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## **The Experience - Economy Revisited: An interdisciplinary perspective and research agenda**

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# The Experience - Economy Revisited: An interdisciplinary perspective and research agenda

## Abstract

**Purpose:** The marketing literature uses five different experience terms, that are supposed to represent different streams of research. Many papers do not provide a definition, most of the used definitions are unclear, the different experience terms have similar dimensionality and are regularly used interchangeably or have the same meaning. In addition, the existing definitions are not adequately informed from other disciplines that have engaged with experience. This paper builds a comprehensive conceptual framework of experience in marketing informed by related disciplines aiming to provide a more holistic definition of the term.

**Design/methodology/approach:** This research follows previously established procedures by conducting a systematic literature review of experience. From the approximately 5000 sources identified in three disciplines 267 sources were selected, marketing (148), philosophy (90), and psychology (29). To address definitional issues the analysis focused on enlightening four premises.

**Findings:** This work posits that the term brand experience can be used in all marketing-related experiences and proposes four premises that may resolve the vagaries associated with the term's conceptualization. The four premises address the what, who, how, and when of brand experience and aim to rectify conceptual issues. Brand experience is introduced as a multi-level phenomenon.

**Research implications:** The suggested singular term, brand experience, captures all experiences in marketing. The identified additional elements of brand experience, such as the levels of experience and the revision of emotions within brand experience as a continuum, tempered by repetition, should be considered in future research.

**Practical implications:** The multi-level conceptualization may provide a greater scope for dynamic approaches to brand experience design thus providing greater opportunities for managers to create sustainable competitive advantages and differentiation from competitors.

**Originality/value:** This work completes a systematic literature review of brand experience across marketing, philosophy, and psychology which delineates and enlightens the conceptualization of brand experience and presents brand experience in a multi-level conceptualization, opening the possibility for further theoretical, methodological, and interdisciplinary promise.

**Keywords:** Brand Experience, Consumer Experience, Product Experience, Service Experience, Customer Experience, Consumption Experience, Experience Economy, Systematic Literature Review, Interdisciplinarity, Brand Experience Design

# The Experience - Economy Revisited: An interdisciplinary perspective and research agenda

## 1. Introduction

As a society we have moved from a product to an experience-based economy (Chang, 2018; Pine and Gilmore, 1998), profoundly influencing marketing professionals and society, and attracting much academic attention (Veloutsou and Guzmán, 2017). Experiences are key to enhancing our understanding of consumer behaviour (Addis and Holbrook, 2001; Andreini *et al.*, 2018; Mishra *et al.*, 2020) and shaping economic behaviours (Pine and Gilmore, 1998), leading to brand management outcomes, including the elucidation of brand personality (Brakus *et al.*, 2009, Helm and Jones 2010; Japutra & Molinillo, 2019; Ramaseshan and Stein, 2014), increased brand awareness (Ding and Tseng, 2015; Presas *et al.*, 2011), increased brand loyalty (Cuong *et al.*, 2020; Biedenbach and Marell, 2010), and stronger brand relationships (Tully *et al.*, 2015; de Kerviler and Rodriguez, 2019). Experiences are integral to the practitioner lexicon and overall marketing strategy. Forbes, alone, published 702 articles between 2010-2018 on experiences (Google, 2019a); growing by a further 50% in 2019 (Google, 2019b), while Chief Marketing Officers set aside 21-50% of their budgets to enhance 'experiences' (Freeman, 2017). The 'purchase' of experiences over goods bring higher levels of happiness, satisfaction, and positive emotions (Carter and Gilovich, 2010; Howell and Hill, 2009; van Boven and Gilovich, 2003), while reflecting on experiences increases levels of gratitude, and generosity (Walker *et al.*, 2016); suggesting a more positive outcome for society at large. Academic interest in the experience phenomenon is on the rise with more articles published in the last two years than the previous thirty<sup>1</sup>.

Surprisingly few academics in marketing engaged with experience conceptually, while the literature is fragmented with numerous issues within silos and across domains, leading some to question the concept itself (Hepola *et al.*, 2017; Veloutsou and Guzmán, 2017; Becker and Jaakkola, 2020) and its degree of discrimination from other concepts, such as brand engagement (Hepola *et al.*, 2017). Academic researchers initially suggested that consumption be approached from an experiential perspective (Holbrook and Hirschman, 1982), using identified types of experiences (Schmitt, 1999), but with no consensus on the concept definition (Caru and Cova, 2003). Marketing approaches experience from different perspectives and foci including, service, product, consumption, consumer/customer, and brand experience. To date, while the academic brand experience community, at large, agrees on the dimensions of the concept, there is still conceptual confusion and lack of an agreed upon definition (Tähtinen and Havila, 2019) with no

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<sup>1</sup> Specifically, in the set of papers that were selected through the systematic approach for examination in this work, 104 papers were published between 2016-2018 whereas 45 papers were published pre-2015, with 25 of those published pre-2010 (see table 2 for details).

consensus regarding the nature of the concept being a process (Nguyen *et al.*, 2015) or a response (Lemon and Verhoef, 2016). Existing definitions suffer from the use of exemplars (Frank *et al.*, 2014) and vagueness relating to notions of experience: perceived (Ding and Tseng, 2015), interpreted (Biedenbach and Marell, 2010) or actual (Nguyen *et al.*, 2015). Consequently, barriers are created that mask common synergies, or a more generic, all embracing approach is taken, for example, terms are used interchangeably (i.e., Mende *et al.*, 2019; Jiang *et al.*, 2018), or one term or foci, is used conceptually but claims to contribute to another term's body of literature (i.e., Kumar *et al.*, 2018). The current state of research in experience in marketing is symptomatic of a domain in conceptual crisis (Hampton, 2007; Mackenzie, 2003; March, 1999; Summers, 2001; Tähtinen and Havila, 2019).

Recently, researchers have reviewed and considered prior accomplishments in the field and expanded the domain of experience. For example, Bueno *et al.*, (2019) completed a systematic literature review on the measurement of customer experience in the service sector. Andreini *et al.*, (2018), through a systematic literature review, examine how brand experience has been approached through relationship theory, service dominant logic and consumer culture theory, identifying micro, meso, and macro-lenses which may affect brand experiences. Hoffman & Novak (2018) utilize assemblage theory and consumer experiences to capture the interaction which can occur between consumers and smart objects on the internet and identify consumer experience assemblages, without revising the definition of experiences. Becker and Jaakkola, (2020) recently exclusively focused on customer experience and aimed to advance its conceptual definition. They systematically chose 136 papers from eight marketing sub-fields, used a metatheoretical lens for their analyses, proposed four premises and defined customer experience as “*non-deliberate, spontaneous responses and reactions to particular stimuli*” (p. 637). Customer experience does not seem to capture the experience incident itself but the cognitive, affective, physical, sensorial, and social responses to the stimuli, while there is very little elucidation in this work on what the terms “response” and “reaction” entail. All these attempts to approach the literature in a systematic manner are not focusing on providing conceptual clarity regarding experience in marketing across the different experience terms.

Over the years, researchers have acknowledged that the concept of experience in marketing requires more theoretical development (Caru and Cova, 2003; LaSalle and Britton, 2003; Lemon and Verhoef, 2016; Schmitt, 1999), while the degree to which its definition is contemporary has been recently questioned (Andreini *et al.*, 2018). Grappling with the complexities of experience without clear conceptual understanding has made progress increasingly difficult (Kraak and Holmqvist, 2017). The current marketing literature constrains our understanding of experience, as domain-specific knowledge production prevents scholars from capturing complex and changing research problems (Davis, 2010; Knudsen, 2003; Kuura *et al.*, 2014; Weick, 1996). Theory construction can overcome the symptoms of poor conceptualization (Tähtinen and Havila, 2019), since clear definitions are required to conduct meaningful scientific inquiry

(Sipilä *et al.*, 2017; Teas and Palan, 1997) and develop coherent theory (Summers, 2001), while failure to adequately define concepts lead to many issues, relating to validity, measurement, relationships between concepts, and credibility (Gilliam and Voss, 2013; MacKenzie, 2003; Tähtinen and Havila, 2019).

To better understand where academia stands on experience one should start with an examination of the previous research (Combs *et al.*, 2005; Steers, 1975). Some of the current conceptualizations of experience in marketing seems to follow research advice (van Rijnsoever and Hessels, 2011) and draws from other disciplines and philosophies (Schmitt *et al.*, 2015), but via a superficial incorporation of related disciplines (Andreini *et al.*, 2018; Brakus *et al.*, 2009; Caru and Cova, 2003), citing one or two sources primarily from philosophy and psychology (Table 1) without always providing reasoning for the choice and the suitability of these sources. Other very recent attempts to re-approach some of the experience terms are not informed by disciplines outside of marketing (Becker and Jaakkola, 2020). Therefore, many consider the conceptualization of experience in marketing to be limited (Morgan-Thomas and Veloutsou, 2013; Rose *et al.*, 2011; Taylor and Strutton, 2010), and call for a systematic, interdisciplinary and in-depth approach (Morgan-Thomas and Veloutsou, 2013).

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[Insert Table 1]

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Adhering to advice on the nature of conceptual contributions in marketing (MacInnis, 2011), this paper revisits brand experience in marketing to further enlighten and delineate the concept. To capture conceptual richness and create a comprehensive picture of experience, starting from disciplines already identified as relevant, but not examined in full, seems appropriate and therefore this paper integrates research from the experience literatures in marketing, philosophy, and psychology. To provide an objective and transparent account of the way the selected disciplines engage with experience (Sweet and Moynihan, 2007) and identify gaps in knowledge (Jesson *et al.*, 2011), the sources were collected and analysed following a systematic approach. In terms of analysis, this work builds upon the idea of the identification of key premises that characterize a phenomenon when theorizing (Sipilä *et al.*, 2017) and uses four premises as foundations leading to a conceptual definition of brand experience.

The paper presents four conceptual contributions derived from the appliance of the four critical skills linked to conceptual thinking in marketing (MacInnis, 2011), integration, advocacy, identification, and revision of our existing understanding of the phenomenon. First, it contributes towards removing silo-based barriers to knowledge production and dissemination, by integrating the various foci-based experience marketing terms and advocating the use of a singular term in reference to experience. Second, it expands our understanding of brand experience and approaches it in a more comprehensive and consistent manner, by suggesting that brand experience is multi-level, enriching our understanding of affect, and introducing

dimensions of conation and self-identity. Third, it aligns marketing with other scientific disciplines and opens new areas of research, by revising emotions as a continuum, as opposed to a binary relationship within brand experience, tempered by repetition. Finally, based on the advancements introduced in the concept through the systematic engagement with the research in the three disciplines, it redefines brand experience.

Next, the underpinning methodologies employed to examine and address the shortcomings associated with attempts to conceptualize experience in marketing and, in so doing, promote brand experience as the appropriate term through a systematic literature review across marketing, philosophy, and psychology, are delineated. The paper then proposes four premises that lead to a conceptual definition of brand experience. Finally, the contribution of this work in the marketing experience literature is presented.

## **2. Selection of the Sources**

Following common practice in many fields when sense-making from large bodies of information (Petticrew, 2001; Petticrew and Roberts, 2006), sources from three different disciplines related to the experience domain, marketing, philosophy, and psychology, were systematically collected (Table 2). Collecting the literature systematically across disciplines and analyzing from the perspective of marketing offers coverage and synthesis of the existing knowledge (Pittaway *et al.*, 2004; Thorpe *et al.*, 2005), and highlights developments in neighboring fields in a methodological, transparent, and cohesive manner. This approach is consistent with other recent attempts to better understand brand experience (Andreini *et al.*, 2018), which have only focused on the marketing literature.

Decisions for inclusion and exclusion of papers were based on relevancy and quality. The 2015 Chartered Association of Business Schools (CABs) journal quality listing is generally accepted across the business domain, due to its high levels of internal and external reliability (Morris *et al.*, 2009) and was used for identifying marketing inputs. The Philosopher's Index (1786-2018) was chosen as it provides the most comprehensive index of scholarly philosophical contributions. The schools of Empiricism, Pragmatism, and Positivism were selected as they are considered to make the most sense of reality (Bernstein, 2010). The SCImago's Index was chosen for the psychology discipline due to its use of Scientific Journal Ranking (SJR), where journal rankings are normalized, and consider prestige and relatedness of the citing journal (Mingers and Yang, 2017). Papers classified in quartiles 1 and 2, alongside an h-index of 40 from 1950-2018 in this index, were included. The candidate sources for this review were completed by the first author through keyword searches and review of the abstract; this resulted in the identification of approximately 5,000 sources. The full text of these sources was then

retrieved and fully read to assess relevance and quality; this produced 267 sources, 148 from marketing, 90 from philosophy, and 29 from psychology (Table 2). The search, selection, and analysis of the sources took 18 months, reflecting over 3,120 hours of engagement with the literature.

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[Insert Table 2]

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### **3. Experience from the Perspective of Marketing and Shortcomings of the Existing Definition**

The existing marketing literature has several shortcomings concerning the definition of experience. Overall, there is a lack of definition use and overlap of experience terms used in marketing, bringing to light the issue of ambiguity around the construct. Some of the papers follow a limited number of definitions (Table 3) that are often underdeveloped (Appendix A). From the 148 marketing articles on consumer, brand, consumption, product, and service experience, 98 papers did not provide an explicit definition for the experience term. This possibly reflects the assumption that academia knows what this term means and understands its nature. From an epistemological point of view, the lack of definition is problematic, as providing definitions of key terms is a minimal standard of construct clarity (Suddaby, 2010). This problem is evident, as the vast majority of articles use the term experience as a way to reflect on what the consumer goes through during a marketing interaction (Schembri, 2006; Puccinelli *et al.*, 2009), while others refer to an experience when a consumer uses a commercial offering (Chun *et al.*, 2017; Hamilton and Thompson, 2007; Honea and Horsky, 2011; Lee and Tsai, 2014; Mogilner and Aaker, 2009; Poor *et al.*, 2013; Sridhar and Srinivasan, 2012). Without explicit definitions, readers may apply their own understanding of the concept which may be different to that of the authors (Tähtinen and Havila, 2019). Due to the lack of construct clarity the experience literature is, at times, rather murky.

