Warsaw, Poland.
E-mail addresses: kdziewanowska@wz.uw.edu.pl

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Dimensions of Real and Virtual Consumer Experiences

Katarzyna Dziewanowska
Faculty of Management, University of Warsaw
kdziewanowska@wz.uw.edu.pl

ABSTRACT

The purpose of this paper is to present the extended literature review on consumer experiences in online and offline shopping environment leading to identification of key dimensions of consumer experiences and providing an overview of current state of research in the identified areas. The paper begins with a brief introduction to the experience economy as a concept and to how consumer experiences are defined and understood. In the second part of the paper, theoretical and empirical research on models and measurement tools of consumer experiences in the shopping context is presented and discussed. The last section of the paper presents selected studies on consumer shopping experiences in online and offline retail context in each of previously defined dimensions.

JEL classification: M00, M30, M31, M21, O30

Keywords: **consumer, experience, ecperience economy, dimensions, models, store, shopping, online, offline, real, virtual**

Contents

1. THE EXPERIENCE ECONOMY AND EXPERIENTIAL MARKETING

Although the experience economy is often the subject of research, it is rarely precisely defined. It might result from the fact that no such precise definition of the experience economy exists. Consequently, it is possible that everyone who talks or writes about the experience economy, in fact has something different in mind. Therefore, this paper starts with a brief explanation what the experience economy is and what is its relation to experiential marketing.

According to Sundbo and Sorensen (2013), the **experience economy** is a scientific and managerial concept, which refers to public and private activities leading to satisfying a human need for experiences. This concept goes beyond culture-related and creative industries and encompasses the way in which products and services can deliver experiences.

The consumer experience as such is not a new phenomenon. Quite the contrary, it has been in the centre of interest of academics and philosophers for centuries, however recently it has also been recognized as a basis of the market offering. In order to understand the experience economy, the consumer experience has to be clearly understood: it is a phenomenon occurring in human mind as a result of external stimuli, where it is processed based on previous experiences, mental needs (e.g. search for an escape from daily life) and consumers' individual strategies (Giddens, 1991). Despite the fact that companies strive to make the experiences extraordinary and memorable, they cannot deliver experiences. The only thing they can do is to ensure the presence of appropriate stimuli, which under the right conditions and with the cooperation on consumers' part will lead to creation of memorable experiences.

Although experiences occur in consumers' minds, the experience economy focuses on organizational activities. The fathers of the concept, Pine and Gilmore (1999; 2011), originally focused solely on companies for which offering experiences was the opportunity to increase sales and profit. Today, however, it is believed that the experience economy can also successfully be applied in the public sector and be financed from public money, e.g. taxes (Smidt-Jensen et al., 2009). The experience economy also comprises free-of-charge activities and events which stimulate consumer experiences, such as concerts and sporting events. Finally, some of the experiences occur in situations when consumers remain beyond the reach of the commercial, public or even voluntary stimuli, e.g. during a lonely jogging session in a forest or a family picnic in a park (Sundbo & Sorensen, 2013). Experiences occurring in such circumstances can be just as memorable. Importantly, contrary to common belief (especially on consumers' side), these experiences are not detached from the experience economy: there are many companies and organizations that provide consumers with necessary accessories (e.g. running shoes and a picnic basket) and the platform enabling the creation of experiences (e.g. a public park and a designated running trail) (Bryman, 2004).

Research on experience economy is interdisciplinary as it covers a variety of aspects from economical, managerial, psychological, sociological, anthropological, physiological and even technological perspective (as many experiences result from the contact with technology). Each of these perspectives exists as a separate field, however, in the context of the experience economy they all share a common goal which is the research on the use of experiential stimuli purposefully applied by organizations (public and private) in order to achieve a desired customer's response. Sundbo and Sorensen (2013) postulate that studies on the experience economy should be considered a specialization within the social sciences.

In the literature, several attempts to determine the sectoral scope of the experience economy have been undertaken. Sundbo and Bærenholdt (2007) proposed a classification of primary and secondary sectors of the experience economy. The **primary sector** comprises industries, whose major purpose is to produce experiences. They are often called creative industries such as tourism (including hotels and restaurants), entertainment (e.g. amusement parks), art and culture (e.g. music, theatre), and IT industry (e.g. producers of computer games). Here, the experiences are of expressive nature, and they become a goal in itself. In turn, the **secondary sector** of the experience economy comprises companies and organizations that have different purposes and experiences are merely an add-on feature to offered products and services which increase their value in customers' eyes. This approach is frequent in companies' activities and it dominates in marketing research (e.g. Schmitt, 1999; Pullman & Gross, 2004; Verhoef et al., 2009, Brakus et al. 2009). Experiences are treated instrumentally as a means to achieving particular effects.

In summary, the experiential economy is a separate theoretical and research field, a specialization within social sciences. It focuses on activities (performed by individuals and organizations, paid for and voluntary) that provide people (consumers, citizens, family members) with stimuli evoking memorable experiences, which at the same time become the purpose of consumption. On the other hand, **experiential marketing** is a narrower concept limited to the commercial aspects of consumption. Here, experiences become a tool to achieve company's goals such as customer satisfaction and loyalty.

2. CONSUMER EXPERIENCE

For obvious reasons, consumption is the major area of interest for researchers of consumer behavior (Ponsonby & Boyle, 2004). Over the last three decades a significant change in the approach toward the consumption and the consumer's role can be observed. At the beginning consumers were considered to be passive recipients capable of only reacting to stimuli (activities and offer) provided by companies. The consumption was perceived as an element of post-purchase behavior and it lead only to the destruction of value encased in products (Buttle, 1994; Firat & Venkatesh, 1993). Increasing affluence and sophistication of consumers, along with changes in the structure of market offering (growing share of services) caused the emergence of a new approach to the consumer and consumption. Now, the consumer is perceived as an active creature, rational and emotional at the same time (Schmitt, 1999), who is willing and able to co-create (not destroy) value through the process of consumption (Vargo & Lusch, 2004).

Researchers of consumer behavior define consumer experience as a personal occurrence, often of emotional significance and resulting from the stimulation by the company (Holbrook & Hirschman, 1982). Every experience shapes human life and is considered to be its central element (Firat & Dholakia, 1998, p. 96). The tendency to seek and immerse in experiences, observed among contemporary consumers is reflected in a research trend focused on experiential consumption, which focuses on aspects such as emotions, cognitive dimension and hedonism (Addis & Holbrook, 2001).

The act of consumption varies depending when, where, how and what is consumed by whom. Sometimes even consumers have difficulty in describing and explaining all aspects of the consumption process (Addis & Holbrook, 2001; Ponsonby & Boyle, 2004; Holt, 1997). Holt

(1997) identified two dimensions of consumption: the structure of consumption activity (from an individual interaction with an object of consumption to interactions with other people) and the consumption objective (autotelic or instrumental). This brings the following four types of consumption (Holt, 1997):

- − Experience (a subjective emotional reaction towards objects of consumption);
- − Classification (objects of consumption are perceived as carriers of personal and cultural meaning);
- − Integration (consumers strive to make the consumed object a part of their identity and attach symbolic meaning to it (Solomon, 1999));
- − Play (where the consumption is a goal in itself).

Moreover, consumption experiences are not limited to market offerings. Caru and Cova (2003) emphasize that experiences can occur in four domains (Edgell, et al., 1997):

- − Experiences resulting from family ties;
- − Experiences resulting from mutual relationships in a particular community;
- − Civic experiences resulting from relations with the state;
- − Experience resulting from market exchange.

That means that the experiential marketing approach is limited to only one dimension of the experience (the one between a consumer and other companies/consumers). What is more, assuming that marketing is based on a market exchange, when there is no exchange (e.g. free of charge transfer of goods or services), there are no consumer experiences because they occur beyond the market (Caru & Cova, 2003).

Representing the marketing approach to experiences, Pine and Gilmore (1999) and Schmitt (1999) express the opinion that today the experience is the basis of market offering that allows to satisfy needs and preferences of a contemporary consumer and establish a competitive advantage. In this context, there are three types of definitions of consumer experience (Ismail, et al., 2011):

- − Holistic, where emphasis is put on a person (not only their role as consumers) and all interactions with the company (LaSalle & Britton, 2003);
- − Based on memorable experiences (with the company playing a key role and staging the experience for the consumer) (Pine & Gilmore, 1999);
- − Based on the co-creation process where the company offers a platform with goods and services and the consumer creates their own, unique experiences (Prahalad & Ramaswamy, 2004).

The above types of definitions correspond with the experience continuum proposed by Caru and Cova (2007). On the one end of the continuum there are experiences created solely by consumers, on the other one there are experiences staged by the company, with the co-created experiences in the middle. The evolution of market offering from staged experiences to those created by consumers themselves reflects the evolution of the experience economy (Boswijk, et al., 2007).

Below several of the most popular definitions of the customer experience are listed in chronological order, which allows to notice changes in the academics' and practitioners' perspective:

- − one of the first proposals is the definition by Carbone and Haeckel (1994, p. 8) stating that customer experience is „t*he take-away impression formed by people's encounters*

> with products, services, and businesses, a perception produced when humans consolidate sensory information";

– Pine and Gilmore (1999, p. 12) take the company's perspective and say that „*experiences are events that engage individuals in a personal way*";

– In turn, the definition by Schmitt (1999, p. 60) presents the customer's perspective and states that „*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*";

– Shaw and Ivens (2002, p. 6) define the experience as „a*n 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*";

– Poulsson and Kale (2004, p. 270) refer to the principles of the service dominant logic and define the customer experience in the following way: „*an engaging act of co-creation between a provider and a consumer wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter*";

– According to Gentile, Spiller and Noci (2007, p. 397) „*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).*";

– Meyer and Schwager (2007, p. 2) are of the opinion that the customer experience is „*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. Indirect contact most often involves unplanned encounters with representatives of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports and reviews*";

– Verhoef et al. (2009, s. 32) propose an extended and holistic definition: „*the 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, [...] 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*".

– Finally, Ismail et al. (2011, p. 208) speaking in a similar voice, although much more concisely, propose the following definition of the customer experience: „*emotions provoked, sensations felt, knowledge gained and skills acquired through active involvement with the firm pre, during and post consumption*".

Based on the above reflection on the definition of the customer experiences, it is possible to list the key characteristics an experience should have (from marketing perspective). Thus, an ideal customer experience should be:

– Memorable, i.e. remaining in customer's memory (1999);
– Unique and extraordinary (LaSalle & Britton, 2003);
– Engaging all senses (Schmitt, 1999);

- − Purposefully staged by the company and focused on the consumer who becomes engaged through social and physical interactions (Carbone & Haeckel, 1994; Pine & Gilmore, 1999; Prahalad & Ramaswamy, 2004);
- − Subjective, as every consumer decides on his/her level of involvement and then evaluates the effects,
- − Evoking strong, positive emotions (Shaw & Ivens, 2002; Gentile, et al., 2007; Ismail, et al., 2011).

Researchers focus on various, often multiple, but rarely exhaustive sets of experiential aspects. Table 1 summarizes the main characteristics of consumer experiences in the shopping context.

Table 1 Overview of literature on aspects of customer experience

Aspect	Literature
Every experience is personal and subjective	Addis & Holbrook (2001), Caru & Cova (2003), Caru & Cova (2007), Fiore & Kim (2007), Gentile, et al. (2007), Holbrook & Hirschman (1982), Jüttner, et al. (2009), Meyer & Schwager (2007), Pine & Gilmore (1999), Pullman & Gross (2004), Verhoef, et al. (2009)
Experiences are time and context specific	Dewey (1925), Pullman & Gross (2004), Verhoef, et al. (2009)
Every experience involves input of the involved person, input from the environment, and a person–environment interaction	Addis & Holbrook (2001), Caru & Cova (2007), Gentile, et al. (2007), Jüttner, et al. (2009), Meyer & Schwager (2007), Pullman & Gross (2004), Verhoef, et al. (2009)
Customer experiences are spread over a period of time	Arnould, et al. (2002), Brakus, et al. (2009), Caru & Cova (2007), Jüttner, et al. (2009), Verhoef, et al. (2009)
Experiences are dynamic: prior experiences influence future experiences	Meyer & Schwager (2007), Verhoef, et al. (2009)
Experiences are holistic in nature	Addis & Holbrook (2001), Jüttner, et al. (2009), Verhoef, et al. (2009)
Customer experiences are staged intentionally	Carbone & Haeckel (1994), Pine & Gilmore (1999), Prahalad & Ramaswamy (2004)
Most companies, when focusing on customer experiences, focus on a particular theme or narrative	Caru & Cova (2007), Pine & Gilmore (1999), Pullman & Gross (2004)
Customer experiences need to appeal to customers' senses as much as possible	Caru & Cova (2007), Pine & Gilmore (1999), Pullman & Gross (2004), Schmitt (1999)
Emotion is key to customer experiences	Caru & Cova (2003), Caru & Cova (2007), Fiore & Kim (2007), Gentile, et al. (2007), Ismail, et al. (2011), Jüttner, et al. (2009), Pullman & Gross (2004), Shaw & Ivens (2002), Verhoef, et al. (2009)
Focus on value	Addis & Holbrook (2001), Babin, et al. (1994), Gentile, et al. (2007), Holbrook (1999), Jüttner, et al. (2009), Pullman & Gross (2004)
An environment intended to trigger customer experiences needs to focus on hedonic aspects	Addis & Holbrook (2001), Fiore & Kim (2007), Gentile, et al. (2007), Jüttner, et al. (2009)

and cannot neglect utilitarian aspects	
Immersion is inextricably bound up with customer experiences	Caru & Cova (2003), Caru & Cova (2007), Gentile, et al. (2007), Pine & Gilmore (1999), Sands, et al. (2009)
Customer experiences need to engage customers	Caru & Cova (2003), Gentile, et al. (2007), Pine & Gilmore (1999), Pullman & Gross (2004), Verhoef, et al. (2009)
Designers need to strive to work out experiences that are memorable	Caru & Cova (2007), Pine & Gilmore (1999), Pullman & Gross (2004)

Source: based on Petermans et al. (2013)

3. DIMENSIONS OF CONSUMER EXPERIENCE

In the literature there are numerous, both conceptual and empirical, attempts are identifying the components of the consumer experience. As a result, there are many propositions of sets of experiential dimensions and typologies of experiences.