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[Insert Table 3]

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In the experience literature it is not uncommon for papers to either follow a conceptual definition but use a different term, or use different terms to portrait the same meaning. Frequently, papers use the definition of one type of experience but suggest that the paper focuses on another (i.e., Aurier and Guintcheva, 2014; Colm *et al.*, 2017; Foroudi *et al.*, 2016; Hakanen *et al.*, 2017; Noseworthy *et al.*, 2010; Voorhees *et al.*, 2017), including Kumar *et al.* (2018) who use Brakus *et al.*'s (2009) conceptual definition of brand experience, but continuously claimed to contribute to the customer experience literature. Other authors use more than one experience-based term referring to the same concept (i.e., Pons *et al.*, 2016; Rychalski and Hudson, 2017; Torres *et al.*, 2017), such as Jiang *et al.* (2018) who use the terms consumption and brand experience but do not distinguish between the two.



Finally, there is a clear overlap in the dimensionality of the constructs. The most cited definitions on experiences come from Pine and Gilmore's (1998) general experiences, Brakus *et al.*'s (2009) brand experiences, and Verhoef *et al.*'s (2009) customer experiences. While each use different terms, they all contain affective, sensorial, behavioral, and cognitive elements. As a collective community the five experience terms share four dimensions: cognition, behavior, affect, and senses (Table 4). Examples include Schmitt's (1999, p. 57) consumption experiences, Brakus *et al.*'s (2009, p. 53), brand experience, Goode *et al.*'s (2010, p. 276) product experiences, Lemon and Verhoef's (2016, p. 71) customer experience, definitions (all in Table 4) and Pullman and Gross (2004) conceptualize service experience as inherently emotional, occurring when a customer has a sensation which is memorable, in a social environment which leads to loyalty behaviors. These definitions, as others in the various types of experience, clearly illustrate the overlap in the dimensionality of experience terms in marketing.

The use of the same four dimensions has been consistent across contexts for two decades, further supporting that the experience community engages with the same concept. While service, consumption, and customer experiences also subscribe to a social or relational component, brand and product do not, for specific reasons. Brakus *et al.* (2009) were not able to find a social type of brand experience in their study, possibly because social relationships are not standalone phenomena, they exist alongside, and not separate from, affective, behavioral and/or cognitive components (Bushman and Holt-Lunstad, 2009), thereby preventing the ability to isolate it as a singular type. No further studies were conducted to explore this possibility within the brand experience silo. Interestingly, the products used in product experience studies were not inherently social (i.e., chocolate, soft drinks) thereby limiting the possibility for exploring this dimension.

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[Insert Table 4]

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The analysis of the marketing literature revealed both weak construct clarity and interchangeable naming of the concept, highlighting conceptual confusion. The use of similar dimensions between different experience-based terms also implies that the marketing discipline is using different terms to express the same meaning and, at large, suggests that experience in marketing is binary: either it exists or does not exist.

#### **4. The Need for One Term to Express Experience in Marketing**

To improve the conceptual clarity of the term "experience" and move the experience community away from

silo-based research, this paper argues that one term should be used to encapsulate experience in marketing. The term brand experience is the term suggested, as there are several limitations to using consumption, customer, product, or service experience.

The use of consumption experience contradicts two rules for correct definitions: consistency with prior research, (MacKenzie, 2003) and clear mention of the subject with which we are concerned (Rossiter, 2011). Using the term consumption experience implies that experiences only occur during the use of a commercial offering. This undermines historical contributions to the definition alongside new contributions that have gone beyond the consumption stage (Frow and Payne, 2007; Homburg *et al.*, 2017; Jiang *et al.*, 2018). Consumption experience is only expressed when a subject is undergoing an experience but not who the subject is. These elements render the consumption experience term unfit to describe the phenomena.

The terms customer or consumer experience eliminates the object of concern while ignoring previous research. Using the term consumer or customer experience places the experience solely within the individual and not to what the individual is reacting to. This makes it conceptually difficult to differentiate the object to which the individual responds, a fundamental aspect of theory. Limiting experiences to a consumer context ignores the business-to-business research (Cortez and Johnston, 2017; Osterle *et al.*, 2018; Pohlmann and Kaartemo, 2017; Roy *et al.*, 2019), that could utilize the term customer experience, but may cause confusion; is it the business or clients that are being targeted. A final limitation to using customer experiences is the possible disregard to experiences that are facilitated by a business for their employees.

Both product and service experience prevent the term from demarcation to other concepts. Authors consistently use the term product and service experience to indicate the use of a specifically named commercial offering (Flynn *et al.*, 2017; Hamilton and Thompson, 2007; Mogilner and Aaker, 2009; Mooy and Robben, 2002; Sheng *et al.*, 2017) as opposed to an internal subjective response, and does not capture this key feature of experiences. Most researchers also appreciate that there are no categorical desires, therefore, they use specific brands as a stimulus when they examine a product (Weisstein *et al.*, 2016; Goode *et al.*, 2010) or service (Habel *et al.*, 2016; Brocato *et al.*, 2012; Patrício *et al.*, 2008) experience. Based on these arguments product and service experience are rendered from consideration.

The choice of the term brand experience is proposed for several reasons; it originates from multiple consumer interactions, including the perception of (a) the actual offer associated with the brand in terms of the product and service, including the billing, order, and application forms, (b) the interaction with the brand and the consumer experience before and during consumption including mass media impressions, point of sales material and assistance, recommendations from acquaintances and salespeople and the

emotional reaction to events, and (c) other supporting brand components such as the brand name, and the connectedness of brand stories (Khan and Rahman, 2016). This implies that customers are embedded in brand experiences. The term brand experience also abides by theory construction principles; it's consistently referred to as subjective responses preventing confusion between the use of a brand and an experience. Fundamentally, categorical brands do not exist thereby preventing the need to separate between a product, service, or other aspects from the branded offer. It inherently allows reflection upon all the possible touch points in a customer journey. Finally, brand experience specifies what the consumer is reacting to, and is reflective of the target audience which is in-line with requirements for theory (Table 5). Thus, the term brand experience incorporates all the other experience terms.

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[Insert Table 5]

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When focusing on brand experience rather than the other experience terms, there is still definitional inconsistency. Similar to the consumer satisfaction literature (Giese and Cote, 2000), there is confusion over whether brand experience is a process or an outcome. Some definitions are reflective of brand experience as a process, which creates affect (Klaus and Maklan, 2007; Schouten *et al.*, 2007; Stokburger-Sauer *et al.*, 2012; Tumbat, 2011,) or some combination of affect, cognition, and behavior (Abratt, 2012; Cho *et al.*, 2015; Moons and Pelsmacker, 2014; Nguyen *et al.*, 2015; Russell and Levy, 2012), leading to a mental mark or memory, (Edvardsson *et al.*, 2005; Johnston and Clark, 2001; Stokburger-Sauer *et al.*, 2012), shaping consumer interactions (Tumbat, 2011), attitudes, (Schouten *et al.*, 2007) or behaviors (Russell and Levy, 2012; Schouten *et al.*, 2007). However, others see brand experience as affective, sensorial, cognitive, and/or behavioral responses (Aurier and Guintcheva, 2014; Brakus *et al.*, 2009; Biedenbach and Marell, 2010; Ding and Tseng, 2015; Goode *et al.*, 2010; Lemon and Verhoef, 2016; Patrício *et al.*, 2008). This is a conceptual problem with measurement implications, as a concept which is a process is a formative indicator, and a concept which is a response is a reflective indicator (Bagozzi, 1982; Bollen and Lennox, 1991). The experience community has only used reflective measurement models even though, conceptually, some believe it is formative.

The brand experience literature also suffers from a pseudo-definition problem (Summers, 2001) where some definitions are created using examples, or solely defined through the concept's consequences (Frank *et al.*, 2014; Burnett and Hutton, 2007; Goode *et al.*, 2010; Lemon and Verhoef, 2016; Schouten *et al.*, 2007). Schouten *et al.* (2007, p. 358) claim that customer experience can be characterized "*by emotional intensity, epiphany, singularity and newness of experience, extreme enjoyment, oneness, ineffability, extreme focus of attention, and the testing of personal limits*". This is problematic as "*there is no way to know whether the exemplars provide a complete listing of the construct's domain and/or whether new exemplars should be excluded from the construct's domain*" (MacKenzie, 2003, p. 325). Goode *et al.* (2010, p. 276) define an

experience as “*all the thoughts, emotions, activities, and appraisals that occur during or as a result of an event*”, a definition that does not specify the nature of the thoughts, emotions, activities, and appraisals, (MacKenzie, 2003) limits our ability to demarcate the concept from others.

The definitions of brand experience are also vague and lead to ill-defined boundaries (Hampton, 2007). For example, irrespective of whether brand experience creates affect, or results in affect, it is unclear if it is the actual (Nguyen *et al.*, 2015), perceived (Ding and Tseng, 2015), or interpreted (Biedenbach and Marell, 2010) notion of affect that is of importance. Additionally, it has been posited that brand experience can occur at the brand promise (Merrilees, 2017), pre, during, and post consumption stages (Brakus *et al.*, 2009). However, the amount of time that is required for an experience is unclear; bringing into question whether it is the entirety of the event (Goode *et al.*, 2010), a series of events (Morrison and Crane, 2007) or only a small fraction of one event (Gilboa *et al.*, 2016) that allows for an experience. Moreover, this can be extended to the issues of valence, and intensity. If we are concerned with **all** of the cognitions, affect, sensations, and behaviors (Aurier and Guintcheva, 2014; Goode *et al.*, 2010; Lundqvist *et al.*, 2013) all of which vary in valence (Brakus *et al.*, 2009; Schmitt *et al.*, 2015) and intensity (Abratt, 2012; Schouten *et al.*, 2007) it is impossible to assume that these variations would result in the same outcome, however they are not specified in the literature. This lack of boundaries has led to some authors wondering if there is a difference between brand experience and other related concepts (Hepola *et al.*, 2017) and, thus, have made a call to strengthen theory (Lemon and Verhoef, 2016).

## **5. The Need for Interdisciplinary Work: Revisiting Brand Experience using Philosophy and Psychology as Lenses**

Taylor and Strutton (2010) called for an interdisciplinary approach; in the area of brand experience there was little response (Schmitt, 2015). Specialized knowledge production restricts efforts to address more fundamental theoretical issues (Davies, 2014) and may also prevent scholars from fully addressing complex problems and research challenges (Davis, 2010; Knudsen, 2003; Kuura *et al.*, 2014; Weick, 1996). By ignoring related developments in other fields, management and social science research will lose its legitimacy as a field of study (March, 1999) as it moves away from adequately solving theoretical issues and reflecting empirical realities.

Economies have, and are, migrating towards experience-based consumer offerings (Chang, 2018) and a silo-based approach to understanding this shift, is untenable (Bardhan *et al.*, 2010) as the transactional trading model gives way to more cooperative and innovative approaches (Derrick *et al.*, 2012; Novak *et al.*, 2014). Discipline-based research provides solutions when it directly relates to the phenomena (Davies *et al.*, 2018),

that lies within its domain (Bardhan *et al.*, 2010). However, brand experience is, in part, conceptually based on emotions, and thoughts, that lie within the domains of psychology and philosophy. In order to understand these linkages and, ultimately, the phenomena of brand experience (Bardhan *et al.*, 2010) we must include overlapping domains. Research produces knowledge to solve practical problems (Martin and Irvine, 1984) and this requires inputs from more than one discipline (van Rijnsoever and Hessels, 2011); interdisciplinary work provides fertile ground for theory development (Cropanzano and Mitchell, 2005). Brand experiences are complex (Carter and Gilovich, 2010; Walker *et al.*, 2016) and understanding them is becoming increasingly difficult (Kraak and Holmqvist, 2017); only interdisciplinary research can provide the answers.

Experience has been explored in philosophy (Dewey, 1925; James, 1909; Locke, 1786a) and psychology (Costanzo, 2014; Erlich, 2003; Erlich and Blatt, 1985; Glanzer and Early, 2012; Marković, 2012; Stern, 2009; de Waele, 1995); while marketing academics have acknowledged the value of these disciplines they have not fully exploited their explanatory potential. For example, Brakus *et al.* (2009) briefly examined the work of John Dewey, a notable philosopher, and Steven Pinker, a cognitive scientist, but did not explore the intricacies of these disciplines and what they may offer. Caru and Cova (2003) skimmed the surface of sociology, psychology, anthropology, ethnology, and philosophy dedicating less than a paragraph to each domain. Murphy *et al.* (2018) integrated the sociological concept of embodiment to the skilled practice of certain consumption experiences. Morgan-Thomas and Veloutsou (2013) looked at marketing and information systems to specifically examine online brand experience. Most recently in understanding that the concept required re-conceptualization, Andreini *et al.*, (2018) integrated consumer culture, service dominant logic, and relationship theory, all within the realm of marketing. Overall, there have been very few attempts to enrich the conceptualization of brand experience. While it is clear that psychology and philosophy have much to offer, this has been largely ignored (Schmitt *et al.*, 2015).

## **6. Towards a Definition of Brand Experience**

Several definitional issues must be resolved prior to the enhanced conceptualization of brand experience. Recent research aimed to resolve similar definitional issues for consumer ambivalence; adopted a multidisciplinary approach to re-conceptualize the concept. Sipilä *et al.* (2017) introduced three premises to address definitional issues: What is the concept? (premise 1); What does it concern? (premise 2); When and how does it occur? (premise 3). To analyse the collected sources and better reflect the idiosyncrasy of the term experience, an adapted version of Sipilä *et al.*'s (2017) systematic approach was used.

This study develops four premises, instead of three, and specifically: What is brand experience? (premise 1) Who does brand experience concern? (premise 2) How does brand experience occur? (premise 3) and When does brand experience occur? (premise 4). This approach to conceptualization is broad enough to allow researchers to explore the concept without being tied to one epistemological viewpoint, while being specific enough to ensure that it is a separate phenomenon from other constructs. It can be the basis of a solid definition of the phenomenon and is in line with suggested approaches for developing conceptual definitions (MacKenzie, 2003; Rossiter, 2011). Premises 1 and 2 are derived from the marketing literature while premises 3 and 4 are derived primarily from the philosophy and psychology literature.

### **6.1. Premise 1: What is brand experience?**

The literature suggests a number of possible and subjective dimensions that conceptualise an experience, namely cognitive, behavioural, affective, sensorial, and social (Table 4), with certain elements more prominent than others. Specifically, the behavioural element of brand experience is sometimes eliminated from the conceptualization, since it is neither subjective nor an internal consumer response. Although, at large, definitions account brand experience as sensations, feelings and cognitions and behavioural responses (Brakus *et al.*, 2009), the behavioural responses are more likely to be a result of esoteric impressions. For example, emotions are internal processes that can stimulate behaviour (Schwartz & Loewenstein, 2017) and prevent behavior (Garg *et al.*, 2017). Therefore, behaviours are more likely to be possible outcomes of brand experience, rather than a dimension of experience. Furthermore, removing the behavioural dimension adds to the construct validity as it removes the possibility for circularity (Suddaby, 2010).

Brand experience consists of esoteric impressions and feelings, associated with actual, perceived or interpreted stimuli (Brakus *et al.*, 2009; Weisstein *et al.*, 2016). For example, one might detect a sound (actual sensation) without actively listening (non-perceived) and deem it unimportant (un-interpreted). This does not mean that the sensation has not affected you, or did not leave an impression, but rather that you do not acknowledge its affect. On the fully active side of responses, a consumer might hear a flock of seagulls at the fish section of a grocery store (actual sensation), remember their time at a marina (perceived), and associate this fish section with a pleasant memory at that marina (interpreted). Overall, an experience is a combination of impressions developed inside the mind of each consumer (esoteric to each individual) and, although appreciated by the individual that goes through these impressions, the combination is not under the control (Becker & Jaakkola, 2020) or even totally understood by marketers.

Brand experience also has a valence of certain polarity, and amplitude. In psychology the term valence refers to both the extent of strength (Foy, 1985) as well as being either positive or negative (Eagly and Chaiken, 1993). To distinguish between these two concepts, the terms polarity and amplitude valence need to be introduced. A polarity valence refers to the relative orientation of a response; whether it is positive or negative (Lynott and Coventry *et al.*, 2014; Meng *et al.*, 2017; Proctor and Cho, 2006). In the marketing literature it is also appreciated that a brand experience can be positive or negative (Brakus *et al.*, 2009). As such the variation in the valence of experience should be incorporated into the conceptualization. A negative experience does not necessarily mean that it was not fruitful as it can contribute to eudemonic well-being (Bartsch *et al.*, 2014; Tov and Lee, 2016), whereas a positive experience can contribute to both hedonic and eudemonic well-being (Ryan and Deci, 2001). An amplitude valence refers to the relative strength range of a response. It has been posited that there is a difference between an ordinary response versus an extraordinary response; as such, each may generate different outcomes (Russell and Levy, 2012; Schouten *et al.*, 2007).

## **6.2. Premise 2: Who does brand experience concern?**

The marketing literature has wrestled with the contentious issue of defining what is meant by a brand (Stern, 2006); indeed, it has been suggested that “branding” has a branding problem (Jones and Bonevac, 2013). The Academy of Marketing originally introduced the most widely accepted definition in 1960: “*a name, term, design, symbol, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors*”; this is limiting, dated and highly challenged. Researchers have noted that the concept is dynamic (Stern, 2006), as Brodie and de Chernatony (2009) argue, it should include services (Brodie, 2009) and there is a need to strengthen the relational (Veloutsou, 2009), social (Schroeder, 2009), and managerial (de Chernatony, 2009) perspectives. Therefore, more recent definitions appreciate that the brand is “*an evolving mental collection of actual (offer related) and emotional (human-like) characteristics and associations which convey benefits of an offer identified through a symbol, or a collection of symbols, and differentiates this offer from the rest of the marketplace*” (Veloutsou and Delgado-Ballester, 2018; p. 256)

Experiences can be elucidated from different related objects that can be involved in a market exchange. There is general agreement that branding encompasses several offerings, or objects of perception, including products, services, and hybrids, each with their respective individual level environments (i.e., a restaurant), but also other types of offerings such as people (i.e., celebrities), and places (Veloutsou and Guzmán, 2017). These objects of perception can be encountered in various clearly commercial or non-commercial, for profit or non-profit contexts (Veloutsou and Delgado-Ballester, 2018).

Brand experience occurs in 'humans'. The humans that encounter and experience the brand may differ in their characteristics and profiles, ranging from various internal and external stakeholders (de Chernatony, 1999), such as consumers, employees, and business-to-business clients or any other audiences (Veloutsou and Delgado-Ballester, 2018). Since we are concerned with a desired target's response, it must be in relation to the brand and different individuals are expected to perceive and experience the brand variably and inconsistently (Jones and Bonevac, 2013).

### **6.3. Premise 3: How does brand experience occur?**

Philosophy and psychology suggest that experience is far more complex than a binary concept, where it either occurs or not. These disciplines argue that experience is multi-leveled (Table 6), each with varied content that produces different beneficial outcomes.

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[Insert Table 6]

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Pragmatists originally viewed experience as having two levels which started with sensations (Hobbes, 1994; Locke, 1979; Mead, 1938) and then cognition: understanding or reflection. Psychologists have also come to acknowledge incipient relations as the first level of experience (Costanzo, 2014; Glanzer and Early, 2012). As philosophical theory evolved empiricists observed (Dewey 1981; James, 1912b) a third level which introduced the idea of significance and deeper cognitive thought, like beliefs. Psychologists introduced an affective component to the concept arguing that emotions are vital aspects of the human experience and have varying degrees (Marković, 2012). Marketing concepts can illustrate these multi-level variations, for example, on the affective dimension some consumers may be indifferent while others love a brand (Batra *et al.*, 2012; Carroll and Ahuvia, 2006) and on the cognitive dimension some report having positive thoughts while others hold strongly held brand beliefs (Kwon and Lennon, 2009). While the number of levels varies, descriptions remain consistent (Table 7). Philosophy and psychology do not engage with the sequence of occurrence nor movement between these levels.

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[Insert Table 7]

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In marketing there is some discussion that implies that brand experience could have more than one level. Although affect, feelings, and emotions have been used interchangeably in marketing (Batson *et al.*, 1992), functional definitions contributing to the multi-level conceptualization have been found to differentiate these concepts (Alpert and Rosen, 1990; Russell and Barrett, 1999). The consumer behaviour literature also argues that repetitive experiences often build habits (Yakhlef, 2015), but this subdues emotional responses (Wood *et al.*, 2002) within multi-level frameworks. Recently, Hoffman and Novak (2018) have suggested



that consumer experience with smart devices might be multi-level, naming the levels basic, aware, and conscious experience. However, only a very short description is provided for each level and this approach needs greater precision because (a) it associates the levels of experience only with consciousness, (b) does not provide dimensionality of the levels or fully explain the content of each level, and (c) does not identify outcomes of each level, limiting the ability to test these claims, nor understand the function of each level. The contributions of premises one, two, and three support that our understanding of brand experience should be shifted from a singular, binary incident or episode to one of multiple variations (Figure 1). Higher levels illustrate richer experiences and are expected to incorporate the base characteristics of lower levels of experience.

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Insert Figure 1

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### 6.3.1. Levels of experience

There are three levels of experiences and their main characteristics and dimensionality development are listed in Table 8 and further explained in the section below.

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[Insert Table 8]

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#### Level 1 - Sub-Conscious Experience

Various philosophers have written about a basic level of experience. While authors use various terms to describe this basic level of experience (i.e., James, 1912a - "pure experience"; Dewey's 1929 - "primary experience"; Locke's 1979 - "simple/sensory ideas"), what they talk about is similar in nature, both from the perspective of philosophers and psychologists (Table 9).

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[Insert Table 9]

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Researchers suggest that the sub-conscious experience starts with sensations with varying degrees of awareness which results in incipient relations. Pure experience is not in our control as we do not provide or receive meaning or truth from it (Goodson, 2010; James, 1967b). It is part of a world where we are not cognitive and pre-reflective (Mead, 1938; Rosenthal and Bourgeois, 1990). Hobbes (1994) argues that all ideas derive from sensory experience "*for there is no conception in a man's mind what hath not at first,*

*totally, or by part, been begotten upon the organs of sense*" (Hobbes, 1651a, p. 10), but others suggest that *"not all sensations are equally efficacious in this respect...The more practically important ones, the more permanent ones and the more aesthetically apprehensible ones are selected from the mass, to be believed in most of all"* (James, 1981a, p. 305). Experience is characterized by awareness of varying degrees and qualities, where a situation can qualify as an experience *"when one is aware that something is happening or when one is vitally involved"* (de Waele, 1995, p. 228; Erikson *et al.*, 1986). Power (2011) found that there are varying degrees of awareness where, initially, it is merely about bringing attention to a specific element. With each new interaction, different relations come into view as experience into consciousness happens by way of addition and not subtraction (Seigfried, 1976). However, these relations are simply there (Ermann, 2007); with no meanings because the perceptual and manipulatory qualities exhaust our mental capacity (Tibbetts, 1974) as *"like floating visions, they make not deep impressions enough to leave in the mind, clear, distinct, lasting ideas"* (Locke, 1856, p. 77). This level concludes as the foundation of all subsequent activity (Dewey, 1929; Townsend, 1987) with expected outcomes (Table 10) which are spontaneous and occur without a conscious plan or purpose (Bernstein, 1961).

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[Insert Table 10]

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The concept of pre-reflexive is not "overly" new, in fact, it has been established by many in the field of psychology and its related disciplines (Gallagher, 2003; Gallager, 2005; Legrand, 2006; Legrand, 2007; Thompson, 2005; Thompson, 2007; Zahavi, 2005). Psychology can substantiate these philosophical ideas through the study of sensory memory by showing that our minds register sensations that we cannot report even though they can be triggered later. Sensory memory is established prior to attentional selection (Vandenbroucke *et al.*, 2011), which is fragile, easily overwritten (Makovski *et al.*, 2008), does not depend on eye movements (Sligte *et al.*, 2009) and can be retrieved for up to 12 seconds after stimulus offset (Lepsien *et al.*, 2005; Lewis-Peacock *et al.*, 2011). Iconic memory, a type of sensory memory, refers to visual stimuli and it has been shown that our phenomenal consciousness is richer (Block, 2007) than our ability to access or report it (Sperling, 1960). Ben-Shalom and Ganel (2012) found evidence to suggest that iconic memory allows for fast recognition of contextual relations between objects, and perceived stimuli in iconic memory can be retroactively triggered (Sergent *et al.*, 2013). Similar studies in the olfactory system show that non-conscious smells affected consumers perceived service quality, and service value after a singular exposure (Girard *et al.*, 2019). These works show that pre-attentive sensory memory and iconic memory are both in the realm of phenomenal consciousness (Vandenbrouke *et al.*, 2012) even though they are not reported by individuals but can be useful later. As such, we can posit that the subconscious experience is the contact with a present (James, 1976 [1912]) entity (object or subject), arising from sensory stimulation (Yolton, 1963), allowing for a basic understanding of purpose/use (Seigfried, 1976) and founding subsequent activity (Townsend, 1987).

## Level 2 - Immediate Experience

The second level of experience has been referred to as James' (1981 [1890]) "ordinary experience" (aka. explicit relations) or Dewey's (1929) "reflective experience" (aka. ends in view). Although different terms are used many researchers appreciate that this second level of experience exists (Table 9).

Immediate experience contains motivated attention, and through reflection allows for affective bonds. Unlike subconscious experience, immediate experience requires "*a special act of 'notice' or attention to enable us to form definite ideas of specific operations*" (Gibson, 1917, p. 57), as the mind is only active when there is a degree of voluntary attention applied to a situation (Locke, 1786a, p. 143; Lahteenmaki, 2008). This brings to the forefront the idea of selective interest, in that we pay attention to particular things and what we pay attention to depends on our interests. "*The noticing of any part whatever of our object is an act of discrimination*" (James, 1981, p. 487) and "*as a rule, no sensible qualities are discriminated without a motive*" (James, 1981[1890], p. 252; Seigfried, 1992). Power's (2011) study shows a tipping point in attention when the subject's interest was piqued, this "*interest, was interconnected with a sense of how individuals valued the information*" (Power, 2011, p. 172), which relates back to the individuals' needs and desires (Lichtenberg, 1989). Motivation can be positive in the form of eagerness or negative in the form of aversion (Lichtenberg, 1989; de Waele 1995). This is also echoed by Sutherland (1983) who states that the self is the controller of perception and action and "*only when its interactions with the environment are appropriate to the needs of the human being - physically, socially and creatively*" will someone be attuned to their surroundings (Sutherland, 1993, p. 21). For something to be classed in a meaningful way, the original pure experience must be "*...looked back upon and used*" (James, 1912b, p. 130). Thus "*the classification of experience takes place in a retrospective experience in which items of pure experience are linked to other items with which they are associated*" (Fortier, 1999, p. 129) and can only be attained if an individual either looks at the antecedents to the event or the event's consequences, preferably both (Eames, 1964). The process allows for immediate experiences to be explicit (Seigfried, 1976), formulated and symbolized, and therefore known (Eames, 1964), relations, with feelings and emotions as components (Bernstein, 1961; Razzaque, 1999). When an experience fulfills a motivation, two things can happen, leading to either a level 2 or level 3 experience (de Waele, 1995). On the representational level, (aka. Level 2) an experience becomes internalized "*wherein interactive experiences become represented*" (Emde, 1989, p. 34); for example, an experience of attachment becomes an affective bond (Sroufe and Waters, 1977). This requires a level of interpretation which is dependent on the context (Tibbetts, 1971) as experience is a communal affair (Stob, 2011) and our actions occur within a specific overarching societal context and its conventions (Bergman, 2009).