One of the first concepts is the one by Holbrook and Hirschman (1982), who emphasized the hedonistic aspect of consumption in their seminal paper and called it "fantasies, feelings and fun". Over a decade later Arnould and Price (1993) studied participants of river rafting and identified the following dimensions of consumer experience: harmony with nature, sense of community, personal development and renewal. Otto and Richie (1996), who analyzed the touristic services sector, identified six dimensions of the experience: hedonism, interactivity, novelty/originality, comfort, safety and stimulation, while Regeh at al. (2013) list eight dimensions for the same sector: four of them are identical (comfort, hedonism, novelty/originality, and safety) and four are different: educational, relational, recognition and beauty dimensions. In turn, Poulsson and Kale (2004) propose five dimensions of a commercial experience: personal relevance, novelty/originality, surprise, learning and engagement. As the above examples clearly show, the proposed dimensions of the consumer experience strongly depend on the industry and its characteristics.

A more complex approach (and purely theoretical) is based on determination of the axis of analysis that allows to identify dimensions of the experience. O'Sullivan and Spangler (1998) propose four dimensions defined by the axes of reality and virtuality, originality and mediocrity, mass production and full customization, and the level of interaction intensity among consumers, which brings 16 variations of experiences. Pine and Gilmore (1999; 2011) propose only two dimensions (level of the consumer's activity and the relationship with the environment, understood as absorption and immersion), and four realms of experiences: entertainment, education, aesthetic and escapist. In turn, Pine and Korn (2011, p. 16) propose a three-dimensional vision of the universe (called the multiverse) defined by time, space and matter. They anchor the consumer experiences between the reality and virtuality, real time and autonomous time, and the matter made of atoms or bits. As a result, they identify eight realms of experiences that can occur in reality, augmented reality, physical virtuality, mirrored virtuality, warped reality, alternate reality, augmented virtuality and virtuality (see Tab. 2).

Table 2 The eight Realms of the Multiverse

Variables			Realms
Time	Space	Matter (atoms)	Reality
Time	Space	No-Matter (bits)	Augmented Reality
Time	No-Space	Matter (atoms)	Physical Virtuality
Time	No-Space	No-Matter (bits)	Mirrored Virtuality
No-Time	Space	Matter (atoms)	Warped Reality
No-Time	Space	No-Matter (bits)	Alternate Reality
No-Time	No-Space	Matter (atoms)	Augmented Virtuality
No-Time	No-Space	No-Matter (bits)	Virtuality

Source: Pine & Korn (2011, s. 17)

The third approach to identification of dimensions of the consumer experiences is also theoretical, but it is rooted in other sciences, philosophy in particular. Based on Dewey's (1925) concept of the experiences, Pinker (1997) proposed four mental modules: sensory perception, feelings and emotions, creativity and reasoning, and social relations. In a similar vein, Dube and LeBel (2001) presented a four-element conceptual model of pleasure, including sensory, emotional, social and intellectual categories. In turn, Schmitt (1999) came up with a five-element set of Strategic Experiential Modules, which include sensory, affective, intellectual, behavioral and relational experiences. Further empirical analysis lead to creation of an index to measure brand experiences that consisted of four modules (the relational module was not included) (Brakus, et al., 2009). The last, but not least of the experience classifications discussed here is the one by Gentile, Spiller and Noci (2007) who propose six components of the consumer experience:

- Sensory (sensory experiences),
- Emotional (mood, emotions and feelings),
- Cognitive (conscious mental processes),
- Pragmatic (physical activities and utility),
- Lifestyle (values and personal beliefs),
- Relational (belonging to a community and confirmation of the social identity).

Finally, a simple classification is worth noticing. It uses only one criterion: the level of unusualness of the experience (Schmitt, 2010). Based on that, two kinds of experiences can be identified: ordinary and extraordinary ones (Abrahams, 1986). Ordinary experiences are an element of daily life and are identified with routine events during which the consumer passively accepts whatever happens. It can be safely assumed, that ordinary experiences leave us indifferent to a large extent. In contrast, extraordinary experiences are characterized by higher intensity, some stylization, and greater activity on the consumer's side – in short, they match the definition of the experience as a base of the experience economy. These experiences also correspond with peak experiences (Maslow, 1964), flow (Csikszentmihalyi, 1997), epiphanies (Denzin, 1992) and transcendent experiences (Schouten, et al., 2007).

4. CUSTOMER EXPERIENCE MEASUREMENT

Experiences are a major factor shaping a person's life (Firat & Dholakia, 1998, p. 96). They occur in various areas, including family ties, social relationships, the relationship with a country, and within the market exchange context (Edgell, et al., 1997) (Caru & Cova, 2003). The focus of this study is the experience which takes place in the last of the areas mentioned above: the market. Moreover, it is focused on experiences of commercial nature, i.e. those

which are staged/created by companies as a part of their own marketing strategy and are offered to consumers for a fee.

Commercial consumer experiences have been a subject of many studies over the last two decades. Researchers attempted to understand how the experience occurs, as well as to identify its determinants and consequences. However, it can be safely assumed that a consensus in the above aspects has not been reached. On the contrary, it seems that there are two rivaling perspectives:

- Some researchers attempt to create their own unique model of consumer experience. This leads to many co-existing concepts and models, which – although some of them overlap conceptually – capture the experience from different perspectives.
- Other researchers attempt to verify existing models of consumer experience and use them practically to actually measure consumer experience in a selected context (e.g. for a particular brand or service).

In the literature, numerous models of consumer experience can be found. Some of them are purely conceptual, others have been verified empirically. Some models apply to generalized aspects of consumer behavior (e.g. online shopping), others focus on a particular industry or even a company or a brand (e.g. banks (Garg, et al., 2014), shopping malls (Keng, et al., 2007), restaurants (Yang, 2009), and brands (Ismail, et al., 2011; Brakus, et al., 2009)). It can be concluded that while consumer experience models can be of more general nature, an actual experience scale or index should be more precise, as it is meant to measure the experience. Therefore, they are usually constructed for a particular service (e.g. bank (Maklan & Klaus, 2011) or a brand (Brakus, Schmitt, & Zarantonello, 2009)). The research is done in both online and offline context, however, usually these contexts are analyzed separately and few researchers attempted to create a measurement tool which would be applicable in both contexts.

5. GENERAL CUSTOMER EXPERIENCE MODELS

From the marketing perspective, making a purchase decision is one of the key areas for analysis of consumer behavior. Equally important is the process of making a buying decision in real or virtual environment (e.g. in a store located in a shopping mall or on a store web site). According to the concept of experiential marketing, a company should create a service-product platform that would enable the consumer to live authentic experiences in selected (by the consumer) dimensions. In return, the company hopes to achieve marketing effects such as increased purchases, consumer satisfaction and loyalty, positive word of mouth and repeated purchases (Badgett, et al., 2007; Pine & Gilmore, 1999).

Since consumer experiences are of highly subjective nature, their successful staging is a difficult task and requires profound knowledge about the consumer's needs and preferences, hopefully leading to the design of a optimum marketing mix. It seems to be easier to theoretically analyze the experience, identify its determinants and predict consequences, than to verify the model empirically. Therefore, in the literature there are some proposals of comprehensive consumer experience models, but few of them have been empirically tested (Verhoef, et al., 2009).

Further in the paper several consumer experience models will be presented and briefly discussed: four of them refer to experiences in real (offline) shopping context (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2009; Grewal, Levy, & Kumar,

2009; Fiore & Kim, 2007; Fatma, 2014), the fifth one refers to online shopping (Rose, et al., 2012). The models are selected purposefully as they are considered fairly comprehensive (i.e. they attempt to identify major determinants of consumer experiences), they all refer to shopping situations, and they present a diversified perspective on the consumer experience.
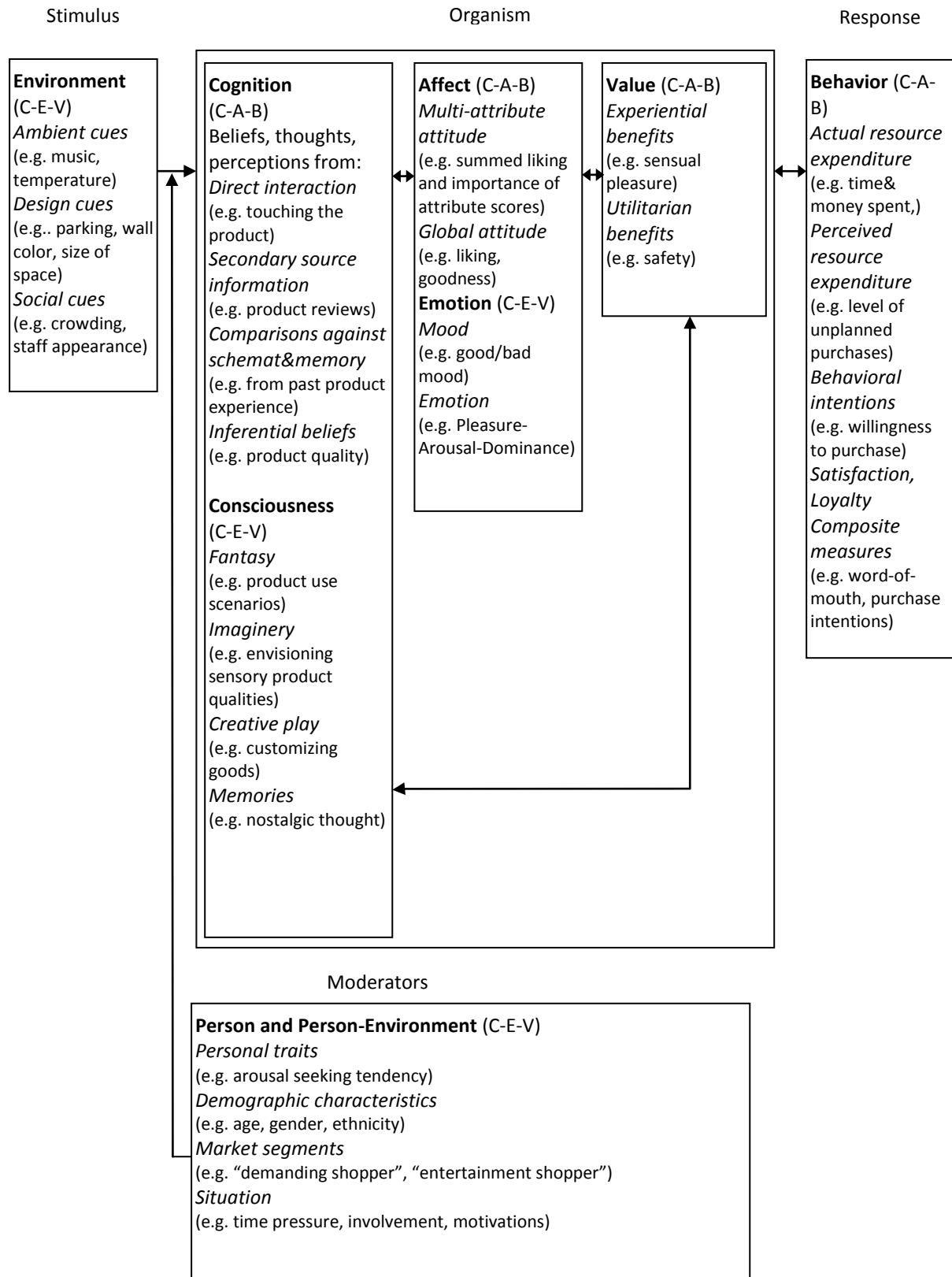
The first of the models presented here (Fiore & Kim, 2007) is considered noteworthy as it combines both experiential (hedonistic) and utilitarian (national) components, which so far have been included in separate models: C-A-B (cognition-affect-behavior) and C-E-V (consciousness-emotion-value). The C-A-B model stems from information processing approach (Bettman, 1979) and assumes that the consumer makes shopping decisions rationally, based on logical thinking, processing information that leads to evaluation and a choice of the best option (Fiore & Kim, 2007). The C-E-V model allows to capture elements that are left out of C-A-B model and it concentrates on value for the consumer derived from shopping, instead of focusing on the shopping situation itself (Holbrook, 1986).