The Immediate Experience level has specific outcomes (Table 10) which allow individuals to form preferences (Hobbes, 1994), achieve goals (Dewey, 1981) and help make experience meaningful (Stob, 2011). However, *"it is important that, though we can speak of an experience, the experience is not established by a single occasion, but has to be built up over time"* (Hall, 2000, p. 28). As such, the immediate experience is the contact with a volitionally attended (James, 1979 [1911]; Stob, 2011), interpreted (Boud *et al.*, 1993; Overgaard, 2008) and judged (Yolton, 1963) entity (object or subject), allowing active and affective (Bernstein, 1961) symbolic relationships (Eames, 1964; Rosenthal and Bourgeois, 1990). Once these relationships are understood they can be *"repeat[ed], compare[d], and unite[d], even to an almost infinite variety, and so can make at pleasure new complex ideas"* (Locke 1786e, p. 119) thus allowing for instinctual or conditioned behavioural responses (Mead, 1938; Tibbetts, 1974) like preferences (Hobbes, 1994).

### Level 3 - Consummatory Experience

The third level of experience has been referred to as "meaning experience" (James, 1967b) or "consummatory experience" (Dewey, 1981) and is reported by many researchers (Table 9).

To build on immediate experience, consummatory experience contains deliberate culminations that occur when there is a sense of fulfillment (Bernstein, 1961; Smith, 1985) for the individual. Since having *an* experience is *"the understanding turn[ing] inwards upon itself, reflect[ing] on its own operations, and mak[ing] them the object of its own contemplation"* (Locke, 1786a, p. 8). Whether or not an experience is consummatory depends on the individual as *"our aims, desires, and funded experience condition those qualities which pervade our consummatory experiences"* (Bernstein, 1961, p. 13). Consummatory experience has a pervasive quality which unifies a situation (Bernstein, 1961; Dewey, 1929). A pervasive quality is an aesthetic quality, *"which has a unity and wholeness of its own"* (Bernstein, 1961, p. 8; Smith, 1985). It is the aesthetic which communicates the joy, playfulness of an object, the felt quality that is needed for consummation (Mead, 1938). Thereby, intellectual, practical and emotional experiences can be pervasive, even though they may *"differ in degree, in the dominance and vital integrating power of their pervasive qualities"* (Bernstein, 1961, p. 8) which allow for ubiquitous connections (Mead 1938; Rosenthal, 2004). Any experience which does not reach this stage is incomplete; it becomes about the object but never transcends the physical characteristics (Tibbetts, 1974); therefore, the entity never connects with the individual. *"Mead insists that such needs, to be satisfied and realized must eventually be translated into experiences grounded in the act"* (Tibbetts, 1974, p. 121), concluding when there is *"the mutual adaptation of 'self' and environment"* (Janack, 2012, p. 14). This sense of unity allows for a lasting sense of significance (Goodson, 2010) and helps to define us as individuals (Smith, 1985). On the experiential level, de Waele (1995) found that experiences become integrated into the identification of "I" and are associated with

specific outcomes (Table 10).

From this, the consummatory experience is the subjectively reflected upon (Fortier, 1999), distinctive (Bernstein, 1961) contact with an entity (object or subject), creating a sense of unity (Smith, 1985), permitting the entity to acquire value (Tibbetts, 1974) and ultimately allowing the individual to sense fulfilment and culmination. In the consummatory experience there is an impression of reciprocity (Sebald, 2011) where it is not simply the individual making sense of the object but the object providing definition to the self, and it is this unity and reciprocity that allows for a lasting sense of significance (Smith, 1985) for the individual.

### 6.3.2. A Continuum of Affectivity

Affective components are a consistent dimension of experience (Table 4). Historically, developments in psychology have limited our understanding of affect and its role within brand experience. In psychology, affect, feelings, and emotions have been used interchangeably (Batson *et al.*, 1992), creating confusion in the context of experience. Since then, many researchers have worked to discover functional definitions of affect (Alpert and Rosen, 1990; Batson *et al.*, 1992; Beedie *et al.*, 2005; Russell, 2003; Russell and Barrett, 1999). The three concepts are detailed below, and it is proposed they may be associated to each corresponding level of experience.

Affect is a non-reflective and primitive component which echoes the materiality of the sub-conscious level of brand experience. Affect is a "*neurophysiological state consciously accessible as a simple primitive non-reflective feeling most evident in mood and emotion*" (Russell and Barrett, 2009, p. 104), that elicits various forms of intensity in response (Shouse, 2005). Shouse (2005, p. 1) adds to this definition claiming it is a "*pre-personal intensity corresponding to the passage from one experiential state of the body to another and implying an augmentation or diminution in that body's capacity to act*". It plays a role in perception, cognition and sensory processing (Duncan and Barrett, 2007), and has a preparatory and enabling function for action (Freeman, 2000). Since affect is non-reflective it is projective (Frijda, 1986) in that properties (structure and elements) are outside of "me" (i.e., out there) and these properties contain the relationship to the subject (Cupchik, 1995). These definitions and conceptualizations echo the first level of experience which is pre-reflexive and allows for an acknowledgement that something has happened to an individual.

Feelings are familiar active states which echo the composition of the immediate level of brand experience. A feeling "*is a sensation that has been checked against previous experiences and labelled*" (Shouse, 2005, p. 3), hence it provides a structure, similar to the second level of experience. Feelings occur when "*people are explicitly aware of bodily states of pleasure, interest, or excitement*" (Cupchik 2011, p. 8). Cupchik (1995,

p. 182) proposes that "*local [i.e., personal] analysis of specific configurations are linked to bodily response dimensions*" and these reactions lie specifically along the pain-pleasure and arousal dimensions. A link implies association with processes such as conditioning, habituation, and stimulus generalization (Cupchik, 1995). It is these configurations which elicit feelings (Cupchik, 1995). Cupchik (1995) calls this feeling model a reactive model. Feelings are reactive to something and this prepares one for action (Woodworth, 1938). These elements resonate with the second level of experience, where awareness is reflective and allows for affective relationships.

Emotions are a "*complex set of interrelated sub-events concerned with a specific object*" (Russell and Barrett, 1999, p. 806), which incorporate the subject and object and reflect the composition of the consummatory level of brand experience. A defining element of emotion is that it is a transaction between a subject and object since "*emotional episodes are elicited by something, are reactions to something, and are generally about something*" (Ekkekakis, 2012, p. 322). Emotional episodes are personal experiences, with three components: a) bodily changes (physiological and neurophysiology processes/events), b) psychic states, and c) they induce behaviour (Izard, 1981). Emotion allows for a connection between subject and object (de Kerviler and Rodriguez, 2019; Ekkekakis, 2012; Russell and Barrett, 2009) it derives from "a series of feelings" (Wundt, 1896) which are "*united into an interconnected process and having as a rule a more intense effect on the subject than a single feeling*" (Gardiner *et al.*, 1970, p. 324). Going through an emotion is connected to a "*global contextual analysis*" (Cupchik, 1995); a holistic idea of seeing how everything is connected between subject and object (Bartsch and Oliver, 2011). These nuances of emotion are associated with distinctive meanings (Cupchik, 1995). In fact, Crosswell and Gajjar (2007) go so far as to say that emotion allows for transformation. Emotions also play an important role in decision making (Bechara *et al.*, 1997; Dolcos, 2011), formation of preferences (Jantzen *et al.*, 2012), enhancement of self-conception, further a sense of belonging, and contribute to the building of identity (Jantzen and Vetner, 2010; Jantzen *et al.*, 2006). fMRI studies show that emotion enhances long-term episodic memory (Dolcos *et al.*, 2011), at the original onset of the situation (Dolcos and Cabeza, 2002; Dolcos *et al.*, 2003; Dolcos *et al.*, 2004) and when it is mentally re-experienced (retrieval) (Dolcos *et al.*, 2005). If an emotional connection occurs and someone wants to relive it, every time they do, that association is reinforced without having to repeat the experience (Verduyn *et al.*, 2009). Since emotions can induce behavior and allow for a connection between subject and object there is a parallel to the third level of brand experience.

### 6.3.3. Repetition

The role of repetition and conflicting outcomes of brand experience can be resolved with insights from psychology. Repetition of experiences have positive effects such as leading to habits (Yakhlef, 2015) which

are associated with reduced stress levels, freeing up of cognitive power for new connections and greater feelings of control (Wood *et al.*, 2002). However, habitual behaviour actually subdues emotional responses; a key ingredient of consummatory brand experience. In Wood *et al.*'s (2002, p. 1294) study their participants viewed "*habits to be relatively uninformative about the self, unimportant in attaining personal goals, and associated with relatively negative self-evaluations*". This implies that while building a habit may lead to an immediate brand experience the same habit may prevent the individual from reaching a consummatory brand experience.

#### **6.4. Premise 4: When does brand experience occur?**

Consumption may be a discrete single episode or a series of episodes (Dhar and Simonson, 1999). Branded offers are typically consumed via a portfolio of items, or sub-systems, that are associated and belong to the same episode (Mittal *et al.*, 1999). More complex service brands are more likely to involve a series of episodes. The brand experience will be associated with the totality of the interaction.

Consumption episodes can occur in various stages, including the promissory, pre, during, post, and re-consumption stages. Knowing which stage the consumer is in allows the brand experience to be tailored to fit (Edelman, 2010). An episode's temporal boundary reflects the time duration of the interaction. Insights from event segmentation theory in psychology show that consumers reliably separate experience at consistent boundaries (Zacks *et al.*, 2001); this is impacted by an individual's expertise in an experience (Levine *et al.*, 2017). It is possible that an expert consumer in bespoke tailoring may see the fabric choice and measurement as part of consumption, while a novice may regard this as pre-consumption.

A temporal boundary refers to a specified amount of time in reference to the episode. Past research in consumption approaches time objectively and measures it; or time is seen as more subjective, a framework that shapes behaviour (Figueiredo and Uncles, 2015). Time is differently understood by various consumers within a framework for action (Bergadaà, 2007), being continuously shaped by the consumer interaction (Figueiredo and Uncles, 2015). The temporal boundaries rely on memory which is malleable and transient (Gisquet-Verrier and Riccio, 2012); knowledge stored in memory influences a consumer's interpretation of a specific experience (Dean *et al.*, 2016). However, memory loss can be overcome with a rich knowledge base of a brand experience (Flores *et al.*, 2017; Sargent *et al.*, 2013), while interventions during an experience can improve recall memory for up to a month later (Flores *et al.*, 2017).

## **7. A New Definition of Brand Experience**

The four premises were used as a tool to revisit the conceptual definition of brand experience and utilised interdisciplinary literature knowledge. Each premise offers a unique contribution to the definition.

Premise 1 supposes brand experience consists of a set of actual, perceived or interpreted subjective internal responses from a desired target, which are characterized by a polarity, and amplitude valence. These responses must be subjective as there are no objective measures of the generally accepted dimensions of brand experience. Behaviours are removed from the content of brand experience in an effort to increase construct face validity by removing the issue of circularity. Two terms were introduced, polarity and amplitude valence, to distinguish between the orientation (positive or negative), and strength of the brand experience.

Premise 2 stresses that brand experience concerns the interactions between the brand and the desired target, and the environment in which it occurs. Various perspectives on branding need to be incorporated into the brand experience literature in order for it to be reflective of the term. Brand experiences are generated from a multitude of different market related objects, and these objects come with their own specific environments. These environments also interact with the various stakeholders in a brand experience highlighting the social circle of the environment in which a brand experience occurs.

Premise 3 contains the most significant input from philosophy and psychology and significantly contributes to a better understanding of brand experience. This premise clearly suggests that brand experience starts from an interaction with the brand, can be a multi-level process occurring at a sub-conscious, immediate, or consummatory level that can incorporate affect, feelings, and emotions which can be repeated. Each level varies in its contents and amplitude, and produces varying outcomes. The sub-conscious brand experience is foundational which only allows for basic outcomes like brand awareness. The immediate brand experience builds on this and allows for outcomes like habits. The consummatory brand experience is the highest and hardest level to attain as it allows for self-brand connections. It is suggested that the affective continuum of affect, feelings, and emotions correspond to the multi-level process of brand experience. This brings forth the issue of repetition which, on the one hand, allows for habits to be formed in the immediate level but, conversely, may interfere with the necessary components of a consummatory experience.

Finally, premise 4 suggests that brand experience occurs during a consumption episode with a temporal boundary. A consumption episode can develop as a singular unit or as a series throughout the consumer journey. A temporal boundary is placed around each brand experience as is evidenced by event segmentation theory, thus allowing for memory to be strengthened.



Philosophy and psychology enrich marketing's understanding of brand experience in several ways (Table 11). Both provide evidence for the introduction of conation and self-identity dimensions. Psychology posits that affect impacts along a continuum, a notion not yet incorporated in marketing. Philosophy supports the multi-level framework but provides minimal contribution to the actual conceptualization of experience.

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[Insert Table 11]

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Through the examined premises approached via an interdisciplinary approach (Figure 2) brand experience is defined as *"a combination of memorable, subjective esoteric impressions varying in polarity and amplitude, in humans, triggered from brand interactions, which occur at various stages of contact with a brand"*.

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[Insert Figure 2]

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The four premises follow the guidelines outlined by MacKenzie (2003) as to what constitutes a good definition. It specifies the construct's conceptual theme by placing it within a target's response to a brand. The definition does not use unambiguous terms such as exemplars. It is consistent with prior research supporting that brand experience contains subjective internal consumer responses, with a polarity and amplitude valence, and occurs during various stages of consumption. The multi-level nature with amplitude, and polarity variances, distinguish it from other concepts, and add to the previous conceptualizations of brand experience.

## **8. Discussion**

This paper supports the view that experiences are different economic offerings from services and/or products (Pine and Gilmore, 1998) and aims to enhance the conceptualization, understanding, and theoretical discourse in relation to the term experience in marketing. To achieve this goal, existing definitions of experience in marketing are considered and integrated with philosophical and psychological literature. An inter-disciplinary approach was required as brand experience involves dimensions that fall outside the marketing discipline, which enhances understanding of the phenomena and better addresses practical problems. Inputs from philosophy and psychology had been sporadically and indiscriminately used in the conceptualization of experience in marketing, but a holistic and systematic engagement with these disciplines was required to remove bias in the selection of ideas transferred from the other disciplines to marketing.

The analysis of the literature leads to certain theoretical recommendations. This paper first proposes that a singular term should be used for all marketing experience, and the proposed term is brand experience. This research identifies many of the various context experience-based terms used loosely in some research outputs, often without the provision of a definition. The inappropriate use of experience-based terms in the existing research may have led to conceptual confusion. It is possible that academics used experience-based terms either to be part of a topical conversation, without necessarily intending to contribute to this specific body of knowledge or were not able to find a suitable word to describe consumers' use of an offer. The research community should pay critical attention to the usage of the term brand experience and ensure that the work produced contributes to this body of knowledge, as opposed to using it loosely to try to follow recent research trends. The term brand experience encapsulates aspects of all commercial human experiences. Using one term to encapsulate the phenomenon can lead to higher clarity that will help improve communication and improve knowledge transfer between theorists and practitioners.

This paper enhances our understanding of brand experience by analysing existing definitions and integrating philosophical and psychological findings through the provision of four premises. The four premises address the what, who, how, and when of brand experience and aim to rectify conceptual issues (Summers, 2001), and delineate it from other related concepts (Hepola *et al.*, 2017). Premise 1 identifies the contents of brand experience, and further develops the concept by specifying the nature (MacKenzie, 2003), and the subject from which it arises (Rossiter, 2011). Premise 2 clarifies the environment in which brand experience occurs by identifying various stakeholder roles that had otherwise been ignored. Premise 3 addresses the structure of brand experience, establishing it as a multi-level network allowing for the complexity of the phenomena to be better captured. Premise 4 designates the conditions under which brand experience can occur.

The integration of philosophy and psychology furthers our understanding of brand experience in three ways and, specifically, through (a) the establishment of the concept as multi-level, (b) the introduction of a continuum of affectivity, and (c) the conundrum of repetition. The establishment of brand experience as a multi-level phenomenon is in line with recent marketing literature suggesting the existence of experience intensity levels (Becker & Jaakkola, 2020), provides a new and enhanced perspective from what has been recently implied in the marketing literature (Hoffman and Novak, 2018), moving it beyond the level of consciousness and unfolding its complexity. This finding is important as it captures well accepted knowledge in related disciplines that have engaged with the concept, exposing insights that were previously not available to marketers. The multi-level structure of brand experience elucidates the vast complexity involved in designing, delivering, and measuring the concept and showcases the flexibility with which

practitioners can utilize the concept. It requires multiple various resources to execute a brand experience that is consummatory which is only available to a select few multi-national corporations. It is likely that consummatory brand experience requires deep and varied knowledge of the consumer, this necessitates various data points that can be strung together to create a comprehensive understanding of an individual. To accomplish this successfully brands would need extensive financial, computational, and human resources, that smaller firms might find more challenging to secure. The integration of the continuum of affectivity into brand experience aligns marketers with advancements made in the main discipline of emotions. The continuum expresses the varied depth of emotion that exists which opens another exploratory aspect for marketing. It elucidates the resources that practitioners can utilize to enhance, limit or maintain emotions within brand experience. The interdisciplinary engagement with experience highlights the importance of repetition. Repetition has been widely studied in marketing (Campbell and Keller, 2003; Janiszewski, 1993; Pasdiora *et al.*, 2020); however, it has yet to make an appearance in the brand experience literature. Work in psychology suggests that while repetition can support an individual to have an immediate brand experience leading to habits, the repetition itself inhibits emotions, which are a required element in consummatory experiences. Work in advertising repetition may shed light upon overcoming this conundrum: where individuals who were initially annoyed by an advertisement grew more accepting with repetition over time (Kronrod and Huber, 2018). Brands aiming to achieve a level 3 consummatory experience need to ensure that they do not offer the same level 2 immediate brand experience to the same set of consumers repeatedly and, instead, must offer variety. This also suggests that practitioners need to consider the timing, and the time spent between exposures to various similar brand experiences in order to benefit from the top two levels of brand experience.

Following advice on theory development (Summers, 2001), analysis of the literature identified additional elements that should be considered in the operationalization of brand experience, that have not been extensively considered in marketing, for example polarity valence, amplitude valence, consumption episodes, and temporal boundaries. More specifically, while Brakus *et al.* (2009) discuss the need to develop a scale that captures negative brand experience, this has yet to be explored. Amplitude valences may capture which level of brand experience an individual is exposed to. Consumption episodes expand brand experience occurrence along a consumer journey rather than, at present, at the point of consumption. Temporal boundaries should be considered as consumers may have had multiple brand experiences in a short time span and may recall these as separate or combined experience. Other additional elements that need exploration include the evolution of the brand, the physical space in which a brand experience occurs, and the social environment of the brand experience. Brand experience studies have only been completed and conceptualized using products and services; however, this limits our understanding as it is possible to have a brand experience with personalities (i.e., celebrities). Finally, the social environment reflects the various audiences and possible impact on a brand experience, showcasing the need to be aware of which

audiences are at play and designing those interactions to be in-line with the desired brand experience. Practitioners have to appreciate the complexity of brand experience, clearly identify the key factors contributing to positive experiences in their respective context, and develop tactics to support positive and memorable experiences in relation to their offers.

The reconceptualization of brand experience rectifies the definitional issues regarding the lack of clarity, use of exemplars, and vagueness. Through the integration of philosophy and psychology it transpires that experiences may occur in a multi-level manner, as opposed to binary relationships. The advancement of the definition of brand experience is supported from the four premises and the additional elements identified through them and is associated with the impression of an interaction with the brand, and not a response to the interaction as a recent definition of customer experience espouses (Becker & Jaakkola, 2020). The definition here suggests that brand experience evokes a desired set of outcomes. The proposed definition is broad enough to encourage exploration (Andreini *et al.*, 2018) but specific enough that it lays claim as its own concept (MacKenzie, 2003), improving conceptual understanding by capturing the complexity of brand experience (Summers, 2001). It incorporates various findings from related disciplines and removes conceptual ambiguities. It removes the pseudo-definition by refraining from the use of exemplars or defining it solely based on its consequences. In previous definitions authors would specify the dimensionality (Frank *et al.*, 2014; Burnett and Hutton, 2007; Goode *et al.*, 2010; Lemon and Verhoef, 2016; Schouten *et al.*, 2007) of the concept; in this paper's proposed definition this specificity does not exist and is, instead, reflected as 'subjective esoteric impressions', allowing it to be generally applicable to any context-specific expression of brand experience (Brodie *et al.*, 2011). It addresses the issues of vagueness by providing boundaries for the nature of responses, consumption stages, temporal requirements, polarity, and amplitude.

Experiences may offer an opportunity to create truly meaningful and satisfying offerings for consumers (Schmitt *et al.*, 2014), and the multi-level conceptualization may provide a greater scope for dynamic approaches to brand experience design. There are myriad emotions, thoughts, and sensations that marketers can modify to create varying brand experience offerings. Thus, providing greater opportunities to create sustainable competitive advantages (Prahalad and Ramaswamy, 2004; Presas *et al.*, 2011; Roy *et al.*, 2019), and differentiation (Morrison and Crane, 2007) from competitors. Since experiences are hard to compare amongst alternatives, this brings the prospect of premium pricing (Pine and Gilmore, 1998). However, if the options are too great this may overwhelm consumers resulting in the abandonment of the offering. These opportunities come with complications as it puts less control in the hands of managers and makes it hard to provide a consistent offering. The role of repetition in brand experience may find that companies will be required to be more agile, by finding new ways to deliver their brand promise over relatively short periods of time.

## 9. Directions for Future Research

From a theoretical perspective, continued interdisciplinary work is imperative if marketers are to make advancements in the domain of brand experience. This paper details an exhaustive integration of research across marketing, philosophy, and psychology. The call for interdisciplinary work is not complete, as brand experience has been shown to have a social component; as such, continued interdisciplinary work from sociology, and social anthropology can be helpful. As social relationships are informed by cultures (Schug *et al.*, 2010) integrating knowledge from ethnology, and cultural anthropology may also lead to insights. The majority of philosophical work integrated in this paper originates from a Eurocentric-Western Centrist point of view; other worldviews may provide additional understanding (Patsiaouras, 2019). Finally, the systematic literature review incorporates work which was written or translated into English as that is the authors' main language, works written in other languages may provide additional insights (Boussebaa and Tienari, 2019). The systematic literature review discovered three kinds of internal subjective esoteric impressions (sensorial, affective, and cognitive), through more interdisciplinary work other types of impressions may be found.

This work conceptually re-approaches brand experience. If experiences are, indeed, different economic offerings than goods and services, then the theoretical understanding of experiences requires unique inputs. If goods are standardized and tangible, while services are customized and intangible objects of perception, then experiences are personal and memorable (Pine and Gilmore, 1998). The underlying systems that are used to create, deliver, and evaluate goods and services are fundamentally different (Peillon *et al.*, 2015) and, as such, one could argue such is the case for brand experience. This implies that there is room for theoretical advancement in understanding the implications for operations management, customer service, as well as alternative models for business financing for start-ups who solely offer brand experiences.

Most studies focus on singular, short term brand experience, but there are other variations that may affect the contents, outcomes, and support systems of executing experiences. There are vast differences between going to an exclusive resort once (singular in the short term), going to a luxury retailer multiple times a week for a month (multiple uses in the short term), working for a corporation for a year (multiple uses in the long term), and a political party in power (enduring use). Studying these other term limits may yield fruitful results.

From an empirical perspective a new scale, and models need to be developed to test the theoretical ideas

presented in this paper. This paper suggests that the contents of brand experience include various subjective esoteric impressions, which is a significant movement away from the generally accepted brand experience scale (Brakus *et al.*, 2009) which measures types of brand experience. There is a myriad of combinations between the impressions that can be planned and tested for various outcomes. If brand experience has a multi-level structure, then it may be possible that antecedents and outcomes for each level will vary and this may be dependent on the individual's specific motivation and, therefore, may not be the same in every decision to interact with the brand let alone across consumers. This complicates the ability for a corporation to execute a consistent brand experience to its consumers, perhaps making consistency irrelevant. Future research should investigate the implications of a multi-level experience if, indeed, what is supported from psychology and philosophy is also appropriate for marketing and how this new approach links with or discriminates from other constructs of interest.

While parallels can be seen between the affective continuum and the levels of experience, it is unclear if similar parallels could be found with the other dimensions of experience, namely thoughts and sensations. It would be of theoretical and practical interest to explore other possible brand experience dimensionality relationships within a multi-level structure. As there are dissimilarities in actual, perceived, and interpreted responses associated with brand experience, it would be intriguing to see if these differences align with the multi-level model of brand experience. By bringing attention to the differences between actual, perceived or interpreted responses, new opportunities emerge: advancements in wearable technologies provide exciting new ways of capturing physiological responses. Testing whether stimuli was perceived (Vandenbroucke *et al.*, 2011) and, if so, the way in which it was interpreted could yield different results, thereby affecting brand experience design.

As the consummatory level of experience is posited to contribute to consumer identity, marketers have a responsibility to ensure their offerings are culturally and socially appropriate, and will not cause harm. Specifically, marketing practices have contributed to inequality through gender (Sanghvi and Hodges, 2015), ethnicity, and socio-economic status (Maclaran, 2015), thus marketers have a role to play (Fischer, 2015) in preventing inequitable practices. This requirement must become a part of the brand experience design process. To ensure this, interpretations of the designed brand experience must be tested. This requires new methodologies to either be created, or integrated from other disciplines.

Consumer-based product and service brands have been the focal point of interest in the majority of studies; however, other subjects are also worthy of attention. The brand experience literature is beginning to make headway in business-to-business marketing (Cortez and Johnston, 2017; Osterle *et al.*, 2018; Pohlmann and Kaartemo, 2017; Roy *et al.*, 2019) which implies that other models may also benefit from this concept, while it could be also of interest for other contexts such as the development of internal marketing strategies.

Since brands can be of a different nature, including human, not-for-profit, places and many others, researchers should try to unfold the applicability, implications, and appropriate experience practices for diverse objects of perception.