Each of the two models reflect a different view on human nature and both of them have received empirical support. Fiore and Kim (2007), recognizing the importance of both models, placed them in S-O-R (stimulus-organism-response) framework typical for environmental psychology and commonly used to investigate the influence of the environment (real and virtual) on consumer shopping behavior (see Fig. 1). As a result, a model consisting of the following components of shopping experience emerged:

- Stimuli including elements of physical environment in a store (e.g. music, parking and other customers);
- Moderating factors: characteristics of a particular person (e.g. age, income level, decision making style) or a shopping situation (e.g. time pressure, familiarity with the store). They can influence the strength and direction of a relation between a stimulus and a reaction;
- Organism: includes mediating processes occurring between a stimulus and a consumer's reaction such as consciousness, emotions, values (from the C-E-V model), as well as cognition and affect (from the C-A-B model). The authors of the model emphasize mutual connections among these variables;
- Reaction: understood as an outcome of inner processes occurring in the organism and expressed in intentions or actual consumer behavior (i.e. amount of money spent, products purchased, return to the store) (Bitner, 1992).

The model has not been empirically verified, although its value results from the combination of two, seemingly opposite, approaches to consumer behavior. It can be assumed, that such a combined approach can lead to the better understanding of postmodern consumers.

Fig.1. C-E-V and C-A-B model components related to S-O-R Framework for brick-and-mortar shopping experience

Stimulus   Organism   Response

Environment
(C-E-V)
Ambient cues
(e.g. music, temperature)
Design cues
(e.g.. parking, wall color, size of space)
Social cues
(e.g. crowding, staff appearance)

Cognition
(C-A-B)
Beliefs, thoughts, perceptions from:
Direct interaction
(e.g. touching the product)
Secondary source information
(e.g. product reviews)
Comparisons against schemat&memory
(e.g. from past product experience)
Inferential beliefs
(e.g. product quality)

Consciousness
(C-E-V)
Fantasy
(e.g. product use scenarios)
Imaginery
(e.g. envisioning sensory product qualities)
Creative play
(e.g. customizing goods)
Memories
(e.g. nostalgic thought)

Affect (C-A-B)
Multi-attribute attitude
(e.g. summed liking and importance of attribute scores)
Global attitude
(e.g. liking, goodness)
Emotion (C-E-V)
Mood
(e.g. good/bad mood)
Emotion
(e.g. Pleasure-Arousal-Dominance)

Value (C-A-B)
Experiential benefits
(e.g. sensual pleasure)
Utilitarian benefits
(e.g. safety)

Behavior (C-A-B)
Actual resource expenditure
(e.g. time& money spent,)
Perceived resource expenditure
(e.g. level of unplanned purchases)
Behavioral intentions
(e.g. willingness to purchase)
Satisfaction, Loyalty
Composite measures
(e.g. word-of-mouth, purchase intentions)

Moderators

Person and Person-Environment (C-E-V)
Personal traits
(e.g. arousal seeking tendency)
Demographic characteristics
(e.g. age, gender, ethnicity)
Market segments
(e.g. "demanding shopper", "entertainment shopper")
Situation
(e.g. time pressure, involvement, motivations)

Source: Fiore & Kim (2007)

The second model, proposed by Grewal, Levy and Kumar (2009), presents an organizational framework of creation and management of consumer experiences in a brick and mortar store (see Fig.2.). In comparison to the previously described model by Fiore and Kim, this proposal is less rooted in theory. It can be concluded that it rather reflects a managerial approach as it focuses on the role of macro factors coming from the environment and elements of a marketing mix in shaping of consumer experiences and behavior, as well as on company's marketing and financial results.

Below is a brief description of the model:

- Macro factors are the distinguishing feature of this model in comparison to other proposals. Macro factors come from the company's economic environment (e.g. economic crisis, unemployment level or gasoline prices). The authors of the model duly note that such factors strongly influence not only consumer behavior (e.g. attitude towards private brands) but also retailers' policy (e.g. prices and assortment);
- The second group of model components comprises factors remaining under the company's control, such as prices, promotions, assortment, supply chain and location;
- Finally, the third group consists of marketing and financial metrics, such as brand equity, customer equity, customer acquisition and retention, cross and up-selling, effectiveness of multiple distribution channels, etc. (Petersen, et al., 2009).

Analysis of this model leads to the conclusion that customer shopping experiences occur as a result of the stimulation by the company and by the environment. The company controls some factors and measures and monitors the effectiveness of its activities. At the same time though, a significant part of consumer behavior results from the reaction to factors beyond the company's control. This aspect unpredictability of environmental influences is usually overlooked in consumer experience models. However, this model omits aspects relating to consumers themselves, such as demographic and psychographic characteristics, which makes its usefulness in analysis of consumer experiences rather limited.

Fig. 2. Customer shopping experience framework
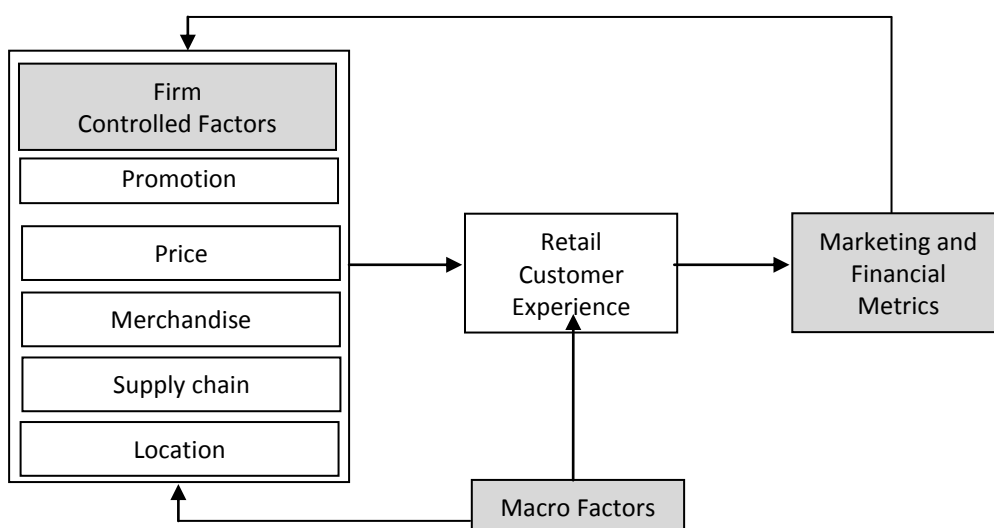
Source: Grewal, et al. (2009)

The third general and conceptual model of customer experience creation in shopping situation is proposed by Verhoef et al. (2009). It is based on the assumption that consumer experiences are holistic in nature and are connected to consumer's reactions and experiences in cognitive, affective, emotional, social and physical dimensions. There are three categories of factors in the model (see Fig.3.):

- – Factors directly influencing the consumer's experience in the store, i.e. social environment (e.g. other customers, sales personnel), service (e.g. technology used, possible level of customization), store atmospherics (e.g. music, scent), assortment, prices, retailer's brand, and customer experiences in other distribution channels;
- – Moderating factors:
    - o Resulting from a particular shopping situation, e.g. general economic situation, competitors' activities, weather;
    - o Resulting from the customer's characteristics, e.g. shopping goals, age, attitude towards a product.
- – Previous customer experiences that are a dynamic component of the model and which, according to the authors, affect current experiences.

Fig. 3. Conceptual model of customer experience creation
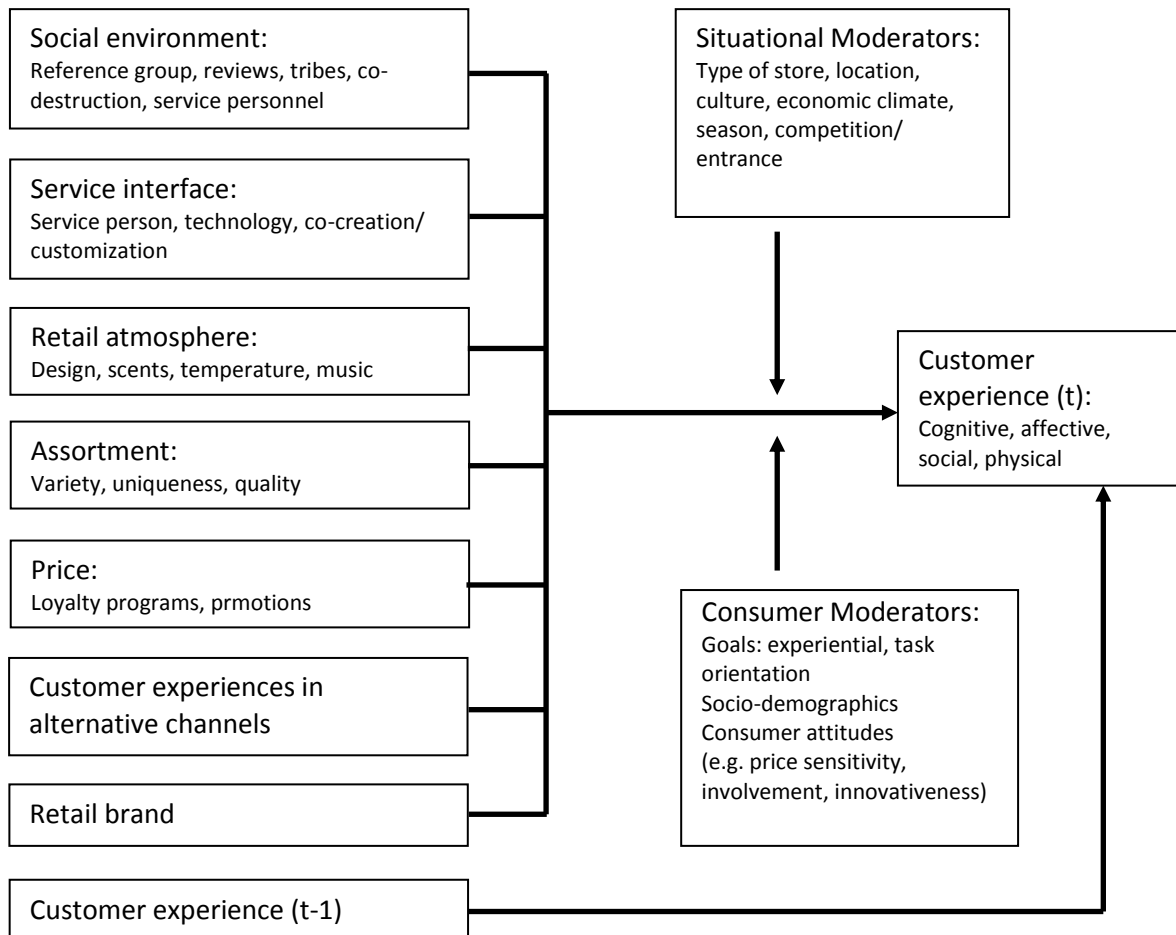

Source: Verhoef, et al. (2009)

This model is relatively versatile because it takes into account diverse factors influencing the formation of experiences and clearly represents a managerial perspective. The authors assume that positive customer experiences result in positive marketing effects, such as customer

loyalty and profitability (Baker, et al., 2002; Kumar & Shah, 2004), but they do not include these factors in the model, which should be considered its limitation.