Previous research on brand experience clearly focuses on well recognized brands. Brakus *et al.*, (2009) developed the brand experience scale using as objects multinational brands like Nike, Starbucks, BMW, and Apple. Large brands, such as Ikea (Edvardsson *et al.*, 2005), Camp Jeep (Schouten *et al.*, 2007) and Nespresso (Japutra and Molinillo, 2019), and the context where large brands are found, such as theme parks (Brocato *et al.*, 2012), cars (Moons and Pelsmacker, 2014), malls (Gilboa *et al.*, 2016), dealerships of global car manufacturers (Flynn *et al.*, 2017), luxury hotels (Wiedmann *et al.*, 2018), banks (Patrício *et al.*, 2008), or cell phone brands (Coelho *et al.*, 2020), are often the focal brands and contexts of brand experience research. The clear engagement of the existing research with well-known brands may be due to an assumed inability for small and medium enterprises (SMEs) to develop experiences due to limited resources or to the questionable applicability of the definitions of brand experience for SME's. Given that SMEs make up 99% of OECD member's economies (OECD, 2017) and that the proposed definition can be applied to SMEs, more research should be channelled into solving real world problems, alongside cost effective and accessible methods for designing and executing brand experiences in the SME context.

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## Appendix 1 - Original Experience Definitions

Term	Author	Definition
Brand experience	Dean <i>et al.</i> , 2016	An experience is a dialogue between authors and readers, who are capable of making multiple interpretations according to their own contexts (Scott, 1994). This situation leads to the idea of brand experiences as mutable texts requiring an interpretive process, in which the subjects are involved and influenced by their own contexts, p. 3043
	Tafesse, 2016	A conceptualization identifies perceptual, social, epistemic and embodied dimensions as relevant components of brand experience, p. 426
	Nguyen <i>et al.</i> , 2015	Brand experiences deal with actual sensations, cognitions and behavioural responses, p. 558
	Dennis <i>et al.</i> , 2014	Aesthetic experience determines consumers' response that can have more affective or cognitive elements, p. 2
	Brakus <i>et al.</i> , 2009	Subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments, p. 53
	Pine & Gilmore, 1998	Experience is when a customer pays to spend time enjoying a series of memorable events that a company stages; companies are staging experiences anytime they engage customers, connecting with them in a personal, memorable way which occur across two bi-polar constructs; customer participation and connection, p. 101
Product Experience	Weisstein <i>et al.</i> , 2016	Experience refers to customers' overall impressions and feelings formed by their encounters with products, brands, services, and the atmospheric aspects of the encounters. Customer experience directly affects their perceptions of product knowledge and value, and consequently, willingness to pay, p. 4314
	Sevilla & Townsend, 2016	Taste, p. 675
	Goode <i>et al.</i> , 2010	An experience can be characterized as all the thoughts, emotions, activities, and appraisals that occur during or as a result of an event, p. 276
	Hoch, 2002	Experience is defined as the act of living through and observation of events and also refers to training and the subsequent knowledge and skill acquired, p. 448
Service Experience	Chandler & Lusch, 2015	Service experience as many-to-many engagement. It is the ongoing and dynamic alignment of the connections and dispositions of many actors. This occurs before, during, and after a service encounter, as actors tap into their unique dispositions and connections to engage with one another, p. 13
	Padgett & Allen, 1997	Cognitive, affective, and behavioural reactions associated with a specific service event, p. 52
	Bitner <i>et al.</i> , 1997	Service experiences are the outcomes of interactions between organizations, related systems/processes, service employees and customers, p. 193
Consumption Experience	Chun <i>et al.</i> , 2017	As a cognitive process involving awareness of current pleasure from a target-specific, future consumption experience. When one savours an upcoming consumption experience, one is aware (in the moment) that one feels pleasure from this upcoming experience. Thus, while the content of savouring is affective (involving pleasure), the process of savouring is cognitive (involving awareness), p. 5
	Schmitt, 1999	Experiences provide sensory, emotional, cognitive, behavioural, and relational values that replace functional values, p. 57
Customer/Consumer Experience	Hoffman & Novak, 2018	Consumer experience is the properties, capacities, and expressive roles of the consumer experience assemblage, p. 1184
	Yam <i>et al.</i> , 2017	Cognition, affect, and sensation, p. 397

Term	Author	Definition
	Homburg <i>et al.</i> , 2017	CE is the evolvment of a person's sensorial, affective, cognitive, relational, and behavioural responses to a firm or brand by living through a journey of touch-points along pre-purchase, purchase, and post-purchase situations and continually judging this journey against response thresholds of co-occurring experiences in a person's related environment, p. 384
	Lemon & Verhoef, 2016	Customer experience is a multidimensional construct focusing on a customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey, p. 71
	Juttner <i>et al.</i> , 2013	The customer service experience concept is identified in literature: service experience formation processes comprise customer cognition as well as emotion; they transcend service contact points and processes into customer relationships; and they are co-created in the customer-company service interaction process, p. 739
	Lemke <i>et al.</i> , 2011	Customer experience is conceptualized as the customer's subjective response to the holistic direct and indirect encounter with the firm, p 846
	Pagani & Mirabello, 2011	An experience can be characterized as all the thoughts, emotions, activities, and appraisals that occur during or as a result of an event, p. 44
	Verhoef <i>et al.</i> , 2009	The customer experience construct is holistic in nature and involves the customer's cognitive, affective, emotional, social and physical responses to the retailer, p. 32
	Mitchell & Orwig, 2002	A bond between a consumer and brand as the consumer learns about the brand, its operation, production process, history, and historical significance, p. 31

**Table 1: Cited Authors for Definition Building**

Term	Original Definition Authors	Cited Authors for Definition Building
<b>Brand Experience</b>	Brakus <i>et al.</i> , 2009	Dewey, (1981 [1925]) (philosophy); Pine & Gilmore, 1998*; Schmitt, 1999
	Pine & Gilmore, 1998	None
<b>Service Experience</b>	Pullman & Gross, 2004	Arnould & Price, 1993; Berry <i>et al.</i> , 2002; Csikszentmihalyi, 1991, 1997 (psychology); Dewey 1963 (philosophy); Pine & Gilmore, 1998; McLellan, 2000 (psychology)
	Bitner <i>et al.</i> , 1997	Arnould & Price, 1993
	Padgett & Allen, 1997	Arnould & Price, 1993; Bruner, 1986 (anthropology); Holbrook & Hirschman, 1982; Otto & Ritchie, 1995
<b>Product Experience</b>	Goode <i>et al.</i> , 2010	Hirschman & Holbrook, 1986
<b>Customer Experience</b>	Becker & Jaakkola, 2020	136 articles from services marketing (31), consumer research (24), retailing (18), service-dominant logic (18), service design (12), online marketing (13), branding (11) and experiential marketing (9)
	Hoffman & Novak, 2018	Delanda 2002, 2011 (philosophy); Canniford & Shankar, 2013; Parmentier & Fischer, 2015; Brakus <i>et al.</i> , 2009
	Lemon & Verhoef, 2016	de Keyser <i>et al.</i> , 2015; Pine & Gilmore, 1998; Schmitt, 1999
	Dennis <i>et al.</i> , 2014	Brakus <i>et al.</i> , 2009; Dewey, 1934 (philosophy); Hekkert, 2006 (psychology); Peterson <i>et al.</i> , 2005 (psychology); Pine & Gilmore, 1998
	Lemke <i>et al.</i> , 2011	Brakus <i>et al.</i> , 2009; Gilmore & Pine, 2002; Pullman & Gross 2004; Verhoef <i>et al.</i> , 2009
	Pagani & Mirabello, 2011	Hirschman & Holbrook, 1986
	Verhoef <i>et al.</i> , 2009	Gentile <i>et al.</i> , 2007; Meyer & Schwager, 2007
	Frow & Payne, 2007	Edvardsson <i>et al.</i> , 2005; Holbrook & Hirschman, 1982; Pine & Gilmore, 1998; Schmitt, 2003
<b>Consumption Experience</b>	Schmitt, 1999	Holbrook & Hirschman, 1982; Pine & Gilmore, 1998
* When a discipline is not reported, the definitions come from the marketing literature		

**Table 2 - Structure Literature Review Overview and Sources Survived**

	<b>Marketing</b>	<b>Philosophy</b>	<b>Psychology</b>
<b>Inclusion Criteria #1: Journal Selection</b>	CABS 3-4, plus top 2 journals in branding	Contained in Philosopher's Index (Proquest). Philosophers from Modern historical period (including Age of Reason, Enlightenment and Modern). Philosopher's own writing and academics writing on those philosophers. Within epistemology and Empiricism, Pragmatism or Positivism schools of thought.	Quartile 1 and 2 by SCImago (Scopus), h-index minimum 40
<b>Inclusion Criteria #2: Keywords</b>	Brand experience, service experience, consumption experience, customer/consumer experience, product experience	Experience	Experience NOT past, future, clinical, child*,
<b>Inclusion Criteria #3: Time Period</b>	English works only 1936-2018 (where available, otherwise to 2017)	English works only Philosophers: 1786-2018 Other authors: 1940-2018 (where available)	English works only 1950-2018 (where available, otherwise to 2017)
<b>Additional Information</b>	Allowed to be included if authors did not publish in above journal selection criteria but had high citation counts	None	Allowed to be included if lower than 40 h-index only if in Quartile 1. Highly cited practitioner books were also included.
<b>Initial No of Identified Articles</b>	1,978	135	2,868
<b>Exclusion Criteria #1: Other uses for 'experience' (i.e. work experience)</b>	Not dealing with concepts directly contributing to brand experience	Not dealing with concepts directly contributing to experience	Not dealing with concepts directly contributing to experience (having gone through something)
<b>Surviving Articles</b>	478	123	367
<b>Exclusion Criteria #2: Industry specific</b>	Industry specific (i.e. Journals and publications focused on industry sectors were not used)	N/A	Industry specific (i.e. language experience)
<b>Surviving Articles</b>	210	123	118
<b>Exclusion Criteria #3: Study specific terms</b>	Study specific terms (i.e. in-store experience)	Study specific terms (i.e. art aesthetic experience)	Study specific terms (i.e. addiction experience)
<b>Sources Survived</b>	148	90	29

**Table 3: Main Definitions and Conceptualisations Used for Experience-based Terms and Followers**

Term	Definition Used	Authors
Brand Experience	Brakus <i>et al.</i> , 2009	Wiedmann <i>et al.</i> , 2018; Santini <i>et al.</i> , 2018; Osterle <i>et al.</i> , 2018; van der Westhuizen, 2018; Kumar <i>et al.</i> , 2018; Jiang <i>et al.</i> , 2018; Krishna <i>et al.</i> , 2017; Khan & Fatma, 2017; Nobre & Ferreira, 2017; Diallo & Siqueira, 2017; Hepola <i>et al.</i> , 2017; Merrilees, 2017; Saari & Mäkinen, 2017; Merrilees <i>et al.</i> , 2016; Klein <i>et al.</i> , 2016; Trudeau & Shobeiri, 2016a; Trudeau & Shobeiri, 2016b; Khan & Rahman, 2016; Cho <i>et al.</i> , 2015; Ramaseshan & Stein, 2014; Franciso-Maffezzoli <i>et al.</i> , 2014; Frank <i>et al.</i> , 2014; Moons & Pelsmacker, 2014; Nysveen <i>et al.</i> , 2013; Lunqvist <i>et al.</i> , 2013; Abratt, 2012; Iglesias <i>et al.</i> , 2011; Schmitt & Zarantonello, 2010
	Pine & Gilmore, 1998	Noseworthy <i>et al.</i> , 2010; Atwal & Williams, 2009; Morrison & Crane, 2007
	No definition	Davies <i>et al.</i> , 2018; Karanges <i>et al.</i> , 2018; Grace <i>et al.</i> , 2018; Lin <i>et al.</i> , 2018a; Torres <i>et al.</i> , 2017; Burnett & Hutton, 2007; Quach & Thaichon, 2017; Presi <i>et al.</i> , 2016; Zenetti & Klapper, 2016; Merrilees <i>et al.</i> , 2016; Ramaswamy & Ozcan, 2016; Baghi <i>et al.</i> , 2016; Granitz & Forman, 2015; Meenaghan & O'Sullivan, 2013; Stokburger-Sauer <i>et al.</i> , 2012; Helm & Jones, 2010; Schembri, 2009; Payne <i>et al.</i> , 2009; Whelan & Wohlfeil, 2006; Yeoman <i>et al.</i> , 2005; Chattopadhyay & Laborie, 2005
Service Experience	Pullman & Gross, 2004	Zomerdijk & Voss, 2010
	Bitner <i>et al.</i> , 1997	Patricio <i>et al.</i> , 2008
	Padgett & Allen, 1997	Poppel <i>et al.</i> , 2018
	No definition	Killian <i>et al.</i> , 2018; Rychalski & Hudson, 2017; Sheng <i>et al.</i> , 2017; Prado-Gasco <i>et al.</i> , 2017; Kraak & Holmqvist, 2017; Umashankar <i>et al.</i> , 2017; Albrecht <i>et al.</i> , 2017; van Doorn <i>et al.</i> , 2017; Balaji <i>et al.</i> , 2017; Hilken <i>et al.</i> , 2017; McColl-Kennedy <i>et al.</i> , 2017; Wu <i>et al.</i> , 2016; Lunardo <i>et al.</i> , 2016; Ng <i>et al.</i> , 2016; Esmark <i>et al.</i> , 2016; Habel <i>et al.</i> , 2016; Guo <i>et al.</i> , 2016; Liu <i>et al.</i> , 2016; Brocato <i>et al.</i> , 2012; Tumbat, 2011; Klaus & Maklan, 2007; Arnould & Price, 1993
Product Experience	Goode <i>et al.</i> , 2010	Aurier & Guintcheva, 2014
	No definition	Berger <i>et al.</i> , 2018; Chen, 2017; Tal <i>et al.</i> , 2017; Harmeling <i>et al.</i> , 2017; Triantos <i>et al.</i> , 2016; Choi <i>et al.</i> , 2016; Atakan <i>et al.</i> , 2014; Honea & Horsky, 2011
Customer/Consumer Experience	Frow & Payne, 2007	Rahman <i>et al.</i> , 2018; Payne <i>et al.</i> , 2017; Biedenbach & Marell, 2010
	Lemon & Verhoef, 2016	Grewal <i>et al.</i> , 2017; Cortez & Johnston, 2017; Voorhees <i>et al.</i> , 2017
	Verhoef <i>et al.</i> , 2009	McLean <i>et al.</i> , 2018; Yakhlef, 2015
	Lemke <i>et al.</i> , 2011	Colm <i>et al.</i> , 2017
	Pagani & Mirabello, 2011	Pagani & Malacarne, 2017
	Dennis <i>et al.</i> , 2014	Foroudi <i>et al.</i> , 2016
	No definition	Alfakhri <i>et al.</i> , 2018; Fujita <i>et al.</i> , 2018; Arli <i>et al.</i> , 2018; Dion & Borraz, 2017; Biswas <i>et al.</i> , 2017; Singh <i>et al.</i> , 2017; Teixeira <i>et al.</i> , 2017; Abolhasani <i>et al.</i> , 2017; Carlson <i>et al.</i> , 2017; Pohlmann & Kaartemo, 2017; Dong & Sivakumar, 2017; Füller & Bilgram, 2017; Lowe & Johnson, 2017; Boyd <i>et al.</i> , 2016; Braun <i>et al.</i> , 2016; Gil-Saura <i>et al.</i> , 2016; Bigne <i>et al.</i> , 2016; Pons <i>et al.</i> , 2016; Usunier & Sbizzera, 2013; Presas <i>et al.</i> , 2011; Puccinelli <i>et al.</i> , 2009; Mosley, 2007; Schembri, 2006; Nowak <i>et al.</i> , 2006; Thompson <i>et al.</i> , 1989
Consumption Experience	Schmitt, 1999	Hart <i>et al.</i> , 2016; Esch <i>et al.</i> , 2012
	No definition	Johnson <i>et al.</i> , 2018; Lasaleta & Redden, 2018; Lin <i>et al.</i> , 2018b; Scott & Uncles, 2018; Bridson <i>et al.</i> , 2017; Seregina & Weijo, 2017; Han <i>et al.</i> , 2017; Baghi & Antonetti, 2017; Amatulli <i>et al.</i> , 2017; Sinclair & Tinson, 2017; Yang <i>et al.</i> , 2017; Roy & Naidoo, 2017; McGouran & Prothero, 2016; Black & Areni, 2016; Bosangit & Demangeot, 2016; Kadirov <i>et al.</i> , 2016; Meyer <i>et al.</i> , 2016; Tonietto & Malkoc, 2016; Lanier & Rader, 2015; Lee & Tsai, 2014; Miniard <i>et al.</i> , 1992; Hill & Robinson, 1991