An interesting proposition of a consumer experience model based in an extender literature review is presented by Fatma (2014). The model represents a strategic approach to creation and management of consumer experiences, it incorporates both service and product elements, and treats an experience as a process (see Fig.4.):

- − A pre-experience phase includes consumer's preparatory activities, such as imagining the experience, searching for relevant information, planning and financial preparation;
- − In the pre-experience phase there are company-controlled factors that affect the experience itself and consumers' attitudes (which in turn influence the general customer's attitude toward a brand and further experiences). These factors include: a product and its brand considered a main touch point with the consumer (Garrett, 2006; Hellier, et al., 2003), interactions taking place in alternative distribution channels (Schmitt, 2003), service delivery and customer service (Teixeira, et al., 2012), physical environment (Zeithaml, et al., 2006), social environment, i.e. interactions with other customers (Moore, et al., 2005), prices and promotions influencing the perceived value of the offer (Berry, et al., 2002);
- − The customer experience is personal, subjective and multidimensional in nature and it is a source of value for the customer (Schmitt, 1999; Pine & Gilmore, 1999; Pine & Gilmore, 2011; Gentile, et al., 2007);
- − A post-experience phase comprises emotions felt (e.g. joy), remembering and reliving the experience (Schindler & Holbrook, 2003), imagining alternative scenarios, and may be connected with learning and development of new skills;
- − The results of the experience include customer satisfaction, which is considered to be an important determinant of customer loyalty (Cronin, et al., 2000; Oliver, 1999), one of the main company's goals. Another important and often overlooked consequence of customer experiences is customer equity (Rust, et al., 2000; Biedenbach & Marell, 2010).

Fig.4. Conceptual model of customer experience antecedents and consequences
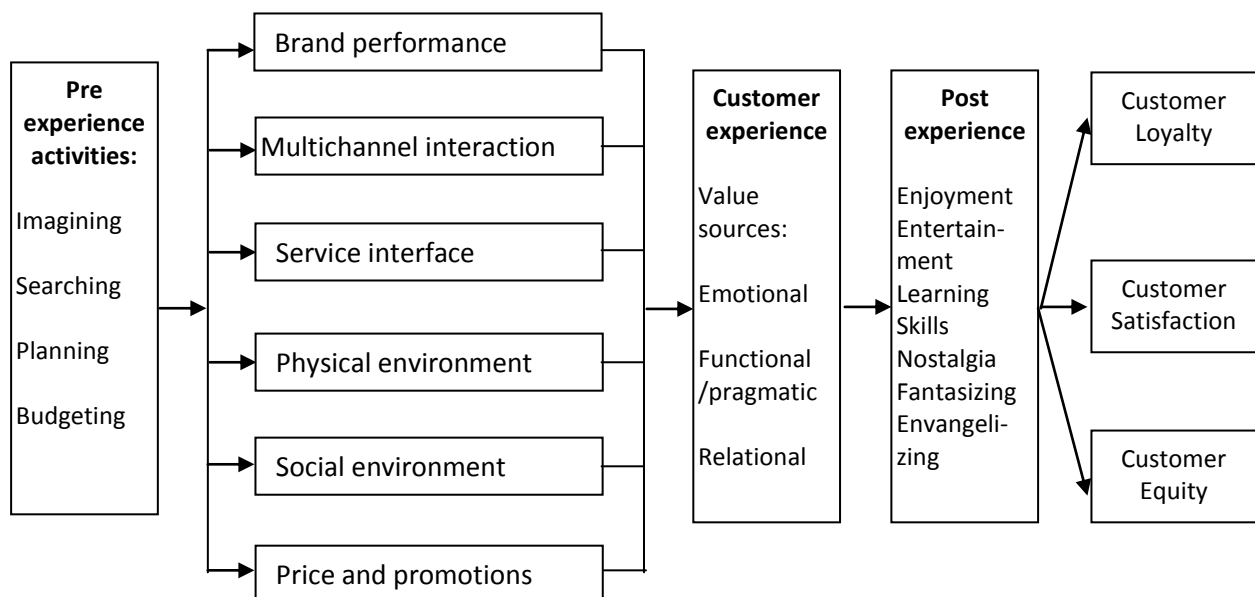
Source: Fatma (2014)

The last of the models discussed here is proposed by Rose et al. (2012) and is clearly of different nature than the previous ones (see Fig.5). Firstly, it refers to online shopping context, secondly, it has been empirically verified and therefore it goes beyond pure conceptualization. Similarly to Verhoef et al. (2009), the authors assumed that two important components of the customer experience are cognition and affect (Frow & Payne, 2007; Tynan & McKechnie, 2009). They adapted the S-O-R framework for the analysis and included factors influencing the customer experience and those resulting from it.

It should be noted that experiences occurring in virtual environment are different from the "real" ones: there are limited sensory stimuli, fewer elements can be controlled by the retailer (e.g. consumers can do online shopping at home or at work), therefore the model comprises elements typical for the computer-mediated environment. The model is more comprehensive than previous attempts made by researchers (Novak, et al., 2000; So, et al., 2005; Ha, et al., 2010), and its empirical verification is considered an asset. However, despite the fact that experiences are cumulative, the model ignores the influence of other customer and sales personnel, the delivery of purchased products and any previous experiences a customer might have.

Fig.5. Model of online customer experiences
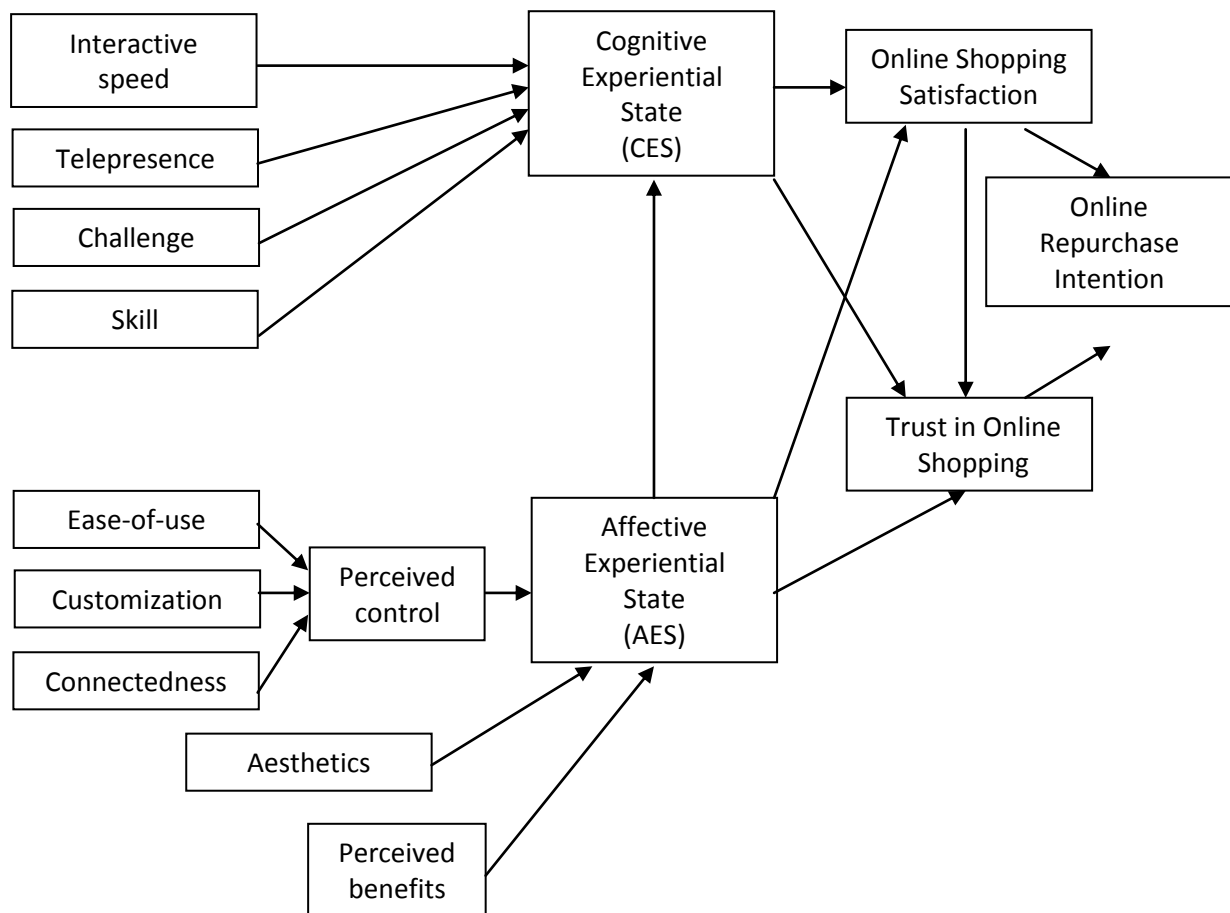
Source: Rose, et al. (2012)

The above model consist of three types of elements (Rose, et al., 2012):

- Variables preceding the experience:

  o The basis of the cognitive experiential state is the concept of flow (Novak, et al., 2000; Novak, et al., 2003; Hoffman & Novak, 2009) and its four main components: telepresence, challenge, skills and interactive speed;
  o It is assumed that in the case of the affective experiential state, the perceived control has a mediating effect upon connectedness (ability to share knowledge), customization (personalization of website functionality and appearance) and ease-of-use (e.g. navigation). The affective state is directly influenced by web aesthetics and perceived benefits (e.g. convenience, time and money saving);

− Variables constituting the experience: affective and cognitive dimensions of the experience. The first one refers to the customer's mood, feelings and emotions resulting from the experience, the latter one refers to conscious mental processes and thinking (Gentile, et al., 2007).

− Variables resulting from the experience: customer satisfaction, trust and repurchase intention.

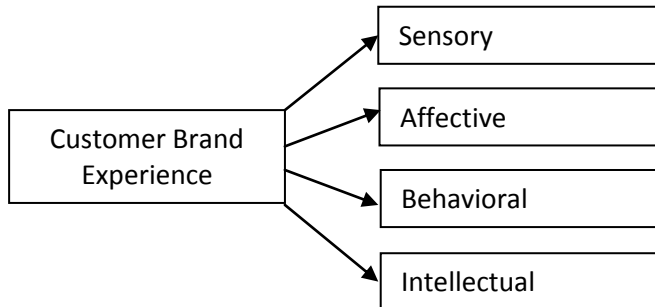## 6. CUSTOMER EXPERIENCE SCALE

In this part of the paper we will take a closer look on empirical attempts at measuring consumer experiences. Contrary to general models, presented above, these measuring tools usually apply to a particular product, service or brand. Two measurement tools are presented here, both of them are claimed by their authors to be relatively versatile and possible to apply to various experiences (Zarantonello & Schmitt, 2010; Ishida & Taylor, 2012). The first measure is the Brand Experience Scale developed by Brakus, Schmitt and Zarantonello (2009), the other one is Customer Experience Index (CEI) developed by Kim, Cha, Knutson and Beck (2011) and applicable in service context.

The theoretical basis for the Brand Experience Scale stem from the concept of Strategic Experiential Modules (Schmitt, 1999). The scale not only captures the dimensions of brand experiences, but also the level of experience evoked by the brand. It is short and comprises four experiential dimensions (sensory, affective, behavioral and intellectual – excluding the relational module originally conceptualized by Schmitt) with 12 items in total (see Fig.6.). The authors claim the usefulness of the scale in both academic research and marketing practice. The fact that the scale is short makes it undoubtedly easy to administer, but at the same time it will produce very general results as the experience will not be measured in great detail. However, an interesting result of the actual use of the scale is a segmentation of consumers, which lead to the following typology of customers (Zarantonello & Schmitt, 2010):

− Hedonistic consumers: consumers who scored relatively high in all experiential dimensions, with the highest scores on the affective and sensory dimensions. They attach great importance to sensory stimulation and emotions evoked by brands;

− Action-oriented consumers: these consumers obtained stores below the average on all dimensions. In the case of behavioral and sensory dimensions, they are close to the average scores. They appreciate brands which are attractive in a sensory way, but mostly they are attracted to brands which affect their bodily experiences and behavior;

− Holistic consumers with the highest stores in all experiential dimensions. They attach great importance to holistic experiences evoked by brands;

- Inner-directed consumers: scores above the average on sensory, affective and intellectual dimension, and close to the average on the behavioral one. They are interested in brands which have a sensory appeal, generate emotions and stimulate their intellect, but do not require much of physical engagement;
- Utilitarian consumers scored lowest in all four experiential dimensions and they exhibit a rational, functional attitude toward the brand.
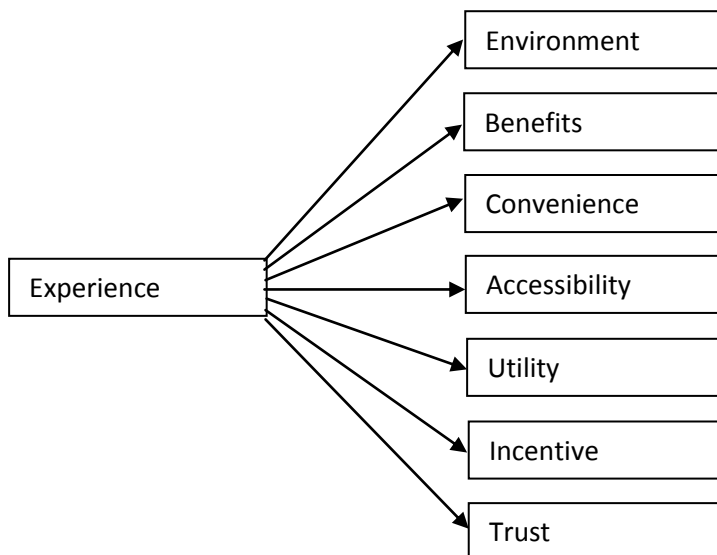
Fig. 6. Brand Experience Scale

Source: Brakus, et al. (2009)

The other attempt to construct an index of customer experience lead to creation of an entirely different measure (Kim, et al., 2011). Here, the starting point for the proposed dimensions was the customer purchasing process and its three components: expectations and perceived service quality, value and satisfaction (the fourth element of the process, previous customer's experiences with the company, has been omitted) (Knutson, et al., 2006). As a result, seven dimensions were identified: environment, benefits, convenience, accessibility, utility, incentive and trust (see Fig. 7).