**Table 4 - Experience Dimensionality**

Term Used	Cognitive	Behavioral	Affective	Sensorial	Social
<b>Brand Experience</b>	Dean <i>et al.</i> , 2016; Tafesse, 2016; Nguyen <i>et al.</i> , 2015; Dennis <i>et al.</i> , 2014; Brakus <i>et al.</i> , 2009; Pine & Gilmore, 1998	Tafesse, 2016; Nguyen <i>et al.</i> , 2015; Brakus <i>et al.</i> , 2009; Pine & Gilmore, 1998	Tafesse, 2016; Dennis <i>et al.</i> , 2014; Brakus <i>et al.</i> , 2009	Tafesse, 2016; Nguyen <i>et al.</i> , 2015; Brakus <i>et al.</i> , 2009; Pine & Gilmore, 1998	none
<b>Product Experience</b>	Weisstein <i>et al.</i> , 2016; Hoch, 2002; Goode <i>et al.</i> , 2010	Goode <i>et al.</i> , 2010	Weisstein <i>et al.</i> , 2016; Goode <i>et al.</i> , 2010	Sevilla & Townsend, 2016	none
<b>Service Experience</b>	Pullman & Gross, 2004; Padgett & Allen, 1997	Chandler & Lusch, 2015; Pullman & Gross, 2004; Padgett & Allen, 1997	Chandler & Lusch, 2015; Pullman & Gross, 2004; Padgett & Allen, 1997	Pullman & Gross, 2004	Chandler & Lusch, 2015; Pullman & Gross, 2004; Bitner <i>et al.</i> , 1997
<b>Consumption Experience</b>	Chun <i>et al.</i> , 2017; Schmitt, 1999	Schmitt, 1999	Chun <i>et al.</i> , 2017; Schmitt, 1999	Schmitt, 1999	Schmitt, 1999
<b>Customer/ Consumer Experience<sup>1</sup></b>	Hoffman & Novak, 2018; Yam <i>et al.</i> , 2017; Homburg <i>et al.</i> , 2017; Lemon & Verhoef, 2016; Juttner <i>et al.</i> , 2013; Pagani & Mirabello, 2011; Verhoef <i>et al.</i> , 2009; Mitchell & Orwig, 2002	Hoffman & Novak, 2018; Homburg <i>et al.</i> , 2017; Lemon & Verhoef, 2016; Pagani & Mirabello, 2011; Verhoef <i>et al.</i> , 2009	Hoffman & Novak, 2018; Yam <i>et al.</i> , 2017; Homburg <i>et al.</i> , 2017; Lemon & Verhoef, 2016; Juttner <i>et al.</i> , 2013; Pagani & Mirabello, 2011; Verhoef <i>et al.</i> , 2009; Mitchell & Orwig, 2002	Hoffman & Novak, 2018; Yam, <i>et al.</i> , 2017; Homburg <i>et al.</i> , 2017; Lemon & Verhoef, 2016; Verhoef <i>et al.</i> , 2009	Hoffman & Novak, 2018; Homburg <i>et al.</i> , 2017; Lemon & Verhoef, 2016; Verhoef <i>et al.</i> , 2009

<sup>1</sup> Lemke *et al.*, 2011 is not reflected in the dimensionality of original definitions, as the definition does not contain enough information to be included



**Table 5: Experience Terms in Marketing – Shortcomings, and Support for the Use of the term Brand Experience**

Term	Issues with Use of the Term	How Brand Experience Addresses Issues
Consumption Experience	Goes against two rules for correct definitions; consistency with prior research, and clear mention of the subject that we are concerned with.	Inherently allows reflection upon all the possible touch points in a customer journey
Customer Experience	Eliminates the object of concern while ignoring previous research.	Brand experience specifies what the consumer is reacting to, and is reflective of the target audience which is in line with requirements for theory
Product Experience	Prevents the term from demarcation to other concepts.	Categorical brands do not exist thereby preventing the need to separate between a product, service, or other aspects from the branded offer
Service Experience	Prevents the term from demarcation to other concepts.	Categorical brands do not exist thereby preventing the need to separate between a product, service, or other aspects from the branded offer

**Table 6 - Multi Level Process of Experience in Philosophy and Psychology**

<b>Discipline</b>	<b>2 levels</b>	<b>3 levels</b>
<b>Philosophy</b>	Lahteenmaki, 2008; Hall, 2000; Gibson, 1917; Locke (1786a, 1786b, 1786d,1786f,1786g,1786h, 1979); Hobbes, 1665; Mead, 1938; Yolton, 1963; Odegard, 1965; Tibbetts, 1974	Godfrey-Smith, 2014; Stob, 2011; Goodson, 2010; Razzaque, 1999; Fortier, 1999; Boud <i>et al.</i> , 1993; Seigfried, 1992; Townsend, 1987; Smith, 1985; Singer, 1985; Dewey, (1981 [1925]); Seigfried, 1976; Tibbetts, 1971; James, 1967a; Eames, 1964; Smith, 1959; Dewey, 1925; Dewey, 1929; James, (1976 [1912]), 1979 [1911], 1981 [1890]; 1909; 1896
<b>Psychology</b>	Marković, 2012; Legrand, 2007; Erlich, 2003; de Waele, 1995; Erlich & Blatt, 1985; Schafer, 1976	Glanzer, 2014; Costanzo, 2014; Glanzer & Early, 2012

**Table 7: Experience as a Multi-level Construct in Philosophy and Psychology**

Discipline	Author	Followers	Sub-conscious Experience Contents (Level 1)	Immediate Experience Contents (Level 2)	Consummatory Experience Contents (Level 3)
Philosophy	Hobbes, 1994	Blitz, 1989; Gerhard, 1946	Any Sensation (Hobbes, 1994)	Understanding (Hobbes, 1839) Memory (Hobbes, 1839)	N/A
	Locke, 1786	Lahteenmaki, 2008; Smith, 2000; Ryle 2000; Hall, 2000; Smith 1987; Odegard, 1965; Yolton, 1963; Gibson, 1917	Any Sensation (Locke, 1979) Awareness (Yolton, 1963)	Reflection (Locke, 1979) Contemplation (Locke, 1979; Lahteenmaki, 2008)	N/A
	Mead, 1938	Rosenthal, 2004; Rosenthal & Bourgeois, 1990; Tibbetts, 1974;	Touch Sensation (Mead, 1938)	Reflection (Rosenthal & Bourgeois, 1990)	N/A
	James, 1912b	Stob, 2011; Goodson, 2010; Fortier, 1999; Razzaque, 1999; Seigfried, 1992, Seigfried, 1976	Incipient Relations (Seigfried, 1976)	Reflection (James, 1912b)	Knowledge (Goodson, 2010)
	Dewey, 1981 [1925]	Godfrey-Smith, 2014; Boud <i>et al.</i> , 1993; Townsend, 1987; Singer, 1985; Smith, 1985; Tibbetts, 1971; Eames, 1964; Bernstein, 1961; Smith, 1959	Non-cognitive relations (Eames, 1964) Any Sensation (Bernstein, 1961)	Reflection (Singer, 1985) Knowledge (Eames, 1964)	Beliefs (Smith, 1985) Significance (Dewey, 1981 [1925])
Psychology	de Waele, 1995	N/A	N/A	Cognition (de Waele, 1995)	Emotion (de Waele, 1995)
	Erlich, 2003	N/A	N/A	Awareness (Erlich, 2003)	Emotion (Erlich, 2003)
	Marković, 2012	N/A	N/A	Attention - low level of emotion (Marković, 2012)	Fascination higher level of emotion (Marković, 2012)
	Costanzo, 2014	N/A	Implicit Relations (Costanzo, 2014)	Reflection (Costanzo, 2014)	Possession (Costanzo, 2014)
	Glanzer & Early, 2012	N/A	Implicit Relations (Glanzer & Early, 2012)	Low level indirect emotion (Glanzer & Early, 2012)	Higher level aimed emotion (Glanzer & Early, 2012)

**Table 8: Dimensionality Development of Multi-Level Brand Experience**

<b>Brand Experience Levels</b>	<b>Sub-conscious (Level 1)</b>	<b>Immediate (Level 2)</b>	<b>Consummatory (Level 3)</b>
<b>Dimensionality</b>			
<b>Affective</b>	Affect is a non-reflective (Russell & Barrett, 2009) and projective state (Frijda, 1986).	Feelings are familiar active states (Shouse, 2005).	Emotions are a " <i>complex set of interrelated sub-events</i> " (Russell & Barrett, 1999, p. 806), which incorporate the subject and object.
<b>Sensorial</b>	Contains pre-attentive sensory memory and iconic memory (Vandenbrouke <i>et al.</i> , 2012).	Plays a part in amplifying selective attention and feelings (Bartsch & Oliver, 2011; Cupchik 2011)	Is the aesthetic which communicates the joy, playfulness of an object, the felt quality that is needed for consummation (Mead, 1938).
<b>Cognitive</b>	We are not cognitive and pre-reflective (Mead, 1938; Rosenthal & Bourgeois, 1990).	Contains voluntary attention applied to a situation (Lahteenmaki, 2008).	Deliberate culminations that occur when there is a sense of fulfilment (Bernstein, 1961; Smith, 1985) for the individual.

**Table 9: Philosophy and Psychology and Support of Multiple Levels of Experience**

	<b>Philosophy</b>	<b>Psychology</b>
<b>Level 1</b>	Godfrey-Smith, 2014; Stob 2011; Goodson, 2010; Razzaque, 1999; Fortier, 1999; Boud <i>et al.</i> , 1993; Seigfried, 1992; Townsend, 1987; Singer, 1985; Smith, 1985; Seigfried, 1976; Tibbetts, 1971; Eames, 1964; Dewey, 1925; James, 1896; Locke, 1786	Vandenbrouke <i>et al.</i> , 2014; Bronfman <i>et al.</i> , 2014; Vandenbrouke <i>et al.</i> , 2012; Petitmengin, 2007; Thompson, 2007; Legrand, 2007; Thompson, 2005; Legrand, 2006; Zahavi, 2005; Gallagher, 2005; Gallagher, 2003; Damasio, 1999; Petitmengin, 1999; Gendlin, 1996; Langer, 1953
<b>Level 2</b>	Godfrey-Smith, 2014; Stob 2011; Goodson 2010; Fortier, 1999; Razzaque, 1999; de Waele, 1995; Boud <i>et al.</i> , 1993; Seigfried, 1992; Townsend, 1987; Smith, 1985; Singer, 1985; James, 1981 [1890]; Seigfried, 1976; Tibbetts, 1971; Eames, 1964; Mead, 1938; Dewey, 1929; Locke, 1786	Glanzer, 2014; Costanzo, 2014; Glanzer & Early, 2012; Marković, 2012; Legrand, 2007; Erlich, 2003; de Waele, 1995; Erlich & Blatt, 1985
<b>Level 3</b>	Godfrey-Smith, 2014; Stob, 2011; Goodson, 2010; Fortier, 1999; Razzaque, 1999; de Waele, 1995; Boud <i>et al.</i> , 1993; Seigfried, 1992; Townsend, 1987; Smith, 1985; Singer, 1985; Dewey, 1981; Seigfried, 1976; Tibbetts, 1971; James, 1967; Eames, 1964; Mead, 1938	Glanzer, 2014; Costanzo, 2014; Glanzer & Early, 2012; Marković, 2012; Erlich, 2003; de Waele, 1995; Erlich & Blatt, 1985

**Table 10: Outcomes of the Various Levels of Experience**

Level Discipline	Authors	Doctrine	Level	Level Name	Outcome	
LEVEL 1	Philosophy	Hobbes (1994a)	1 of 2	Knowledge from Sensation and Memory (Gerhard, 1946)	Categorical desire (Blitz, 1989)	
		Locke (1786)	1 of 2	General Experience (Yolton, 1963)	Simple Ideas (Yolton, 1963)	
		James (1967)	1 of 2	Pure Experience (Stob, 2011)	Pure experience is "... just what appears, of space, of intensity, of flatness, brownness, heaviness," (James, 1912a, p.27).	
		Dewey (1929)	1 of 3	Immediate Experience (Dewey, 1929)	Immediate experience is the foundation of all subsequent activity (Townsend, 1987).	
	Mead (1938)	Pragmatist	1 of 2	Immediate Experience (Rosenthal & Bourgeois, 1990)	Relations come into view (Rosenthal & Bourgeois, 1990)	
	Psychology	Glanzer & Early (2012)	N/A	1 of 3	Implicit (Glanzer & Early, 2012)	Fuzzy ideas (Glanzer & Early, 2012)
		Costanzo (2014)	N/A	1 of 3	Nominative (Costanzo, 2014)	Personal role (Costanzo, 2014)
LEVEL 2	Philosophy	Hobbes (1994a)	2 of 2	Knowledge from Experience and Prudence (Gerhard, 1946)	Specific desire for categorical need (Blitz, 1989)	
		Locke (1786)	2 of 2	An Experience (Locke, 1786)	Reach conclusions, make judgments, form beliefs (Locke, 1786d; Locke, 1786f; Locke, 1786g)	
		James (1981)	2 of 2	Ordinary Experience (James, 1981)	Explicit relations (James, 1981)	
		Dewey (1981)	2 of 3	Reflective or Secondary Experience (Dewey, 1929)	Ends in view (Dewey, 1981); beliefs; determine future response (Smith, 1959)	
	Psychology	Erlich, (2003); Erlich & Blatt (1985)	N/A	1 of 2	Being (Erlich, 2003)	Idea of "I" separate from the entity (subject separate from object) (Erlich & Blatt, 1985)
		de Waele (1995)	N/A	1 of 2	Representation (de Waele, 1995)	Internalization of an affect bond (de Waele, 1995)
		Marković (2012)	N/A	1 of 2	Perceptual (Marković, 2012)	Excitement (Marković, 2012)
		Glanzer & Early (2012)	N/A	2 of 3	Explicit (Glanzer & Early, 2012)	Structure (Glanzer & Early, 2012)
Costanzo (2014)	N/A	2 of 3	Dative (Costanzo, 2014)	Reception (Costanzo, 2014)		
LEVEL 3	Philosophy	Mead (1938)	2 of 2	Act Experience (Tibbetts, 1974)	Consummation is where objects take on value (Tibbetts, 1974)	
		James (1967)	2 of 2	Meaning Experience (James, 1967)	Lasting sense of significance (Goodson, 2010)	
		Dewey (1981)	3 of 3	Consummatory Experience (Dewey, 1981)	Deliberate consummations (Dewey, 1981); define us as individuals (Smith, 1985); determine future response (Smith, 1959)	
	Psychology	Erlich, (2003); Erlich & Blatt (1985)	N/A	2 of 2	Doing (Erlich, 2003)	Intrinsically connected and absorbed (Erlich & Blatt, 1985)
		de Waele (1995)	N/A	2 of 2	Experiential (de Waele, 1995)	Connection to "I" as identity (de Waele, 1995)
		Marković (2012)	N/A	2 of 2	Narrative (Marković, 2012)	Exceptional feeling (Marković, 2012)
		Glanzer & Early (2012)	N/A	3 of 3	Embodying (Glanzer & Early, 2012)	Strengthens connections and extrapolates to other situations (Glanzer & Early, 2012)
		Costanzo (2014)	N/A	3 of 3	Genitive (Costanzo, 2014)	Appropriation and Ownership (Costanzo, 2014)

**Table 11: Definitional Element Summary**

<b>Definitional Aspect</b>	<b>Philosophy</b>	<b>Psychology</b>	<b>Marketing</b>
<b>Sensory Dimension</b>	Hobbes 1994; Dewey, 1981; Locke, 1979; Seigfried, 1976; Eames, 1964; Yolton, 1963; Bernstein, 1961; Mead, 1938	Costanzo, 2014; Schifferstein & Desmet, 2007; Glanzer & Early, 2012	Hoffman & Novak, 2018; Yam <i>et al.</i> , 2017; Homburg <i>et al.</i> , 2017; Tafesse, 2016; Lemon & Verhoef, 2016; Sevilla & Townsend, 2016; Nguyen <i>et al.</i> , 2015; Brakus <i>et al.</i> , 2009; Verhoef <i>et al.</i> , 2009; Pullman & Gross, 2004; Schmitt, 1999; Pine & Gilmore, 1998
<b>Affective Dimension</b>	N/A	Marković, 2012; Glanzer & Early 2012; Erlich, 2003	Hoffman & Novak, 2018; Chun <i>et al.</i> , 2017; Homburg <i>et al.</i> , 2017; Yam <i>et al.</i> , 2017; Lemon & Verhoef, 2016; Tafesse, 2016; Weisstein <i>et al.</i> , 2016; Chandler & Lusch, 2015; Dennis <i>et al.</i> , 2014; Juttner <i>et al.</i> , 2013; Pagani & Mirabello, 2011; Goode <i>et al.</i> , 2010; Brakus <i>et al.</i> , 2009; Verhoef <i>et al.</i> , 2009; Pullman & Gross, 2004; Mitchell & Orwig, 2002; Schmitt, 1999; Padgett & Allen, 1997; Hill & Robinson, 1991
<b>Cognitive Dimension</b>	Goodson, 2010; Lahteenmaki, 2008; Rosenthal & Bourgeois, 1990; Smith, 1985; Singer, 1985; Dewey, 1981; Locke, 1979; James, 1912b; Eames, 1964; Hobbes, 1839	Costanzo, 2014; Erlich, 2003; de Waele, 1995	Hoffman & Novak, 2018; Homburg <i>et al.</i> , 2017; Juttner <i>et al.</i> , 2017; Kraak & Holmqvist, 2017; Chun <i>et al.</i> , 2017; Dean <i>et al.</i> , 2016; Tafesse, 2016; Lemon & Verhoef, 2016; Weisstein <i>et al.</i> , 2016; Nguyen <i>et al.</i> , 2015; Dennis <i>et al.</i> , 2014; Pagani & Mirabello, 2011; Goode <i>et al.</i> , 2010; Brakus <i>et al.</i> , 2009; Verhoef <i>et al.</i> , 2009; Pullman & Gross, 2004; Hoch, 2002; Schmitt, 1999; Pine & Gilmore, 1998; Padgett & Allen, 1997; Hill & Robinson, 1991
<b>Self-identity Dimension</b>	Janack, 2012; de Waele, 1995; Seigfried, 1992; James, 1981a; Mead, 1938	Jantzen & Vetner, 2010; de Waele, 1995; Sutherland, 1993; Emde, 1989; Mahrer, 1987; Sutherland, 1983; Sroufe & Waters, 1977; Schafer, 1976	N/A
<b>Conative Dimension</b>	Stob, 2011; Sutherland, 1993; Seigfried, 1992; Lichtenberg, 1989; Sutherland, 1983; James, 1981; James, 1979 [1911]; Gibson, 1917	Power, 2011; de Waele, 1995; Sutherland, 1993; Lichtenberg, 1989	N/A
<b>Continuum Affectivity</b>	N/A	Cupchik 2011; Bartsch & Oliver, 2011; Shouse, 2005; Beedie <i>et al.</i> , 2005; Russell, 2003; Russell & Barrett, 1999; Batson <i>et al.</i> , 1992; Alpert & Rosen, 1990	N/A
<b>Actual Stimuli</b>	N/A	N/A	Nguyen <i>et al.</i> , 2015
<b>Perceived Stimuli</b>	N/A	N/A	Ding & Tseng, 2015
<b>Interpreted Stimuli</b>	N/A	N/A	Biedenbach & Marell, 2010
<b>Polarity Valence for Brand Experience (general)</b>	N/A	Meng <i>et al.</i> , 2017; Lynott & Coventry, 2014; Proctor & Cho, 2006;	Brakus <i>et al.</i> , 2009

<b>Definitional Aspect</b>	<b>Philosophy</b>	<b>Psychology</b>	<b>Marketing</b>
<b>Amplitude Valence for Brand Experience (general)</b>	Godfrey-Smith, 2014; Stob, 2011; Goodson, 2010; Lahteenmaki, 2008; Hall, 2000; Fortier, 1999; Razzaque, 1999; Boud <i>et al.</i> , 1993; Seigfried, 1992; Townsend, 1987; Smith, 1985; Singer, 1985; Dewey, 1981; James, 1981 [1890]; Locke, 1979; James, 1979 [1911]; Seigfried, 1976; James, 1912; Tibbetts, 1974; Tibbetts, 1971; James, 1967; Odegard, 1965; Eames, 1964; Yolton, 1963; Smith, 1959; Mead, 1938; Dewey, 1929; Dewey, 1925; Gibson, 1917; James, 1909; James, 1896; Locke, 1786; Hobbes, 1839	Glanzer, 2014; Costanzo, 2014; Marković, 2012; Glanzer & Early, 2012; Legrand, 2007; Erlich, 2003; de Waele, 1995; Erlich & Blatt, 1985; Schafer, 1976	Russell & Levy, 2012; Schouten <i>et al.</i> , 2007
<b>Promissory Stage</b>	N/A	N/A	Merrilees, 2017
<b>Pre-consumption Stage</b>	N/A	N/A	Schmitt <i>et al.</i> , 2015; Dennis <i>et al.</i> , 2014
<b>Consumption Stage</b>	N/A	N/A	Brakus <i>et al.</i> , 2009
<b>Post-consumption Stage</b>	N/A	N/A	Gilboa <i>et al.</i> , 2016; Brocato <i>et al.</i> , 2012
<b>Re-consumption Stage</b>	N/A	N/A	Russell & Levy, 2012



Figure 1: Levels of Brand Experience

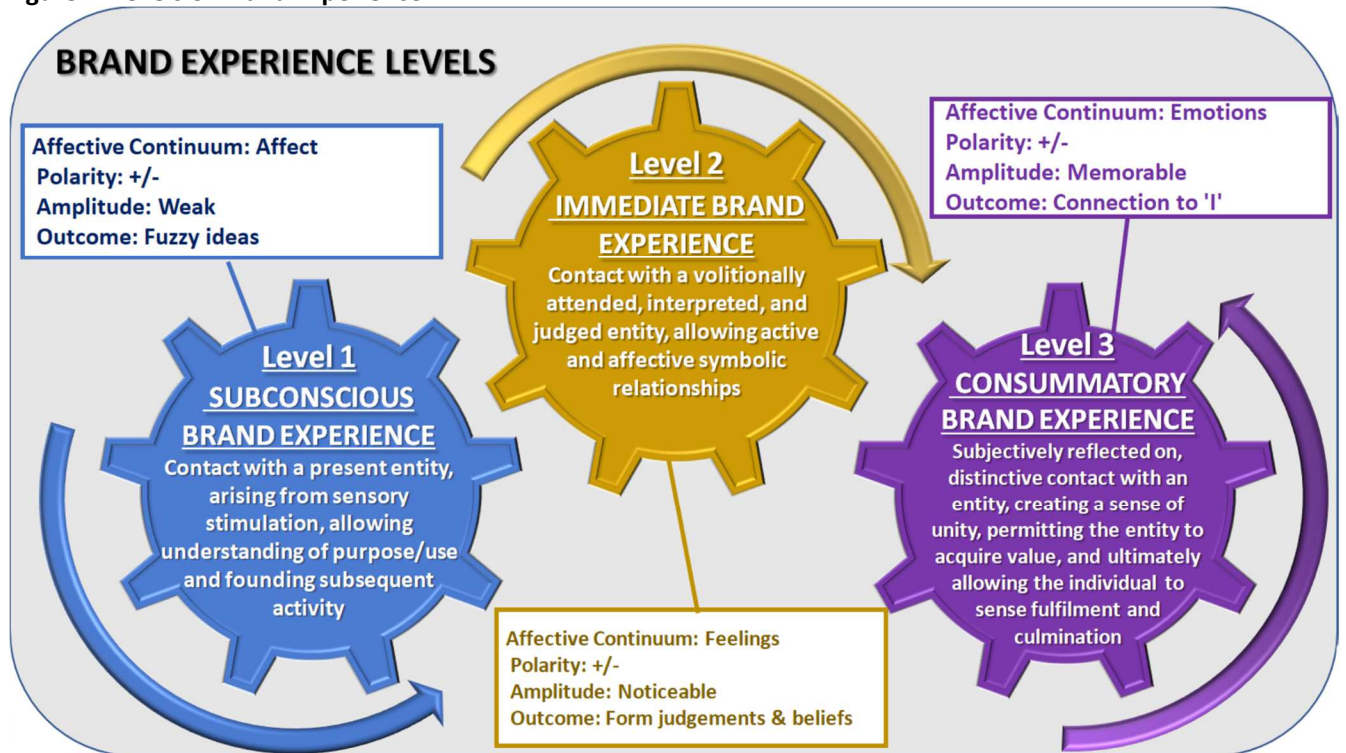


Figure 2: Contribution of the Premises to the Brand Experience Definition