Fig. 7. Customer Experience Index

Source: Kim, et al. (2011)

It is clear that the proposed Customer Experience Index (Kim, et al., 2011) focuses primarily on elements remaining under the control of the company, while previously discussed Brand Experience Scale (Brakus, et al., 2009) focuses on the consumer's internal processes. Thus,

each of these scales measures different aspects of the consumer experience. This observation is true for most of the experience measurement tools presented in the literature, which allows to identify a theoretical gap as there is a need for construction and verification of a holistic scale to measure consumer experiences.

7. CUSTOMER EXPERIENCE QUALITY

Recognizing the need of a measurement tool for customer experiences, some researchers introduce the concept of customer experience quality. This concept is similar to service quality, although the researchers claim its distinction (Chang & Horng, 2010). There is relatively little research on experience quality, however some interesting contributions have been made by Lemke et al (2011) and Chang and Horng (2010) who presented general models of experience quality, as well as Maklan and Klaus (2011), who claim that this measurement tool should be used to "calibrate performance and guide managerial decisions" and present an experience quality model for a bank.

Chang and Horng (2010, p. 2401) define customer experience quality as "the customer's emotional judgment about an entire experience with an elaborately designed service setting". The proposed measurement tool is both similar and different from service quality concept. The key aspect of customer experience quality is the focus on the affective nature of the experience which is conceptually similar to the functional quality (Gronroos, 1988) and at the same time it makes the concept distinct from the service quality, which is generally cognitive in nature (Parasuraman, Zeithaml, & Berry, 1988). The proposed model, which was empirically verified, is composed of five dimensions with 38 items in the customer experience quality scale. Chang and Horng combine the approach based on experiential modules (including the intellectual and emotional aspects) with the service "touchpoints" and the presence of other people during the shopping experience (see Fig. 8.). The interesting aspect of the proposed model is the fact that it puts great emphasis on other people, who are present around the customer during the shopping experience. The model includes an assessment of physical surroundings (including the atmosphere, concentration, imagination and surprise sub-dimensions), customers themselves (with emphasis on their cognitive learning and having fun), service provider (understood as interactions with service personnel), other customers (and their negative public behavior) and customers' companions (friends and family). However, the usefulness of the model is limited to the brick and mortar stores.

Fig. 8. Model of customer experience quality
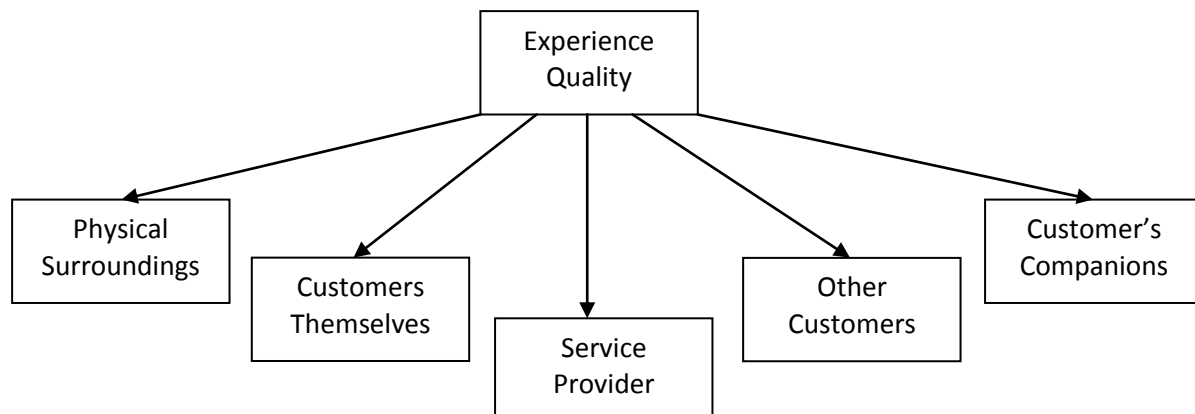
Source: Chang & Horng (2010)

A model proposed by Lemke et al. (2011) is also rooted in service quality research. The authors refer to service-dominant logic and argue that customer's appraisal of the experience is conducted with respect to the experience's perceived contribution to value-in-use. Inspired by Zeithaml's (1988) definition of service quality, Lemke et al. define experience quality as "a perceived judgment about the excellence or superiority of the customer experience" (2011, p. 849). The authors also emphasize the distinction between concepts of service and experience quality, however, they make a different argument than Chang and Horng: service quality reflects the judgment about the firm's processes, while experience quality forms a judgment about customer's processes.

The model was construed on the basis of the research conducted in both business-to-customer and business-to-business contexts and is generalized beyond retailing contexts. Figure 9 presents the conceptual model of customer experience quality categories identified and grouped into larger constructs of communication encounter, service encounter and usage encounter (Payne, Storbacka, & Frow, 2008). There are three exceptions, though: 1) the relationship outcomes (commitment, purchase, retention and word-of-mouth) represent the assessment of the factual and perceptual results of the experience; 2) value-in-use acts as a mediating factor between customer experience quality and the outcomes; and 3) experience context which influences the total customer experience. According to Lemke et al. (2011) the model resulting from their study suggests that customers co-create their experiences (and also integrate the resources of other actors through the category of network quality) and assess them in a holistic way.

Fig. 9. Conceptual model of customer experience quality
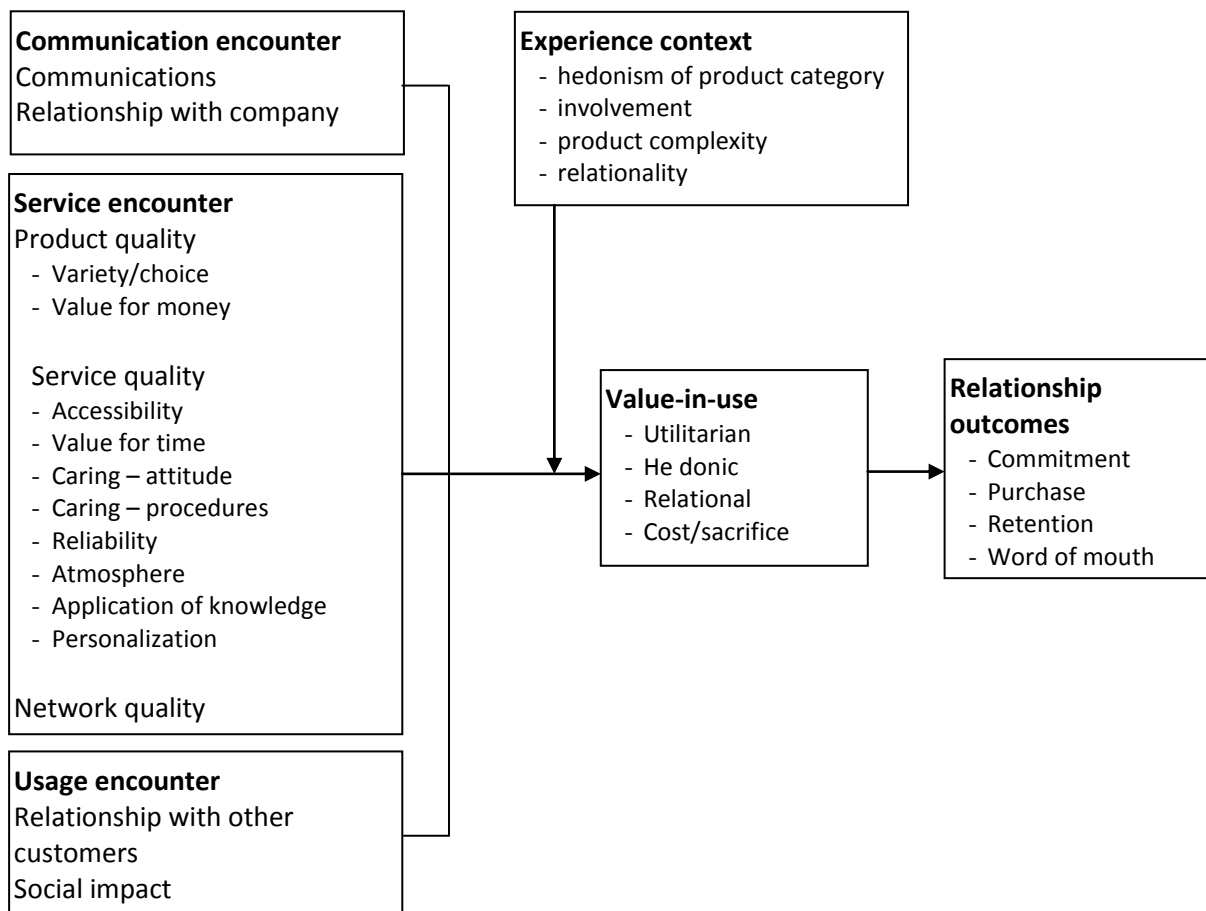
Source: Lemke, Clark, & Wilson (2011)

Finally, the last model to be presented here is the proposition of Maklan and Klaus (2011) who acknowledged customer experiences as a current base of market offering and at the same time expressed their concern with the lack of a proper measurement tool for the phenomenon. The authors suggest that an appropriate measure for the customer experience should meet the following criteria:

- Ability to capture the value-in-use of the offer (beyond the service delivery or product attributes);
- Include an overall emotional and cognitive assessment of value from the customer's perspective as well as the functional fulfillment of the company's promise;
- Focus on time period which enables the customer to assess the experience (including pre and post experience phases);
- Allow for the experience assessment across channels;
- Can be validated against behavioral measures.

The model presented in fig. 10 is context specific and relates to a bank. It consist of four dimensions (peace of mind, outcome focus, moments of truth and product experience) and the conducted study proved that the model explained most of the marketing effects, i.e. customer satisfaction, loyalty and word of mouth. Maklan and Klaus claim that proper understanding and measurement of customer experiences lead to better company's performance.

Fig. 10. Customer experience quality scale: dimensions, attributes and exogenous variables
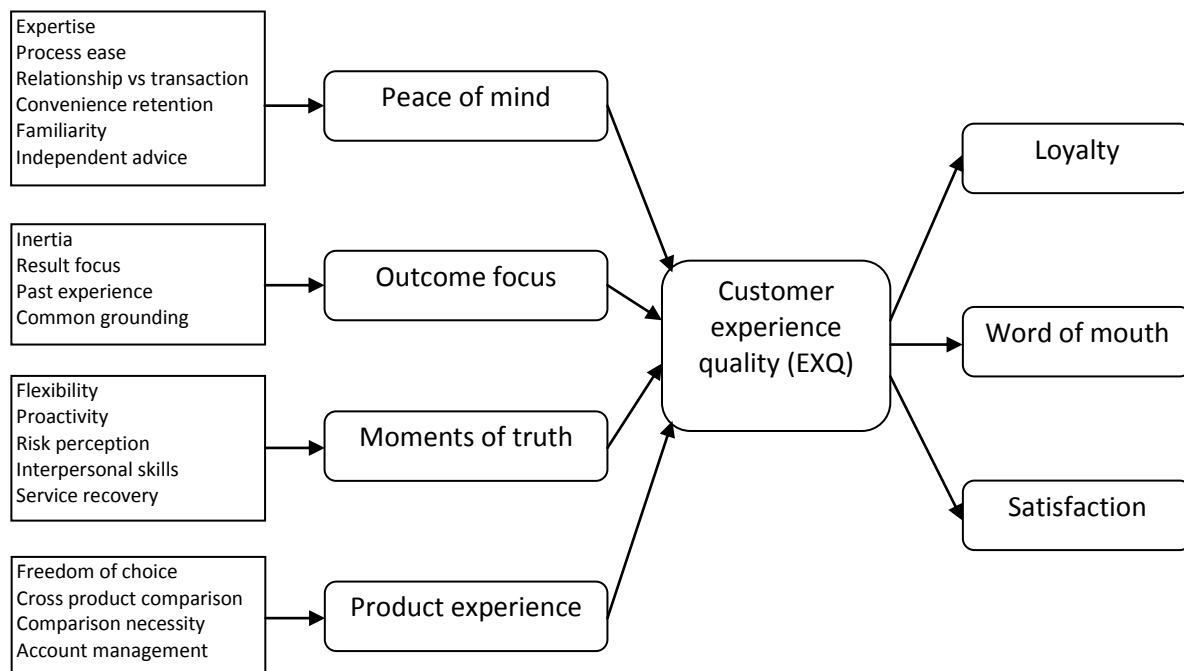
Source: Maklan & Klaus (2011)

8. CUSTOMER SHOPPING EXPERIENCE

Customer shopping experience is described as a sum of all elements that affect (positively or negatively) the customer during their interactions with the retailer (Berman & Evans, 2007). The focus of practitioners and theoreticians has shifted from simple transactions into building lasting relations by providing the consumer with experiences which can be interesting, engaging, absorbing, entertaining, different, pleasurable, memorable and exceeding expectations. Thus, such experiences shape future consumers' expectations and their behavior: time spent in the store, expenditures level, willingness to re-visit the store and to recommend the experience to others (Jain & Bagdare, 2009).

The extended literature review regarding the consumer experiences and its dimensions, consumer experience models in real and virtual context, as well as experience management allowed us[2] to identify key components (dimensions/modules) of shopping experience (see Fig. 11). These modules include:
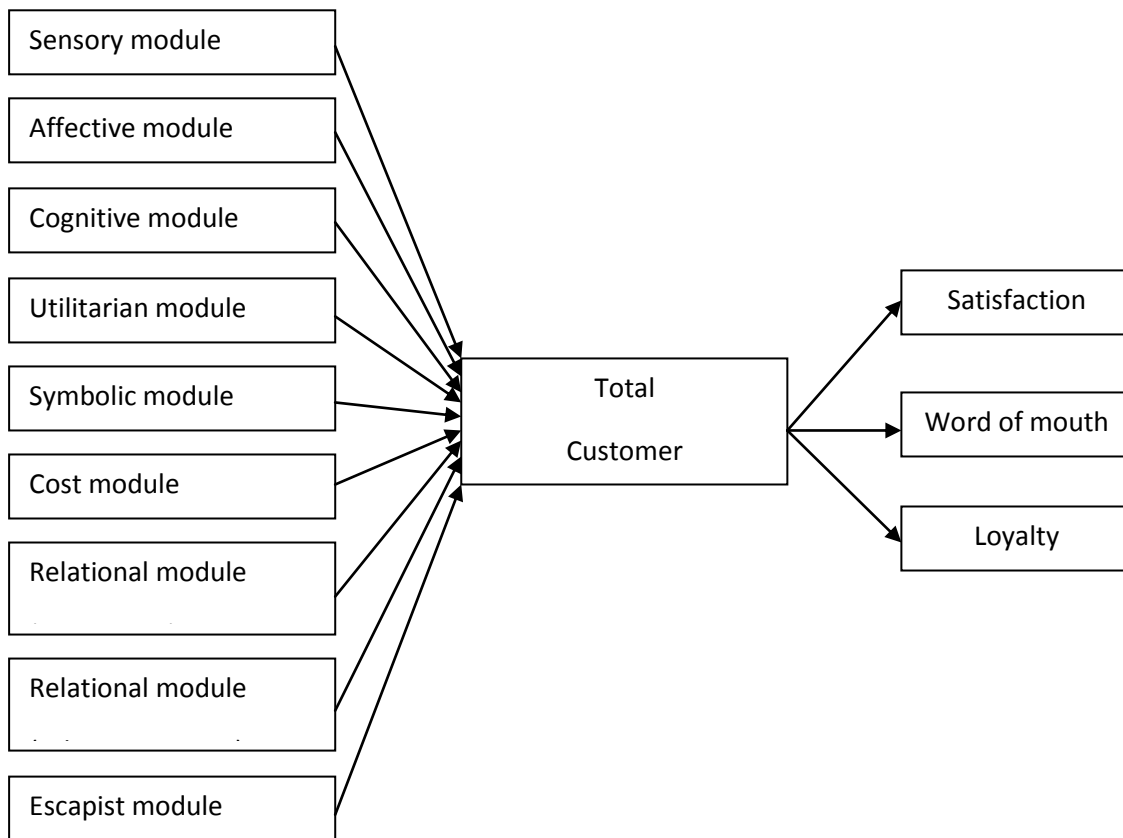
- Sensory dimension represents the impact of sensory stimuli controlled by the company on the consumer;
- Affective dimension: focuses on emotions experienced by the consumer in a shopping situation;
- Cognitive dimension: covers various mental processes taking place in the consumer's mind as a result of the stimulation by the company;
- Utilitarian/functional dimension: concerns practical aspects of shopping (utilitarian value) such as assortment width, product labeling and quality, etc.;
- Symbolic dimension: refers to the meaning that consumers attach to purchased products and places where they shop as well as their lifestyles;
- Cost dimension: covers all costs borne by the consumer in the shopping situation (including financial, temporary and psychological costs);
- Relational dimension: employees – aims at capturing the impact of staff/personnel on the creation of consumer experience;
- Relational dimension: other customers and tribalism constitute the second (after the employees) attempt at determining the influence of other people on consumer shopping experience. Here the focus is on interactions which are likely to arise among consumers;
- Escapist dimension (flow): the purpose of this dimension is to diagnose the extent to which consumers become immersed in the shopping experience.

It is also important to include the desired marketing effects that result from memorable shopping experiences. These effects include customer satisfaction willingness to recommend the experience to others and loyalty (understood as a combination of repurchase intentions, lower price sensitivity and straightforward declaration of loyalty).

The remainder of this paper provides an overview of current research in the above areas and thus presents the current state of knowledge and outlines the gap in the body of knowledge. The analysis is conducted separately for the offline (real or brick and mortar) and online (virtual or Internet) shopping context due to different research interests and objectives in both areas.

Fig. 11. Proposed model of customer shopping experiences

| Sensory module |
| Affective module |
| Cognitive module |
| Utilitarian module |
| Symbolic module |
| Cost module |
| Relational module |
| Relational module |
| Escapist module |

Total Customer

| Satisfaction |
| Word of mouth |
| Loyalty |

Source: Own research.

8.1. CUSTOMER EXPERIENCES IN BRICK AND MORTAR STORES

Firstly, an overview of research on the dimension of experiences in offline shopping situations is presented. It should be noted that although it is possible to identify studies conducted in each of the experiential aspects, there are few research attempts of a holistic nature (taking many aspects into account). Moreover, the studies are often conducted outside of the experiential marketing context. Their results, however interesting, relate to an in-depth analysis of a single phenomenon and do not allow for a wider perspective on the consumer shopping experience.

It is impossible to present all the research conducted in such diversified areas. The purpose of this paper is to present the key research aspects and to show their diversity.

The first of the analyzed experience dimensions is the **sensory** module which has been of interest to researches for a few decades. In early 70s Kotler (1973-1974) coined a term "atmospherics" – a single word which reflected all elements of the shopping environment influencing the consumer's behavior. In the literature there are numerous studies indicating an impact of aspects such as color, lighting, music, displays, scents, etc. on consumer behavior. This dimension is very thoroughly researched and at the same time it seems to have a great potential in terms of creating positive shopping experiences (see Tab.3.).

Tab. 3. Main research areas: sensory dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies

Colors	Bellizzi i Hite (1992), Varga, et al.(2014)
Sound	Yalch & Spangenberg (2000), Mattila & Wirtz (2001), Eroglu, et al. (2005)
Scent	Mitchell, et al. (1995), Spangenberg, et al. (1996), Mattila & Wirtz (2001), Chebat & Michon (2003), Anggie & Hayanto (2011), Teller & Dennis (2012)
Touch	Peck & Childers (2003a), Peck & Childers (2003b), Healy, et al. (2007), Hultén (2012), Abhishek, et al. (2013)
Temperature	(Briand & Pras, 2010)
Spacial and human crowding	Machleit, et al. (1994), Machleit & Eroglu (2000), Terblanche & Boshoff (2001)
Lighting: intensiveness and type of light source	Areni & Kim (1994), Hegde (1996), Park & Farr (2007), Custers, et al. (2010)
Retail atmosphere	Kotler (1973-1974), Donovan & Rossiter (1982), Bitner (1992), Sharma & Stafford (2000), Ballantine (et al., 2010)
Merchandising	Buttle (1988), Davies & Ward (2005), Banerjee & Yadav (2012), Hefer & Cant (2013), Balgaonkar, et al. (2014)
Multiple atmospheric dimensions	Baker, et al. (2002), Michon, et al. (2005), Healy, et al. (2007), Brakus, et al. (2009), Bagdare (2013)

Source: own research.

The **affective (emotional) dimension** is relatively often investigated in studies on consumer shopping behavior and researchers' interest in it was started by Mehrabian and Russell's (1974) PAD (pleasure, arousal, dominance) model. Affect is understood as an "umbrella concept" which includes emotions (general state of arousal resulting as a reaction to the object of evaluation and containing tendencies to action), mood (more general than emotions, may occur without consumer's awareness, usually not associated with actions) and attitudes (assessment resulting from a judgment, contains cognitive and affective elements, not associated with arousal) (Bagozzi, et al., 1999; Burns & Neisner, 2006). Emotions are studied both as an "input", occurring before and influencing the shopping situation, and as an "output", an effect of purchasing process. An interesting research aspect within this dimension is hedonic consumption, by definition focused on delivering pleasure and entertainment to the consumer with the purchase itself being solely a trigger (see Tab.4).

Tab.4. Main research areas: affective (emotional) dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Emotions and feelings as important factors in consumption and experiences	Holbrook & Hirschman (1982), Richins (1997), Mano & Oliver (1993), Kwortnik Jr. & Ross Jr. (2007), Brakus, et al. (2009)
Emotions and mood as an „input" influencing shopping process	Miniard, et al. (1992), Babin & Darden (1995), Babin & Darden (1996), Sherman, et al. (1997), Babin & Attaway (2000), Arnold & Reynolds (2009), Patwardhan & Balasubramanian (2011), Argan, et al. (2014)

Emotions as an „output" resulting from shopping behavior	Machleit & Eroglu (2000), Machleit & Mantel (2001), Arnold, et al. (2005), Andreu, et al. (2006), Soscia (2007)
Hedonic dimension in consumption	Hirschman & Holbrook (1982), Batra & Ahtola (1990), Crowley, et al. (1992), Babin, et al. (1994), Wakefield & Barnes (1996), Kahn, et al. (1997), Voss, et al. (2003), Stoel, et al. (2004), Scarpi (2006), Chitturi, et al. (2008), Tal (2008), Lee & Murphy (2009), Chaudhuri, et al. (2010), Chan & Mukhopadhyay (2010), Ryu, et al. (2010), Kronrod, et al. (2012), de Witt Huberts, et al. (2014)

Source: own research.

The third of the experiential dimensions discussed here is the **cognitive (intellectual)** one. In the literature there are relatively few studies on this aspect and they mainly focus on information processing and thinking styles, e.g. process and outcome-oriented (Pahm & Taylor, 1999) or systematic and intuitive thinking style (Vinitzky & Mazursky, 2011), as well as mechanisms responsible for memorizing and remembering information, creative thinking and learning processes (see Tab.5.).

Tab.5. Main research areas: cognitive (intellectual) dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Thinking style (process/outcome oriented)	Pahm & Taylor (1999), Thompson, et al. (2009), Vinitzky & Mazursky (2011)
Information processing during purchase decision making process	Dhar (1997), McConnell, et al. (2000), Carmon, et al. (2003), Nordgren & Dijksterhuis (2009), Yoon & Vargas (2010), Yoon & Vargas (2011)
Creativity in thinking	Dahl & Moreau (2007), Moreau & Dahl (2005)
Influence of learning process	Hoch & Ha (1986), Gregan-Paxton, et al. (2002), Gregan-Paxton & Moreau (2003), Warlop, et al. (2005), Lakshmanan & Krishnan (2011)

Source: own research.

The next is the **utilitarian (functional)** dimension of shopping experiences. It deals with practical/utilitarian aspects of shopping, such as product assortment width, product quality, store location and display of products on shelves. Focus on this dimension was clearly dominant before the seminal paper by Holbrook and Hirschman (1982), since when its importance has declined in favor of hedonic dimension of consumption. In most studies, utilitarian and hedonic aspects of consumer behavior are examined together and it is observed that they have distinct influence on consumers (see Tab.6.).

Tab.6. Main research areas: utilitarian (functional) dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Utilitarian shopping value	Sheth, et al. (1991), Babin, et al. (1994), Seiders, et al. (2000), Sweeney & Soutar (2001), Rintamäki, et al. (2006)
Functional/utilitarian aspect of consumption (usually accompanying the hedonic one)	Voss, et al. (2003), Chitturi, et al. (2008), Batra & Ahtola (1990), Babin, et al. (1994), Yoo, et al. (2006), Crowley, et al. (1992)
Assortment: width, length	Broniarczyk, et al. (1998), Huffman & Kahn (1998), Simonson (1999), Koelemeijer & Oppewal (1999), Iyengar & Lepper (2000), Baker, et al. (2002), Chernev (2003), Kahn & Wansink (2004), Borle, et al. (2005), Chernev (2006), Berger, et al. (2007),

	Sagi & Friedland (2007), Chernev & Hamilton (2009), Haynes (2009), Jain & Bagdare (2009), Bagdare (2013)
Assortment: quality	Yu & Fang (2009), Frank, et al. (2014)
Assortment: display	Areni, et al. (1999), Hoch, Bradlow, & Wansink (1999), Morales, et al. (2005), Lam & Mukherjee (2005), Lamberton & Diehl (2013), Diehl, et al. (2015)
Store location (consumer's and company's perspective)	Ghosh & Craig (1983), Durvasula, et al. (1992), Drezner (1994), Berry, et al. (2002), Fox, et al. (2007), Brooks, et al. (2008), Athiyaman (2011), Grewal, et al. (2012)

Source: own research.

The **symbolic** dimension is associated with the role a brand or a store play in the consumer's life. It is common knowledge that products of particular brands complement the consumer's lifestyle and create consumption constellations (Solomon & Buchanan, 1991). This area of research includes studies on brand attachment, brand communities, symbols and ritual associated with brands and consumers' lifestyles. Additionally, aspects strongly connected with experiential marketing are present, such as magical consumption and retail spectacles leading to extraordinary consumer experiences (see Tab. 7).

Tab.7. Main research areas: symbolic dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Consumption and shopping as symbolic activities	Holbrook & Hirschman (1982), Firat & Venkatesh (1993), Yoo, et al. (2006)
Brands and consumption and elements of consumers' lifestyles	Solomon (1983), Solomon & Buchanan (1991), Helman & De Chernatony (1999)
Tribalism and brand communities	Muniz & O'Guinn (2001), McAlexander, et al. (2002), Cova & Cova (2002), Bagozzi & Dholakia (2006)
Customer's brand attachment (relationship)	Fournier (1998), Bhattacharya & Sen (2003), Escalas & Bettman (2003), Escalas (2004), Swaminathan, et al. (2009), Vlachos, et al. (2010), Orth, et al. (2010), Park, et al. (2010), Malär, et al. (2011), Mende & Bolton (2011), Japutra, et al. (2014)
Magical consumption and retail spectacles	Arnould, et al. (1999), Kozinets, et al. (2002), Kozinets, et al. (2004), Ritzer (2005), Hollenbeck, et al. (2008)

Source: own research.

In the literature the **cost dimension** is usually understood as a part of a broader category of convenience and can include such dimensions as: decision-related (time and effort involved in making a purchasing decision), accessibility (ease of contact and reaching the shopping location), transactional (time spent and effort made on finalizing a transaction) (Berry, et al., 2002). It also includes a simple financial effect (offered prices and price promotions and resulting store/brand image) (see Tab.8.).

Tab.8. Main research areas: cost dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Convenience: time, money, effort, etc.	Seiders, et al. (2000), Berry, et al. (2002), Seiders, et al. (2006), Seiders, et al. (2007), Clulow & Reimers (2009), Kim, et al. (2011), Nguyen, et al. (2012)
Prices: price image, influence on consumer behavior and perceived value	Desai & Talukdar (2003), D'Andrea, et al. (2006), Zielke (2006), Noone & Mount (2008), Zielke (2010), Zielke (2011), Hamilton & Chernev (2013), Chang & Wang (2014)
Proces: perceived fairness	Campbell (1999), Bolton, et al. (2003), Vaidyanathan & Aggarwal

	(2003), Martin, et al. (2009), Xia, et al. (2004)
Sales promotions/discounts	Grewal et al. (1998), Chandon & Wansink (2000), Heilman, et al. (2002), Naylor, et al. (2006), Patrick & Park (2006), Lee & Tsai (2014)

Source: own research.

The **relational dimension** refers to interactions and relations among/with other people present in a particular shopping situation. Due to factors such as company's level of control and consumers' attitudes, this dimension is divided into two sub-dimensions. Relationships with **employees** and contact with **other customers** are analyzed separately.

Research on the influence of **personnel** is strongly rooted in studies on perceived service quality. Measurement scales such as SERVQUAL (Parasuraman, et al., 1988) and SERVPERF (Cronin & Taylor, 1994) include the following dimensions: reliability, responsiveness, knowledge, politeness and empathy of employees. It is believed that employees/personnel strongly influence a shopping experience itself, perceived service and product quality, as well as customer satisfaction, loyalty (see Tab.9.).

Tab.9. Main research areas: relational dimension (employees) (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Interactions with personel as an element building perceived service quality	Parasuraman, et al. (1988), Cronin & Taylor (1994)
Customer service quality	Dotson & Patton (1992), Babin, et al. (1995), Swinyard (2003), Khare, et al. (2010)
Influence on customer satisfaction and loyalty	Gremler & Gwinner (2000), Reynolds & Arnold (2000), Kernbach & Schutte (2005), Zeithaml, et al. (2006), Gremler & Gwinner (2008), Delcourt, et al. (2013), Hou, et al. (2013)
Role of personnel in customer experience	Arnold, et al. (2005), Hart, et al. (2007), Bagdare (2012), Bagdare (2013)

Source: own research.

The other sub-dimension of relational experiential module covers contacts among **customers** and the influence of **other people** on a shopping experience. Although this research area stems from the research on services, it is not present in classic service quality measurement scales (SERVQUAL, SERVPERF). The studied aspects include: crowding in the store, influence of other people's characteristics on shopping experience, interactions among customers in lines, willingness to spread word of mouth. Other customers and their behavior in a real store have a strong (and often negative) impact on the customer's shopping experience and can only be controlled by a company to a limited extent (see Tab.10).

Tab.10. Main research areas: relational dimension (other customers) (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Crowding in the store	Machleit, et al. (1994), Machleit & Eroglu (2000), Eroglu, et al. (2005), Li, et al. (2009)
Other customers' influence (age, similarity, interactions)	Grove & Fisk (1997), Moore, et al. (2005), Jamal & Adelowore (2008), Thakor, et al. (2008), Huang (2008), Huang (2009), Brocato, et al. (2012)
Influence of companions	Luo (2005), Kurt, et al. (2011), Zhang, et al. (2014)
Influence of touch by other customers	Argo, et al. (2006), Argo, et al. (2008), Martin (2012)

Source: own research.

The last of analyzed experiential dimensions it the **escapist** one, reflecting a state of **flow**, a concept introduced by Csikszentmihalyi (1991). It is a condition that can be achieved in the case of optimum configuration of consumer's skills and presented challenges. As a result of such situation, an escapist experience occurs and the consumer is fully immersed in the experience, loses track of time, and completely ignores the environment. The escapist aspect of consumption (flow) is rarely discussed in a real (non-virtual) shopping context (Wang & Hsiao, 2012), however it has been researched in tourism (along with other realms of experience proposed by Pine and Gilmore (1999, 2011)). Hedonic consumption goals can be considered a pre-condition of flow/escapist experience. Also, transcendent and peak experiences are of similar nature to flow. There is also research on flag brand stores which offer experience of immersive nature (see Tab. 11).

Tab.11. Main research areas: escapist dimension (offline)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Escapist dimension in shopping experiences (immersion & flow)	Pine & Gilmore (1999), Penaloza (1999), Hu & Jasper (2006), Sands, et al. (2008), Pine & Gilmore (2011),
Consumption as transcendent/peak experience	Privette (1983), Privette & Bundrick (1991), Celsi (1992), Celsi, et al. (1993), Arnould & Price (1993), Dodson (1996), Lanier & Privette (1996), Schouten, et al. (2007)
Escapist dimension in tourism	Oh, et al. (2007); Jurowski (2009)
"Flow" in retailing	Wang & Hsiao (2012)

Source: own research.

8.2.   CUSTOMER EXPERIENCES IN INTERNET STORES

The Internet has become an indispensable part of life for many consumers. Nowadays, besides entertainment, it also facilitates means of consumption and shopping behavior. The latter one is stimulated by low entry barriers for companies which are well-represented in virtual reality, as well as growing bargaining power of consumers, greater choice and lower switching costs (Chen & Dubinsky 2003). The increasing role of the Internet implicates a greater need for better understanding of consumer behavior in computer-mediated environment, which has characteristics distinct from the real/offline environment.

The first key difference is the degree to which interpersonal contacts take place (from potentially very intense in real stores to practically non-existent in virtual ones). The second difference is the scope and manner of information presentation: the Internet environment allows for rich presentation of information (including sounds, graphics, animation), while in face-to-face contact in an offline store the information delivered can be limited (because of time or available space) and takes place in a variety of forms (e.g. posters, brochures or staff). The third difference is the time: in case of online shopping the consumer is free to choose time and place of purchase, while in offline stores one is restricted to opening hours of a particular store. Finally, brand/product presentation is different: in virtual reality it is limited to audiovisual stimuli and in brick and mortar stores it is possible to use numerous sensory stimuli and physical artifacts (Rose, et al., 2011).

The first of analyzed dimensions is the **sensory** one, which in online stores is limited to two senses: sight and hearing. In the literature, this dimension is contained within the atmospherics concept. However, in case of computer-mediated environment, the atmosphere

is defined in a more comprehensive way and it also includes convenience and utility of the website. For the purpose of this analysis, these aspects are considered separately: the utility issues are discussed in functional dimension. Here, in the sensory module, the most common areas of interest include web aesthetics and consumer's influence on its appearance (personalization and customization), the presence of interactive and 3D elements and the website layout (see Tab. 12).

Tab.12. Main research areas: sensory dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Visual presentation and interactivity	Fiore & Jin, 2003), Park, et al., 2005), Fiore, et al., 2005), Kim & Forsythe, 2008), Kim & Lennon, 2008), Park, et al., 2008), Jeong, et al., 2009), Kim, et al., 2009)
Store website layout	Vrechopoulos, et al., 2004), Breugelmans, et al., 2007), Breugelmans & Campo, 2011), Manganari, et al., 2011), Wu, et al., 2014)
Sound	Fiore & Kelly, 2006), Fiore & Kelly, 2007), Lai & Chiang, 2012)
Customization/personalization of store website	Alpert, et al., 2003), Zanker, et al., 2010), Ho & Bodoff, 2014), Miceli, et al., 2007), Vrechopoulos, 2010)
Visual merchandising in online stores	Khakimdjanova & Park, 2005), Ha, Kwon, & Lennon, 2007), Young, et al., 2007), Ha & Lennon, 2010)
Website interactivity	McMillan & Hwang, 2002), Jee & Lee, 2002), Lee, et al., 2004), Sicilia, et al., 2005), Florenthal & Shoham, 2012), Kim, 2011)
Web aesthetics and atmosphere	Eroglu, et al., 2000), Eroglu, et al., 2001), Eroglu, et al., 2003), Wang, et al., 2010), Tractinsky & Lowengart, 2007), Manganari, et al., 2009)

Source: own research.

Similarly to research on offline consumer shopping behavior, the **emotional dimension** usually treats emotions as on "input" influencing the shopping experience or an "output" resulting from interaction with various elements of a store web site and the shopping process itself. The other approach connects feelings and emotions arising while shopping with hedonistic behavior, by its nature set to pleasant feelings. Here, emotions are not only the result, but also a factor affecting consumer shopping behavior (see Tab.13).

Tab.13. Main research areas: affective (emotional) dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Role of emotions in online consumer behavior	Jayawardhena & Wright, 2009), Close & Kukar-Kinney, 2010), Page, et al., 2010)
Emotions as an „input"	Li & Browne, 2006), Shun & Yunjie, 2006), Prasad & Aryasri, 2009), Mazaheri, et al., 2012), Mazaheri, et al., 2014), Pappas, et al., 2014), Yin, et al., 2014)
Emotions as in „output"	Kim, et al., 2007), Éthier, et al., 2006), Koo & Ju, 2010), Deng & Poole, 2010), Porat & Tractinsky, 2012)
Customer frustration	Lazar, et al., 2003), Ceaparu, et al., 2004), Bessiere, et al., 2006), Sun & Spears, 2011), Sun & Spears, 2012), Roman & Riquelme, 2014)
Hedonism in online consumer behavior	Childers, et al., 2001), Fiore, et al., 2005), Jones, et al., 2006), Hartman & Samra, 2008), Kim & Forsythe, 2008), Jeong, et al., 2009), Scarpi, 2012), Scarpi, et al., 2014)

Source: own research.

Undoubtedly, one of the strengths of the Internet is an instant access to unlimited amount of information. Within the **cognitive (intellectual) dimension**, main research interests focus on how consumers search and use information available in the Internet (online stores) in different shopping situations, as well as how previous knowledge and thinking style influence the consumer behavior and purchase decisions. *Gros* of the research regarding the divergent/convergent thinking, referred to by Schmitt (1999), and creativity relates to consumer online behavior beyond shopping context (Hass, 2015; Yi, et al., 2015) (see Tab. 14).

Tab.14. Main research areas: cognitive (affective) dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Thinking style (national/experiential, relative/referent, systematic/intuitive)	Novak & Hoffman, 2008), Saini, et al., 2010), Vinitzky & Mazursky, 2011), Liang & Chen, 2012), Becerra, et al., 2013), Song, et al., 2015)
Searching and processing information	Heubl & Trifts, 2000), Kulviwat, et al., 2004), Bhatnagar & Ghose, 2004), Diehl, 2004), Jepsen, 2007), Varlander, 2007), Bigne-Alcaniz, et al., 2008), Huang, et al., 2009), Punjand & Moore, 2009), Cheema & Papatla, 2010), Blanco, et al., 2010), Soto-Acosta, et al., 2014)
Research on information quality on Internet Web sites: models, determinants and consequences	Trocchia & Janda, 2003), Gounaris & Dimitriadis, 2003), DeLone & McLean, 2003)

Source: own research.

The **utilitarian/functional dimension** is considered to be one of key determinants leading to Internet being a chosen medium for shopping activities. It combines store web site utility, convenience, ease of navigation, as well as quality of products and services offered online. Such perspective usually includes the cost dimension (financial, temporal, psychological costs), but here it is presented separately. The second common research area is concerned with the possibility of increasing the utility of the web site and the product by customization. The third one focuses on utilitarian approach to shopping, as opposed to hedonistic one (see Tab. 15).

Tab.15. Main research areas: utilitarian (functional) dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Risk and trust online	Bhatnagar, et al., 2000), Lee & Turban, 2001), Liebermann & Stashevsky, 2002), Lim, 2003), Forsythe, et al., 2006), Mohd Suki & Mohd Suki, 2007), Kim & Jones, 2009)
Customization of product and web site functionality	Cho & Fiorito, 2009), Choy & Loker, 2004), Kamali & Loker, 2008), Thongpapanl & Ashraf, 2011), Son, et al., 2012)
Quality of online services	Liu & Arnett, 2000), Zeithaml, et al., 2002), Trocchia & Janda, 2003), Kim & Stoel, 2004), Kim, et al., 2006)
Utilitarian dimension of online consumption	Jones, et al., 2006), To, et al., 2007), Koo, et al., 2008)

Source: own research.

The **symbolic dimension** should be interpreted in two ways: first, it is about the symbolic meaning of purchased products as consumption constellations supporting customers' lifestyles. The other way of looking at the symbolic dimension is focus on creation and membership in virtual communities and their influence on consumer purchasing behavior (see Tab.16).

Online/virtual communities are both alike and different from the ones in the real world. The similarities include a common interest in a particular topic, a feeling of kinship between members, and having common language, rituals and norms. However, in contrast to offline communities, here the membership is completely voluntary, and all communication is reduced to digitalized text form co-created by all members (Bagozzi & Dholakia, 2002). These communities promote a certain consumption style which is further amplified by mechanism of social influence and conformity.

Tab.16. Main research areas: symbolic dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Life style as a determinant of online shopping behavior	Donthu & Garcia, 1999), Wu, 2003), Wang, et al., 2006), Kim, et al., 2002), Yu, 2011), Brengman, et al., 2005), Allred, et al., 2006), Ahmad, et al., 2007), Pandey & Chawla, 2014)
Influence of virtual shopping communities on shopping behavior	Kozinets, 1999), Wasko & Faraj, 2000), Bagozzi & Dholakia, 2002), Butler, et al., 2002), Bock, et al., 2005), Casalo, et al., 2007), Wang, et al., 2007), Zhou, et al., 2007), Pentina, et al., 2008), He & Wei, 2009), Shen & Chiou, 2009), Park & Feinberg, 2010), Yu, et al., 2010), Royo-Vela & Casamassima, 2011), Chiu, et al., 2011), Massara, et al., 2012), Park & Cho, 2012), Liao, et al., 2013)
Determinant of commitment to a virtual community (emotional and utilitarian)	Blanchard & Markus, 2004), Maloney-Krichmar & Preece, 2005), Gupta & Kim, 2007), Wang, Chen, & Tsai, 2012)

Source: own research.

In the research on online shopping experiences, the **cost dimension** is strongly connected with utilitarian/functional dimension and a broad concept of convenience. In this analysis, the cost dimension includes aspects such as pricing strategy, and financial risk of doing shopping in the Internet. Among the most frequently studied aspects is the influence of sales promotion (e.g. discounts, e-coupons) on consumer online behavior (see Tab.17).

Tab.17. Main research areas: cost dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Risk connected with online purchases: transactional, data theft	Mangiaracina & Perego, 2009), Liebermann & Stashevsky, 2002), Miyazaki & Fernandez, 2001), Forsythe & Shi, 2003)
Sales promotions (discounts, e-coupons, daily deals)	Fortin, 2000), Charney, et al., 2001), Kim & Kim, 2004), So, et al., 2005), Kang, et al., 2006), Zhang & Wedel, 2009), Chen & Lu, 2011), Dumpe & Petersone, 2011), Dholakia & Kimes, 2011), Hughes & Beukes, 2012), Rakesh & Khare, 2012), Ardizzone & Mortara, 2014), Gafni, et al., 2014), Xu & Huang, 2014), Faryabi, et al., 2015)
Influence of delivery cost on perceived value	Schindler, et al., 2005), Chatterjee, 2011), Lewis, 2006)
„sank costs" and purchase decision	Latcovich & Smith, 2001), Coleman, 2009), Liang, et al., 2014)

Source: own research.

The characteristics of online purchases greatly reduce the possibility of direct contact between the consumer and company's personnel. Therefore, most research in this area focuses on quality of customer service (as a proxy of traditional customer service), as well as the use of tools imitating contact with the sales personnel (social presence). Another research area of increasing popularity is the issue of multichannel distribution strategy and the role of company's employees (see Tab. 18).

Tab.18. Main research areas: relational dimension (employees) (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Real and perceived social presence	Gefen & Straub, 2004), Kim & Stoel, 2005), Qiu & Benbasat, 2005), Cyr, et al., 2007), Hassanein & Head, 2007), Park & Lee, 2013), Ogonowski, et al., 2014), Huang, et al., 2014)
e-service quality and assistive intent	Madu & Madu, 2002), Kim & Lee, 2002), Yang & Ju, 2002), Zeithaml, et al., 2002), Yang, et al., 2004), Lee & Lin, 2005), Gupta, et al., 2009), Poddar, et al., 2009), Klaus, 2013), Shobeiri, et al., 2014)
Role of personnel in multichannel purchases	Vanheems & Kelly, 2009), Vanheems, et al., 2013)

Source: own research.

Similarly to the dimension discussed above, consumers in computer-mediated environment are deprived of direct and physical contact with other customers while doing shopping online, which is usually considered an asset, rather than a limitation. Possible points of contact with other consumers are voluntary and can take place by reading and posting comments and opinions via online forums, social media and virtual communities. In the literature there is also research on consumer trends such as co-shopping and social shopping (see Tab. 19).

Tab.19. Main research areas: relational dimension (other customers) (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Virtual consumption communities	Kozinets, 2002), Kozinets, et al., 2008), Füller, et al., 2007), Palmer & Koenig-Lewis, 2009), Wu, et al., 2010), Nambisan & Watt, 2011), Zaglia, 2013)
Influence of online (positive and negative) recommendations and opinions on shopping behavior	Bickart & Schindler (2001), Kiecker & Cowles (2001), Park, et al. (2007), Sen & Lerman (2007), Jumin, et al. (2008), Forman, et al. (2008), Hu, et al. (2008), Park & Kim (2008), Chen & Xie (2008), Park & Lee (2009), Bambauer-Sachse & Mangold (2011), Karakaya & Barnes (2010), Yang & Mai (2010), Fagerstrøm & Ghinea (2011), Tsao & Hsieh (2012), Van Noort & Willemsen (2012), Verhagen, et al. (2013), Wu (2013), Jabr & Zheng (2014), Liu & Keng (2014), Oncioiu (2014), Wu & Chang (2014)
Social and collaborative shopping	Chan & Li (2010), Dennis, et al. (2010), Shen (2012), Lee & Lee (2012), Kim, et al. (2013), Yang, et al. (2015)
Group purchases	Erdoğmus & Çiçek (2011), Shiau & Luo (2012) Cheng & Huang, 2013), Kuan, et al. (2014), Lim & Ting (2014), Rudawska, et al. (2015), Chen & Lu (2015), Hsu, et al. (2015)
Co-presence of other consumers	Gunawardena & Zittle (1997), Biocca & Nowak (2001), Nowak & Biocca (2001)

Source: own research.

The last dimension analyzed here is the escapist one. In the literature, much attention has been devoted to the state of flow in online environment, its determinants and consequences. The state of flow can be achieved while shopping online and it leads to a number of positive effects, such as increased likelihood of a purchase, longer time spent on a store website and greater willingness to share positive opinions about the online store (see Tab. 20).

Tab. 20. Main research areas: escapist dimension (online)

Studied experience aspects influencing consumer behavior	Authors of selected research studies
Determinants and consequences of flow	Hoffman & Novak (1996), Nel, et al. (1999), Novak, et al. (2000), Rettie (2001), Koufaris (2002), Novak, et al. (2003), Korzaan (2003), Mathwick & Rigdon (2004), Skadberg & Kimmel (2004), Richard & Chandra (2005), O'Cass & Carlson (2010), Lim (2014)

Source: own research.

9. CONCLUSIONS

Although consumer experiences have been studied by academics for centuries, it is the emergence of the experience economy that put them in the marketing research spotlight. Previous studies seem to be of more philosophical nature with the focus on general understanding of consumer experiences occurring in various areas (e.g. family, state, human nature). However, today the attention has shifted towards more commercial aspects of the consumer experience and the experience is considered to be the basis of market offering and an enabler of value co-created by customers. As Pine and Gilmore claim (1999, 2011), we have entered a new phase of the economic development and moved from the service economy to the experience economy. Experiences are gradually replacing services in the same way as services had replaced products, which had replaced commodities. This process results from socio-economic changes taking place in the world (mostly in developed countries) such as the rise of the postmodern consumer (better informed, more involved, more demanding, bored with traditional market offerings, emotional and rational at the same time), development of information technology leading to virtualization of consumption, growing affluence of the society, increasing intensiveness of competition among companies resulting in customization and commoditization of the market offer. Proper understanding of consumer expectations and needs in the case of their experiences is believed to be crucial for companies to operate successfully in the market as they can design the right tools and undertake the right activities in the right setting with the right personnel, etc. This, in turn, should result in increased competitiveness and marketing effects such as higher repurchase rate, customer satisfaction and loyalty, spreading positive word of mouth, and increased profits.

This paper attempts at presenting and organizing a body of research (both conceptual and empirical) on consumer experiences in offline and online shopping context. The studies presented and briefly discussed here start with the most general approach (i.e. understanding and definition of the consumer experience) and then focus on the retail context. It is important to analyze internal (from the consumer's perspective) and external (from the company's perspective) processes underlying the occurrence of the experiences. Therefore, firstly general, descriptive models are presented with the intention to better comprehend the consumer experience. Then, the issue of the measurement of the consumer experience is raised and several tools (scales and indexes) are presented and contrasted. On the basis of this analysis a proposal of a consumer experience model in the shopping context is formulated. Nine dimensions of the customer shopping experiences are proposed: sensory, affective,

intellectual, functional (utilitarian), cost, symbolic, relational (with the personnel and other customers) and escapist. The last section of the paper contains a detailed review of the literature presenting results of studies referring to various aspects of customer shopping experiences, which are classified according to the nine proposed experiential dimensions. The purpose of this section is to identify the most commonly researched aspects of the experience and also to point in the direction of future research in areas which remain blank.

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